Personalized Experiences
with Kyligence On Azure

Case Study

Challenges

- Inconsistent Data Quality Across Systems
- Queries Too Slow on the Existing Technology
- Insufficient Support for Interactive Analysis

Kyligence Cloud

- Petabyte-scale Data Sets
- 100,000+ Concurrent Users
- Sub-second Latency
- Rich API Support
- Visualized Intelligent Modeling
- Monitoring and Optimization
- Cloud-native

A major retail company, owning several fashion brands and over 1,000 stores around the world, worked with Kyligence to build a new big data analytics platform in the cloud. The specialty-store retailer has over $1.7 billion in annual revenue, controlling the entire process of making private-label apparel, from design and manufacturing to retail. The company has enjoyed incredible growth by providing high quality clothing for men, women, and children.

Challenges

With the advent of the digital age, the retail industry has experienced explosive growth in the volume of information both generated and collected. Due to business model changes and shifts in the market environment, marketing in the fashion industry has become far more challenging. To beat the competition, the company's marketing department set a goal to create a more personalized experience through every customer touch point.

To create this experience, the company needed a more effective data analytics solution that would consume data from a variety of sources. Their global cloud computing platform was already Microsoft Azure, and the large volume of data stored there was collected from different applications through a variety of channels. Data quality was inconsistent across the systems and continually required cleansing. Their existing analysis technology could not query the data fast enough to support interactive data analysis and quick decision making.

The company began looking for an analytics solution, but lacked the resources needed to learn and trial every technology. The management team needed a solution that was accurate, fast, easy to learn, and mature enough to their business.

Solution

To address their business and technical challenges, the company built a new big data analytics platform on Azure HDInsight, with Kyligence. With their new platform, data from online, offline, and mobile systems could be easily be ingested, cleansed, deduplicated, and stored on

Results

Robust Data Platform

Their data is now more secure and on a scalable data platform with Azure.
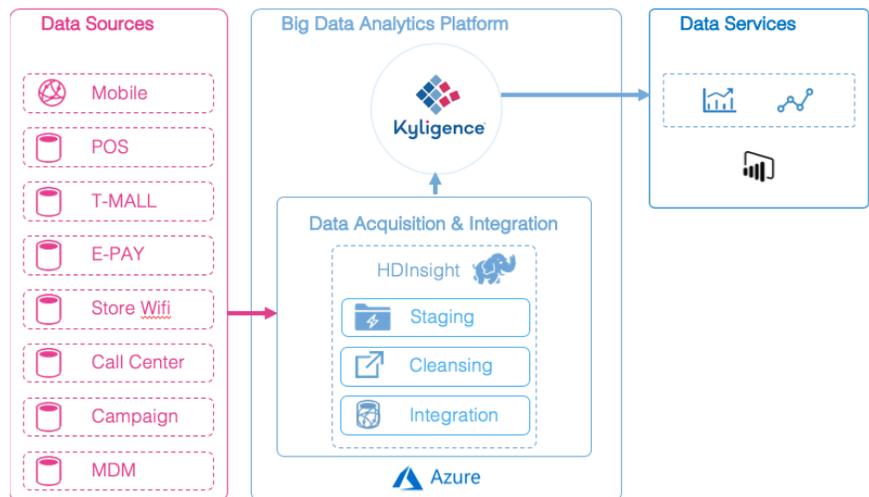
Improved Data Analysis Efficiency

Their teams can now conduct real time analysis on massive data volumes generated by new systems and channels.

Improved Customers Loyalty

They were able to create a more personalized shopping experience by creating more accurate customer profiles and segments on their big data.

HDInsight. To ingest batch and real-time data, their new platform included Apache Spark, Kafka, and other ingestion tools.

Their new analytics platform can now make use of artificial intelligence to improve the speed of data preparation and analysis. After data lands in HDInsight, analytical data models are intelligently defined, and pre-calculated aggregations are stored in Kyligence for multi-dimensional analysis. With self-service capabilities, business analysts across the company can now use Power BI to analyze petabytes of data with sub-second latency.

Next Steps

Schedule a short conversation with a member of our team to learn how Kyligence can address your specific challenges. Visit our website and fill out the request form at https://kyligence.io, or send an email to info@kyligence.io.

About Kyligence

Kyligence Inc. is the leading data intelligence company that focuses on big data analytics technology innovation, founded by the creators of Apache Kylin. Kyligence is a next-generation big data analytics platform, using machine learning to automate both data preparation and insight discovery at massive scale. With extremely high performance for all data analysts and business users, Kyligence is being used by over 1,000 organizations around the globe, with many leading enterprises among them.

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