

# Data Science Case Study

## The client

A multinational corporation based out of India, that provides business consulting, information technology and outsourcing services.

## The need

Client wanted a privately hosted environment for processing and storing marketing data that involved:

- Pulling data from multiple data sources (Eloqua, Adobe, SFDC etc) and extract files (Excel Files, CSV Files).
- Blending the data.
- Storing the data in a centralized database, exposing a view for visualization tools to build dashboards or reports.


## The Challenges

- Identifying the key for blending data from multiple sources.
- Implementing the identified keys in all the data sources to blend the datasets.
- Getting the API credentials to automate the data pulls.
- Formalizing the templates for file based inputs.
- Writing jobs for data pulls from API or extracts and processing them to transform the data as per visualization requirements.
- Identifying the owners of data sources for finalizing the formats.
- Deploying the solution in Amazon AWS environment with proper backups and restoration plans.

## Our Approach

Nabler has an in-house developed Data Prep platform which has connectors build in to pull the data from multiple sources and dump the data into centralized database hosted in Amazon AWS cloud.

## The Success Story

 We facilitated end to end automation of extraction of data, It's transformation and visualization through dashboards.

 We also covered deployments and maintenance.

### CLIENT SPEAK

“Since beginning our engagement, I have been very appreciative of the Nabler team's knowledge and competence. They have gone above and beyond to deliver thoughtful, data-driven suggestions that have broadened and improved my solution concepts. And just as importantly, the team has a great attitude when it comes to answering questions and otherwise providing knowledge necessary to advancing our optimization practice.”

### CSAT Score

