

SUCCESS STORY

Client:

# DATA, ANALYTICS & DATALAKES



For Games24x7 **Largest Online Rummy Company in India**

**Domain:** Gaming

**Team Size:** 7 (1 PM, 6 Dev)

**Engagement:** 9 Months. Project Completed successfully.

**Challenge:** Empowering 32 product managers to make ongoing macro and micro decisions across multiple product lines including marketing attribution cycle and responses to features rollout.

**Accomplished:** **Analyzing user behaviors** in complex data and datasets loaded in Tableau. Working with a **multi-TB data lake**, creating Datamarts and working closely with product managers to analyze data which **impacts day to day spends** allocated to various campaigns and product features. **Complex data querying** to enable view of multiple personalities of data for **making business critical decisions** as well as **recommendations for marketing attribution**.

**Technology Used:** Hive, MySQL, MSSQL, Tableau