

Provided platform migration services using business intelligence to a world class media agency



About the Client



One of the world's largest media companies

Has a \$53 Billion media spend annually

Offers various services such as media planning and media buying, digital media, and social media marketing

Works with the six leading and three of the top five digital media marketing agencies in the world

Business Needs



Migrate from old platform to a temporary platform until new platform is up and running



Ensure that this solution fetches data from FTP, S3, and custom data sources and loads it to Amazon Redshift cluster.



Lay out the foundation for the migration project from the legacy DAP products



Build a central ETL tool using Matillion to acquire data from custom source and API.



Deploy the Custom Data Management Solution in Agency's AWS account.



Extract the data to temporary tables (staging) on the designated repository

Solutions

Migrated data from Vertica database to Redshift database.

Performed standard QA tasks for various applications through raw files and converted and uploaded data

Created Alteryx workflows / AWS Glue job against each data source available on Data Vault

Provided acquisition and completion mails of data sources to application owners

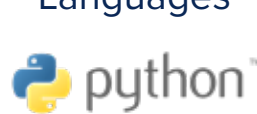
Delivered the data to the client in required format by transforming data over the raw data

Scheduled the Alteryx workflow / AWS Glue job similar to the one scheduled in old platform

Did data cleansing, data conversion, and data uploading onto client application

Technology Stack

Languages



Data Warehouse



Platform



Data Storage



Servers



Architecture



Tools



Services



Business Impact

A centralized repository of all advertiser's data overlaid with client-specific data (performance and other marketing initiatives) across all channels:

- Paid (digital and traditional)
- Owned (web, social media properties)
- Earned (social listening)

A seamless configuration of all data feeds available in the data marketplace in conjunction with custom data feeds for client-specific data that is not yet available in the data marketplace



High availability and high-performance data center with necessary monitoring, redundancy, security and backup/restore procedures

Provides rich Data Management functionalities such as:

- Data transformation rules and SQL scripting
- Scheduling data imports and data exports
- Data integration
- Data validation

Cybage Business Intelligence Services



BI DW Consultation



BI reporting and analytics



Data Integration



Product Engineering

Business Intelligence Driving Platform Migrations

