Leading Retailer Drives Faster Business Initiatives Through Big Data

About This Company

A leading retailer with hundreds of retail stores across the entire United States and a rapidly growing e-commerce business was undergoing digital transformation to more effectively compete for new digital-age buyers. The retailer is using a joint Datameer/AWS solution for big data analytics in the cloud which offers agile self-service preparation and publishing of trusted datasets. The solution enables up to 98% faster analytic cycles, an quarterly ROI of $6 to $7 million, the discovery of new insights and a more cost-effective analytic data architecture.

The Challenge

Facing a new stream of digital age buyers and new, specialty e-retail competition, this retailer needed to undergo digital transformation to grow their online business while maintaining balance and leadership with their brick-and-mortar and call center operations. This presented key challenges including:

- Faster time to insight to fuel data-driven business decisions
- Delivering wider self-service access to trusted data assets
- Using cloud economics to reduce analytic infrastructure time & cost

The Solution

The retailer deployed big data and analytics in the cloud, creating a data-driven culture to deliver faster insights, enable broader access to data, and drive business innovation. The solution incorporated Datameer for big data preparation, S3 for the data lake, Redshift, Tableau and Spark for analytics, and was able to:

- Economically create and manage a high volume data lake in S3
- Curate and distribute hundreds of trusted datasets in Datameer
- Enable self-service analytics so analysts and data scientists can deliver faster insights

The Benefits

ROI & Faster Time to Insight

Analytic cycle times were reduced 98% delivering an ROI of $6 to $7 million per quarter.

Analyst Self Service

Datameer's spreadsheet-style tools made it faster and easier for analysts to prepare data on their own.

Lower Cost Cloud Architecture

The cloud-based infrastructure was more cost-effective via on-demand processing and spot-instances.

About Datameer and AWS

In the past, analysts and data scientist would wait up to six months for access to data. The joint Datameer/AWS solution has published hundreds of trusted datasets, and enables self-service creation of custom datasets to produce new analytics in a matter of hours.

To learn more about how AWS and Datameer can help your business, visit **www.datameer.com**