

CASE STUDY: DATA TRANSFORMATION PRODUCT DEVELOPMENT

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The Outcome

The Customer was satisfied with the solution as it provided a tool for Managers, Data Scientists, Data Analysts and business analysts to enhance Data collection, optimize all marketing data in one place or visualize using the platform, make connections between their data sources and demonstrate to stakeholders that they have a clear picture of marketing performance with all relevant data and metrics with all their marketing data. This in hand brought about freedom from manual coding, reduce data collection and thereby save cost for focus on higher value activities.

Technology Used

php, aws, google cloud, microsoft, nadc, mySQL, tensorflow, firebase, zendesk, zendesk, zendesk

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Visualization Tools

- Integrated Advanced Visualization Tools (Power BI, Data Studio, Tableau, etc.) to transform and feed in various visualization tools. This tool helps to give real-time insights and make the process of collaboration and presentation of data amongst the stakeholders more convenient and simplified.
- Custom Dashboard Feature which enables clients to have their branding while ensuring highest process visibility, monitoring of resource usage and controlling of all the important processes in a single place.
- Secure in the industry enterprise technology stack implemented to provide robust security solutions, meeting standard protocols of the company and the industry, using cloud migration, data storage and synchronization has been made very convenient by this technology.
- All our developments are going on in its secure cloud and machine learning to take the automation on the next level and bring any sort of manual intervention to its barest minimum.

Here's a look at the solution's architecture

Diagram showing the flow from Data Sources to Data Collection, then to Data Processing, and finally to Data Analysis and Reporting.

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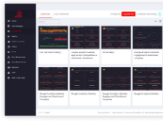
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The Challenge

Getting Realtime data visualization on machine performance was one of the main goals of the customer. They also needed the platform to be able to handle many of the customer's requirements in getting real-time data customized or modified based on particular goals to ensure branding and make more accurate data-driven decisions.

The client saw that real-time data delivered as a problem and thought of ways to help the customer. We compared with data transformation business solution to solve data-related problems faced by the customer in terms of usability, and it was clear that many other people who would want to have advanced machine Realtime Data management.



Building Proof Of Concept

Unlike any other tool available, we had to provide unique technology to the client company which could integrate almost all types of data sources used by any company today, allowing you to transform, visualize, and analyze multiple data sources as well as other real-time analysis with capabilities in the most user-friendly interface possible. Understanding the business requirements is what sets it apart. Our researchers look at that data to make sure each demand is given detail and paid to on the appropriate developers. Besides that, saving the product and addressing defects within the time frame was a significant issue. It is a hard goal though as we were able to achieve success with the project.

The Solution



Real-time based Data Science consider that comes with more than 100 data sources, uses automation to pull the data from different sources and open them to the dashboard. Making performing more coding work, resulting in a lot of time saved, error prevention and continuous operation of users' data.

Enterprise Data Warehouse: A Real-time Data Platform is created between the platform and various data warehouses so that real-time data can be fed into the platform to the dashboard. Google Cloud, MS SQL Server, Snowflake, Redshift, Google BigQuery etc. The warehouse provide a platform where data can be analyzed.

Product Development for Data Transformation, Real Time Data Pipelines & Visualisation



Industry: Marketing, Data Science, Data Engineering, Data Analytics and business process control for all types of real-time data.

Services: Front, Back, Data Transformation, Data Pipeline Development & Data Pipeline

Year: 2020

Product Engineering

This is a platform for Data Science, Marketing, and anyone who wants to turn their Data into meaningful insights with Data. The product engineering was based on the creation of many components by implementing various data and creating Real-time Data Pipeline which allow real-time data to be fed into visualizing tools and data warehouse. The ability to create a Custom Dashboard where a user can get the desired Real-time Dashboard and data with time ranges with capabilities to one other unique feature of the platform.

Client

The client is a Small Company who came up with this platform idea as helped in developing a platform that help Marketing, Data Science, Data Analyst, Data Engineers, companies and basically anyone get more accurate insights, Real-time analysis and out of their raw data. A platform where data can be transformed and fed to various visualization tools to Data warehouse. The platform will be enhanced with a machine system Dashboard. Machine where machine reporting can be made available to decision makers.

Key Benefits

The product developed was to be made customizable as per the requirements of the client, which will offer a much more comprehensive and user-friendly solution to data management contrary to conventional tools available in the industry. The System was to be made unique in the sense that:

- It could Automate reporting and uncover new insights.
- Required no coding ability at all, thereby empowering business users and non-IT personnel to work directly with our iPaaS solution.
- It could Connect with all data sources, visualization tools, and Data Warehouses, all in one platform.

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