MindTree's Data & Analytic Solutions

Harnessing the Power of Data

2011

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MindTree At A Glance

Our Growth

$330M+ Run Rate. 11 Straight Years of Growth

Our Global Presence

23 Offices. Revenue: 60% U.S. / 20% Europe / 20% ROW

Our Customers

269 Customers. 48 Fortune 500 Companies

Our People

9,700+ MindTree Minds. High Satisfaction

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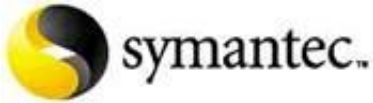
Some of Our Clients



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Data & Analytic Solutions @ MindTree

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Business Snapshot

HIGHLY-SKILLED MINDS

800+

CUSTOMER SATISFACTION

98%

INDUSTRY RECOGNITION

Gartner

FORRESTER

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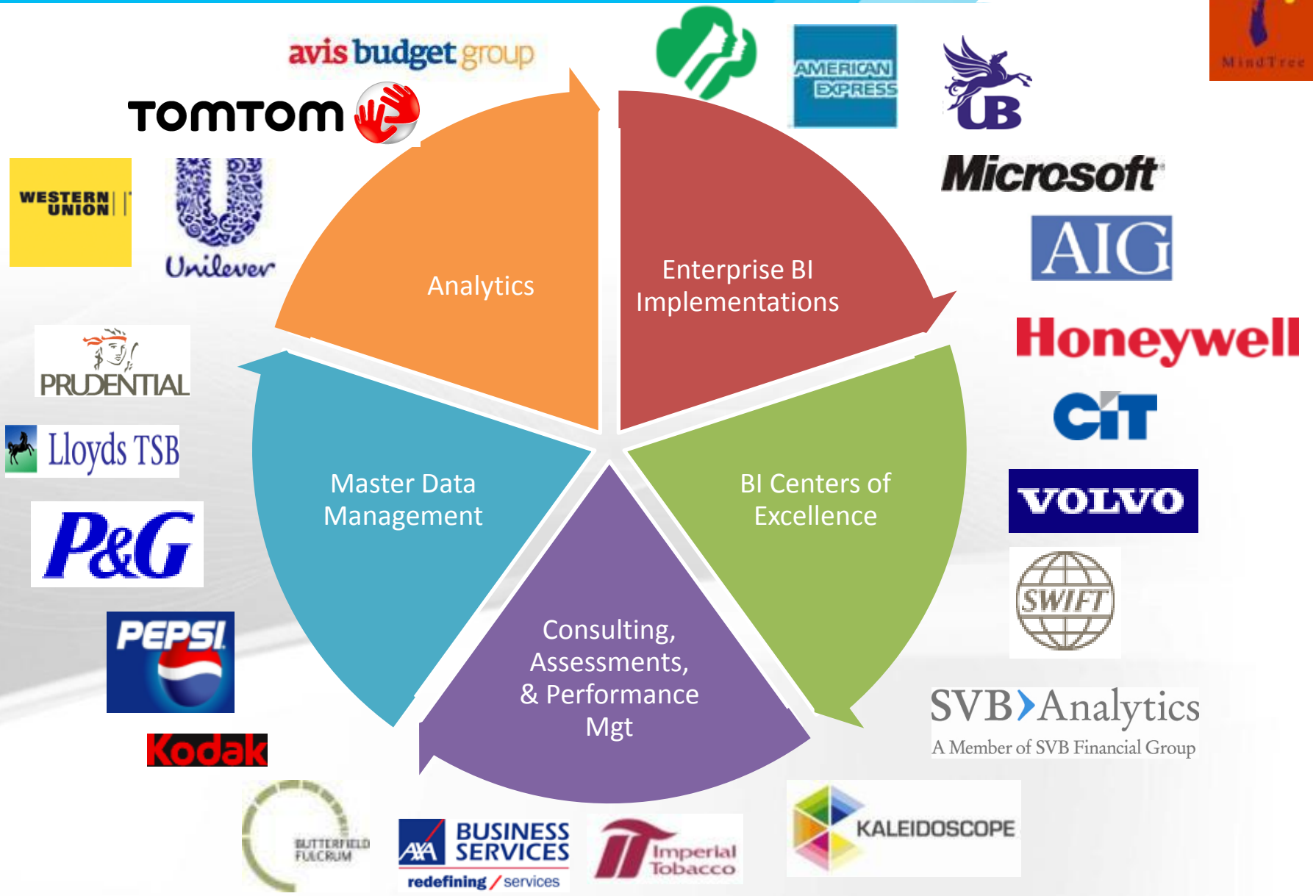
A Glimpse Of Our Engagements



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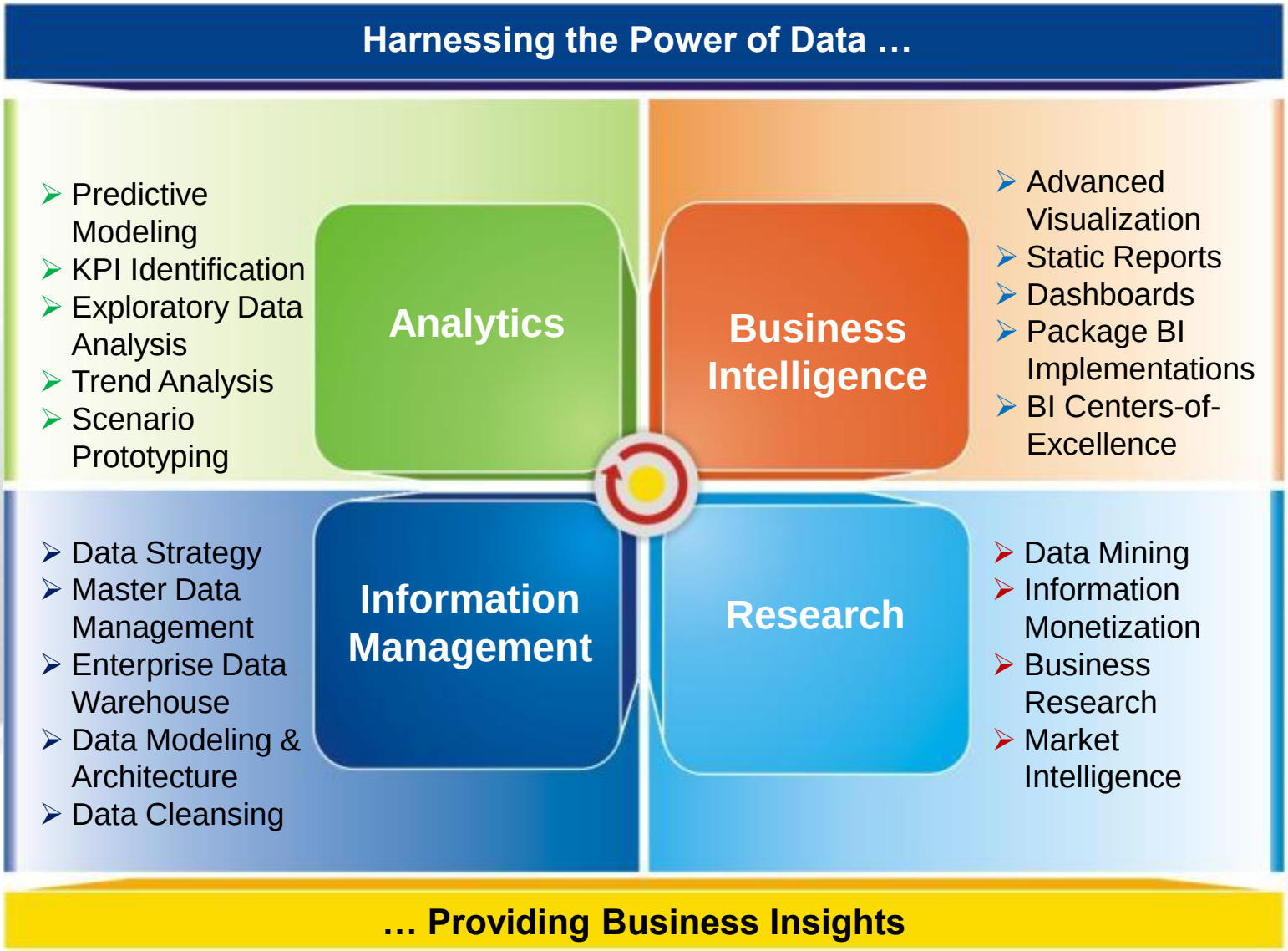
DAS: Services Offerings



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Industry Focus Areas

CPG / Retail	• Trade Promotions • Spend Analytics • Point-of-Sale & Forecasting
Financial Services	• Corporate Valuations • Corporate Equity Management • Research
Insurance	• Producer Performance Analytics • Underwriting / Premium Optimization • Channel & Distribution Analysis
Travel	• Loyalty Analysis • Occupancy Analysis • Customer Segmentation
Media	• Demand Planning • Customer & Marketing Analytics • Scoring Models

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Functional Focus Areas

Customer & Marketing Analytics

- Behavior & Sentiment Analysis
- Loyalty Analysis
- Price Elasticity

Trade Promotions Analytics

- Promotions Effectiveness & Optimization
- Spend Analytics
- Measures & Metrics

HR Analytics

- Performance Analysis
- Compensation & Benefit Analysis
- Recruitment, Training, & Learning

Customer Segmentation

- Trend Analysis
- "Bucketing"
- Impact Analysis: Pricing, Service Models, Loyalty

Forecasting

- Demand Planning
- Market Sizing

Scoring Models

- Historical Analysis to Predict Future Behavior
- Propensity to Buy, Leave, Up-Sell

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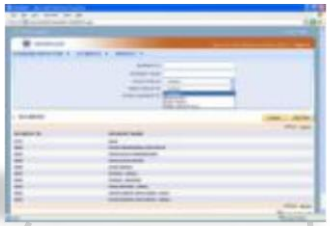
RUBIC (Re-Usable Business Intelligence Components)

RUBIC Domain Stack

RUBIC MDM Framework



Performance Mgt. Framework

RUBIC DataGen

MindTree's RUBIX DataGen

Discovery → Definition → Design & Architecture → Development → Testing & Deployment → Support

KPI Library

RUBIC Technology Stack

Visualization Framework & Components

RUBIC SAFE Framework

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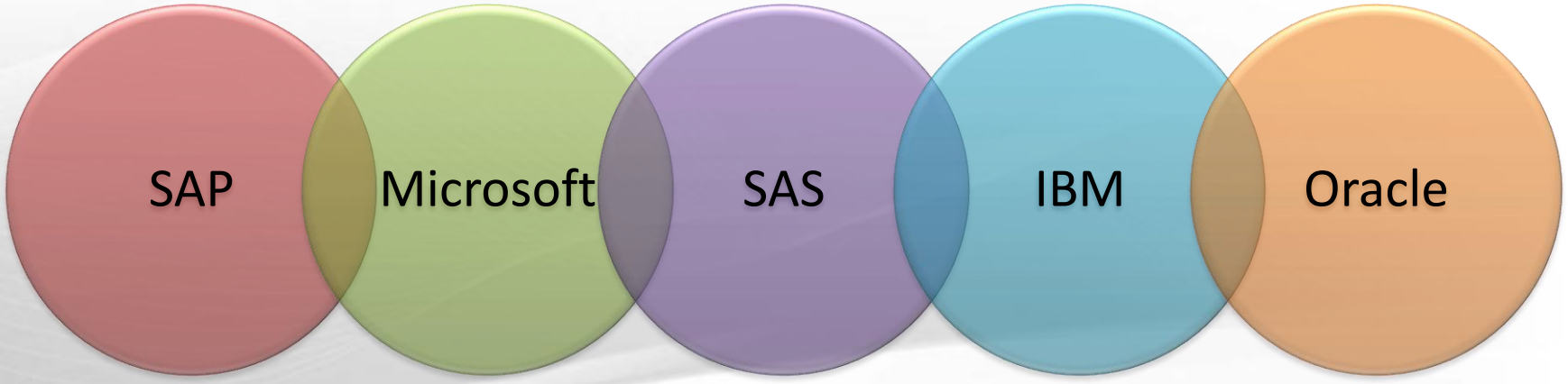
Technology Centers-of-Excellence (CoE)



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Technology Expertise

Modeling & Analytics	SAS, ORACLE, R Library
Advanced Visualization	SAS, ORACLE, Spotfire
Reporting	SAS, Office PerformancePoint Server 2007, ORACLE OBIEE Plus, BusinessObjects XI, Crystal Reports XI, Hyperion, Spotfire, MicroStrategy Best In Business Intelligence, Microsoft SQL Server, COGNOS, XCELSIUS, QlikView
Master Data Management	SAP, IBM MDM, siperian, KALIDO
Data bases & Appliances	IBM DB2, ORACLE DATABASE, Microsoft SQL Server, MySQL
ETL & Cleansing	SAS, IBM DataStage, ORACLE OWB / ODI, BusinessObjects XI Data Integrator, INFORMATICA, TRILLIUM SOFTWARE, Microsoft SQL Server

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Sample Reports

Developed by MindTree for other Clients

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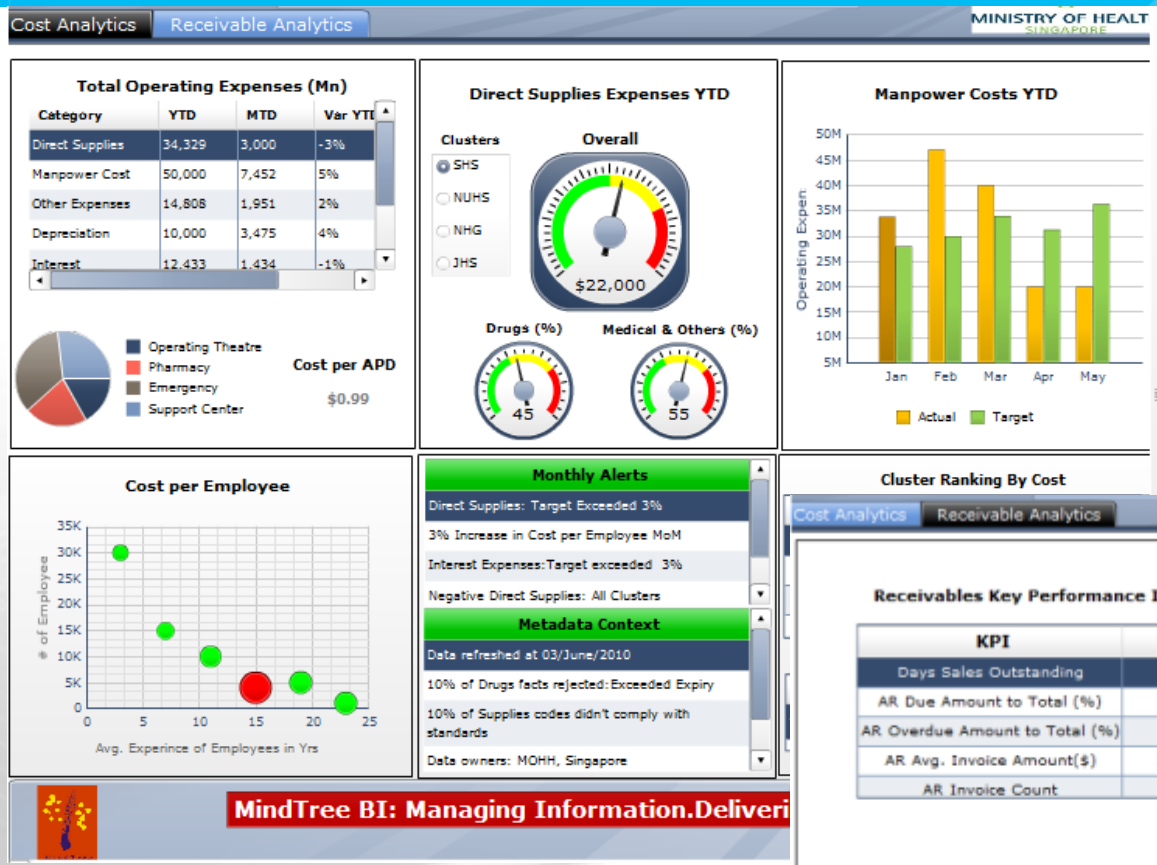
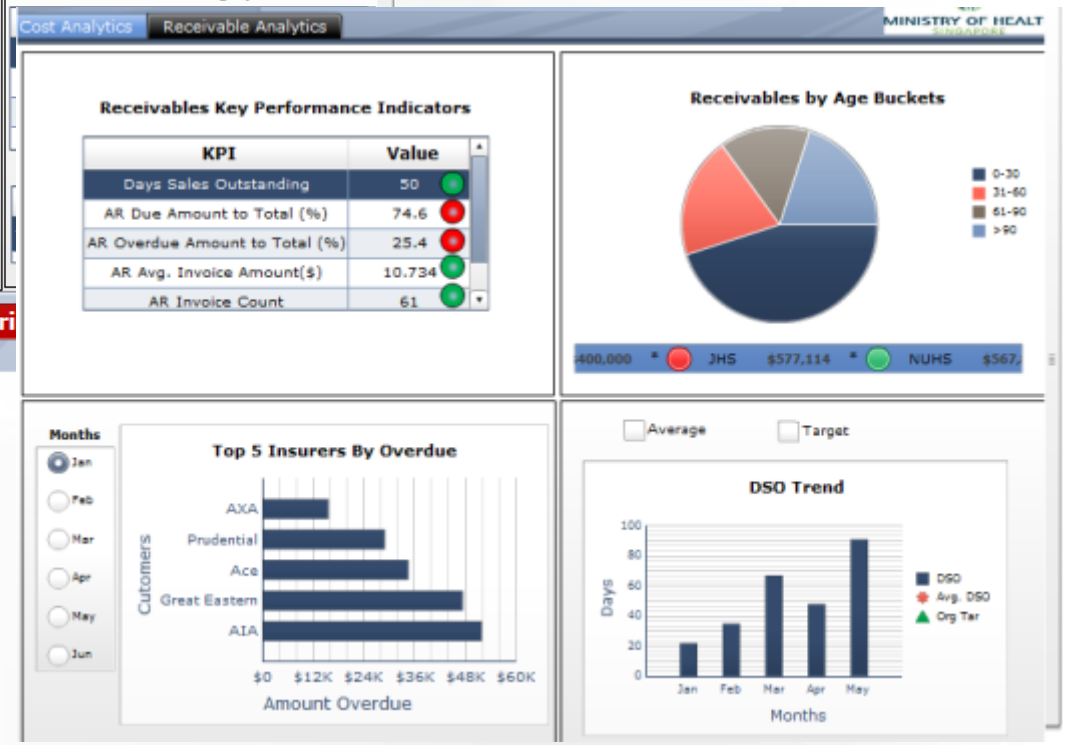
Sample Reports: SAP Business Objects & Xcelsius





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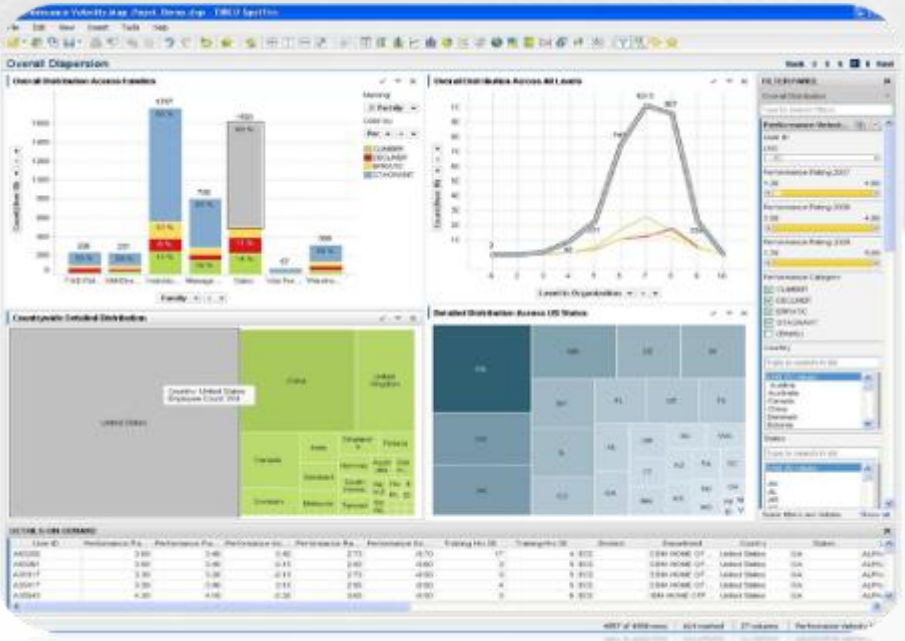
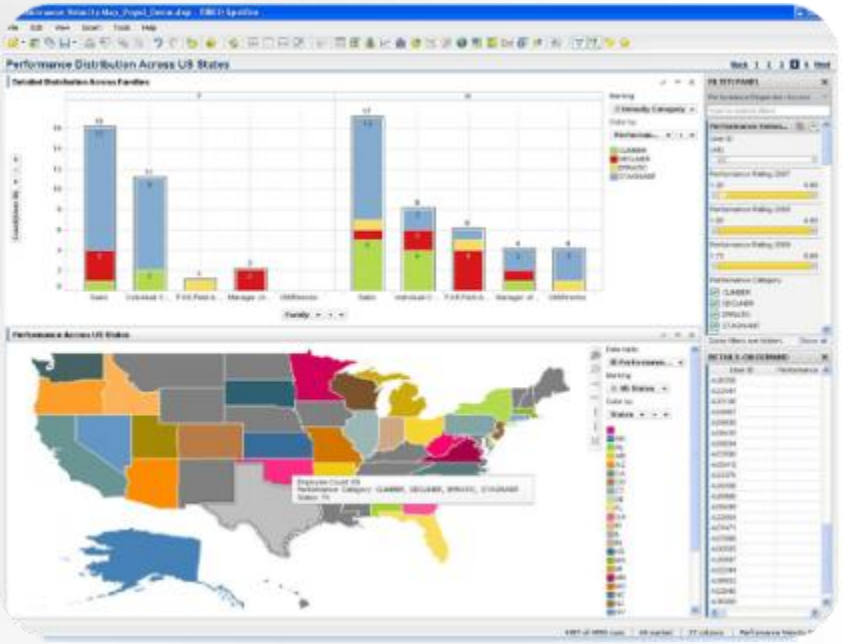
Sample Reports: Spotfire





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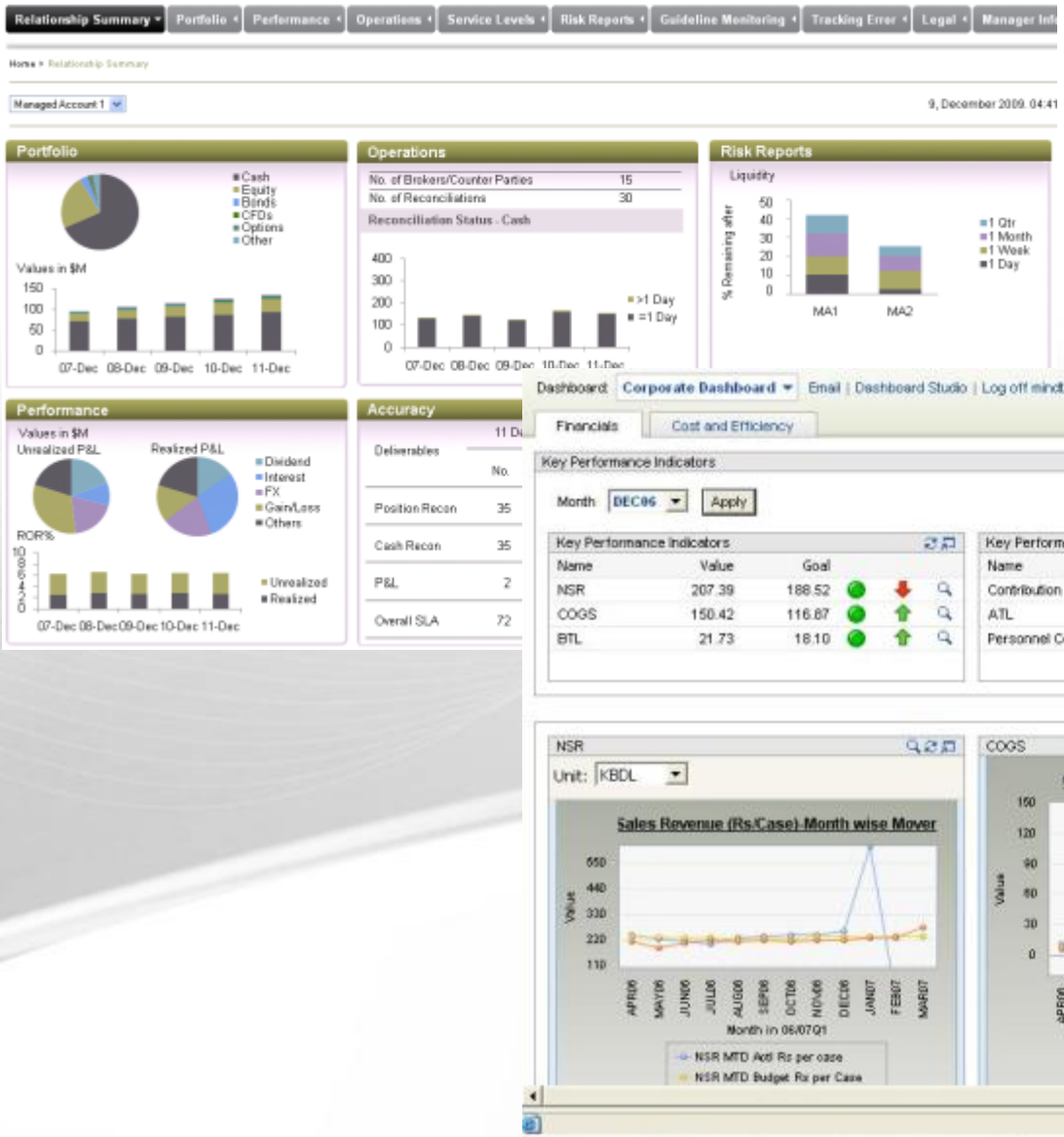
Sample Reports: SharePoint+SSRS



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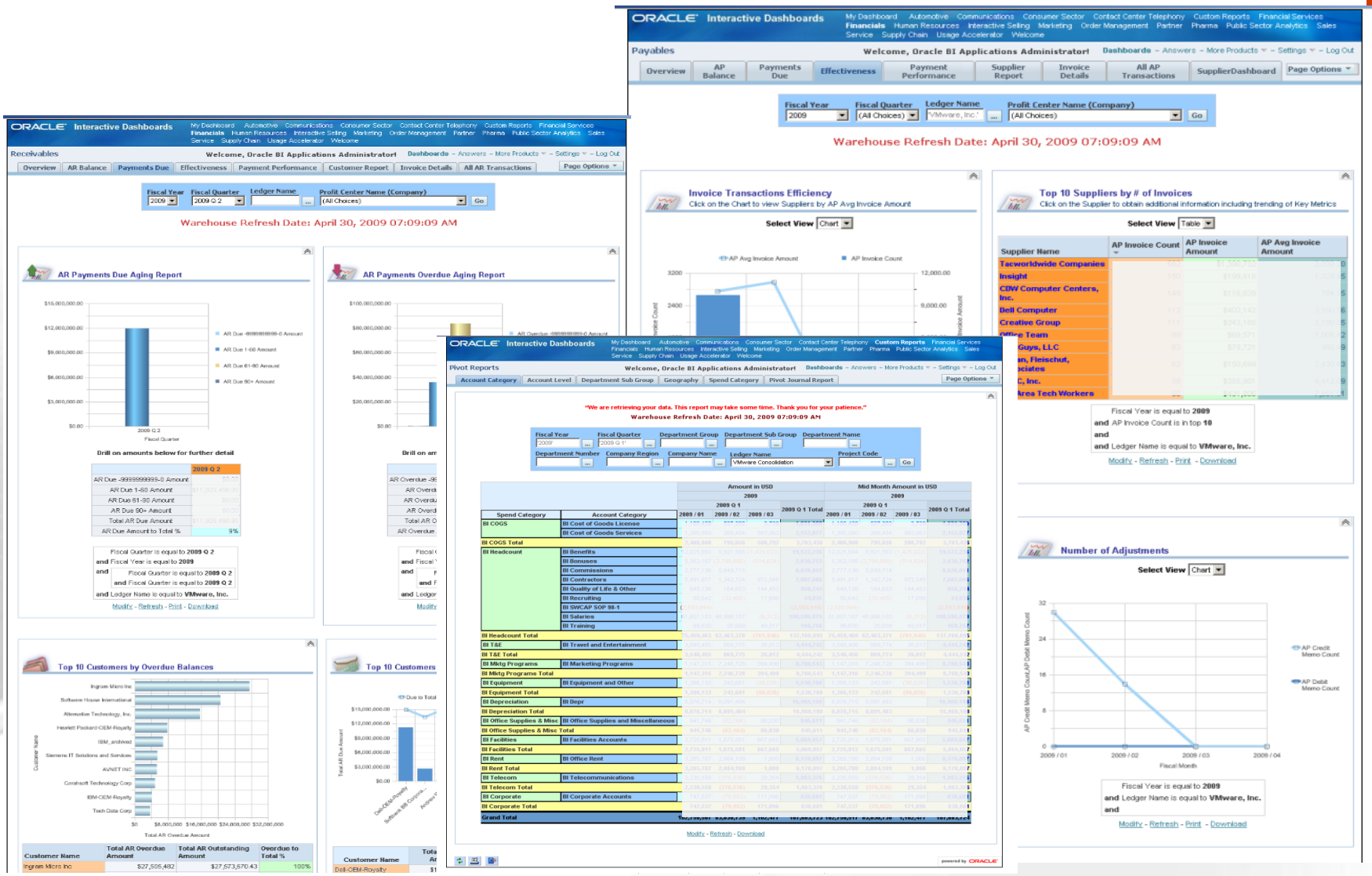
Sample Reports: Oracle



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Case Studies

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Case Study: Master Data Management

Client Challenges	● The client is one of the largest Consumer Product companies in the world ● Customize business processes across brands and countries to better operationalize pricing, production planning, and promotions at an aggregated SKU level ● New data taxonomy and central repositories to address the business need	
Techniques & Tools	● Definition of Data Taxonomy : Indicative Data, Descriptive Data, and Quantitative Data ● System mapping for easier integration ● Creation of Data Dictionary	● Kalido MDM Solution ● Informatica (ETL to pull from SAP) ● Control M (Scheduling); Fast Radar (Data Presentation)
Business Impact	● Enable local business units (country-level) to have flexibility in how they manage pricing, production planning, and promotions at an aggregated SKU level ● Enable better Trade Promotions Management through the use of better, and more locally-specific, data	

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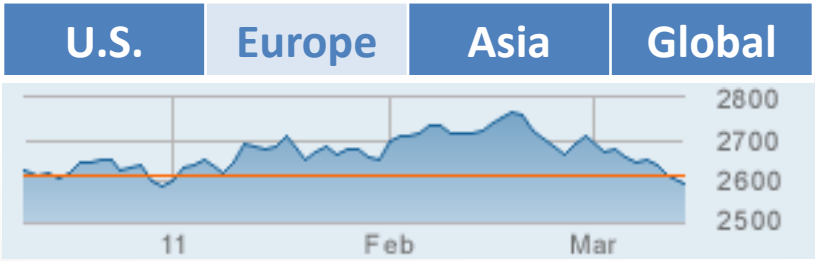
Case Study: Analytics & Information Monetization



Client Challenges	● The client is a mid-sized bank who needed to "Productionalize" and automate 409A Valuations and Corporate Equity Management ● Information Monetization of client's data to create additional revenue streams ● Business Insights on trends, competition, product and service opportunities, etc	
Techniques & Tools	● Produce 500 – 750 independent Valuations per year ● Onboard 1,000+ Corporate Equity Management clients per year and handle all financial cap tables and spreads ● Produce Quarterly Trend Reports, Research, etc	● Trend Analysis ● Comparables Review ● Dynamic Dashboards
Business Impact	● Pay-per-Report model enables client to achieve productivity and profitability goals ● "Analytics Factory" enables all data and business insights to be centrally located ● Platform creation provides automation to a manually-intensive workflow	

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Case Study: BI Factory

Client Challenges	● Customer is a mid-sized bank with a large Data Warehouse feeding multiple systems ● The bank produces 900+ reports and wanted a way to centralize this operation for better quality and efficiencies	
Techniques & Tools	● "BI Factory" set up as a central location for all reports ● Streamlined processes, SLA's, and metrics for success ● Main Activities: 1) Produce existing reports; 2) Enhance existing reports; 3) Help conceptalize and design new reports	● Oracle 11g ● Business Objects R2 ● Infoburst (scheduling); Version Manager (Configuration); and Mercury Quality Center (Testing)
Business Impact	● Single program with end-to-end ownership bringing predictability and lower costs ● Improvement in quality and look-and-feel of the reports ● Faster turn-around-time of reports	

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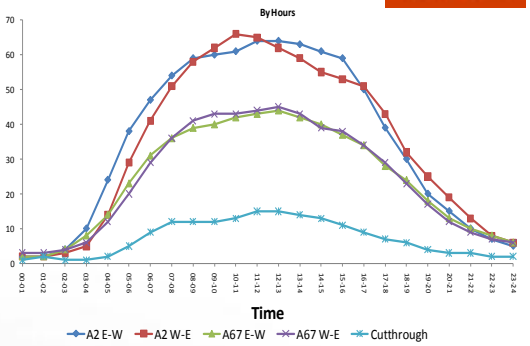
Case Study: Analytics & Information Monetization



Client Challenges	● The client is a large GPS provider with dominance in the European market ● The client wants to monetizing car data, traffic patterns, etc ● Identifying the Congestion correlations	
Techniques & Tools	●Traffic and Congestion Analysis ●Traveler Type Analysis ●Bottleneck Analysis	●Hypothesis Testing using chi-square test ●Co-relation Analysis ●Analyzed over 133 Million Floating Car Records
Business Impact	●Source Traffic of Congestion was Identified ●Key Bottlenecks for Infrastructural Changes Were Identified ●Developed Traveler Type and Origin-Destination Grid to Understand Traffic Patterns ●Created Traffic Fluctuation Charts Based on Day, Time and Holiday/Non-holiday	

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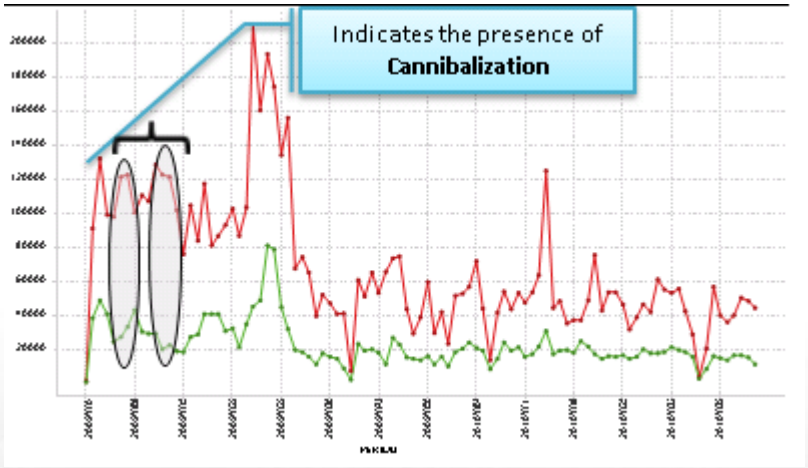
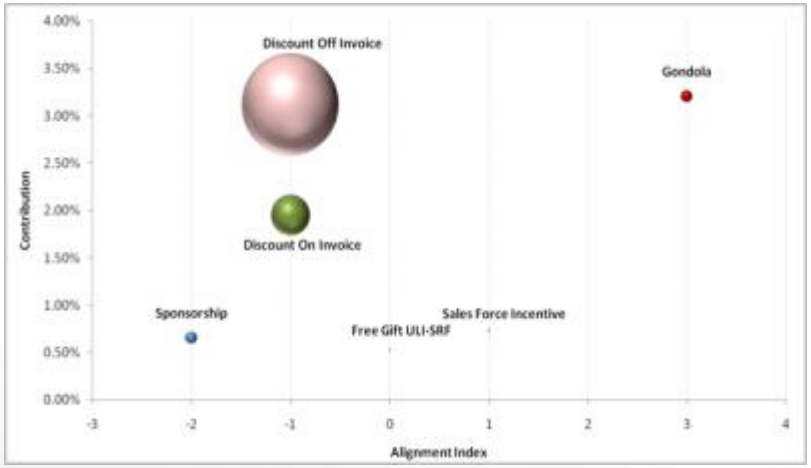
Case Study: Trade Promotions Analytics





Client Challenges	● The client is a global Consumer Products company which needed a better way to access the incremental impact of trade promotion on sales and profitability ● Optimize the trade fund allocation to the best promotion vehicles	
Techniques & Tools	● Primary sales, Promo spend, Pricing and macro economic data like consumer confidence index was used ●Attribution Mapping (Linear Regression), Cannibalization, ROI Analysis, Alignment Analysis, What if Analysis	● SAS ● SQL Server ● Spotfire ● OBI
Business Impact	● Insights provided to optimize trade fund allocation: ● 6% of the total spend was found insignificant and failed to impact the top lines ● 90% of the promotion spend did not generate the desired ROI ● Low spend promotion vehicle had shown a stellar performance ● Identified the promotion vehicles which cannibalized another brand of the franchise	

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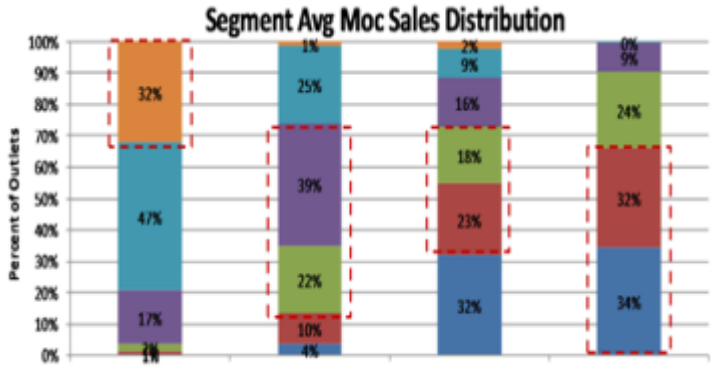
Case Study: Decision Support Analytics Cell



Client Challenges	● The client is a global Consumer Products company which needed to incentivize the sales team based on outlet level target (assortment, stock outs, etc.) ● Provide outlet level insights to the sales team to increase sales and optimize assortment ● Proactively manage outlet level inventory to avoid stock outs	
Techniques & Tools	● Secondary sales, stock turn over ratio ● Market Basket Analysis, Outlet and Product Segmentation, Assortment Optimization, Quantity Benchmark Analysis, Redline Analysis	● SQL Server ● SQL Server Analysis Services
Business Impact	● Provides a one stop solution to all the analytics need of the sales team(17,000 field force) through a dedicated analytics cell ● Outlet level decisions delivered to 1 million outlets across Asia-Pac within 8 to 10 days every month ● Reduces total cost of ownership with a highly repeatable analytics model	

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Case Study: Data Warehouse & Reporting Engine

Client Challenges	● The client is a large U.S. airline who required a centralized data warehouse so they could analyze monthly travel data easier, faster, and with more accuracy ● Better reports were required so the sales force could target travel agencies who could drive the maximum business	
Techniques & Tools	● Created centralized Data Warehouse with business rules ● Developed web-based reporting application that enables the sales team to analyze bookings and revenue data for top markets and accounts including trends and market summaries	● Database: Oracle ● ETL: PL/SQL ● Reporting: Cognos ● Custom GUI: J2EE / Ajax
Business Impact	●Central repository which collates data from multiple sources ● Sales Reps have the ability to analyze data and get more accurate information while in the field ● Reduce report latency from 15 days to 48 hours	

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Case Study: Data Migration

Client Challenges	● The client is one of the largest insurance carriers in the world who required a more flexible, cost-efficient, and responsive database for one of its main product lines ● This data was stored in multiple systems and needed to be housed in a central location	
Techniques & Tools	● Exhaustive mapping between sources and target database ● Data Stage jobs to convert data ● Robust business rules layer built to ensure quality and alerting rules violators ● Scale: 500GB Volumes; 250+ Users; 100+ Tables	● Source Database: Oracle ● Target Database: DB2 ● ETL: Data Stage
Business Impact	● Consolidated, single view of data ● Conversion cleaned up “dirty data” ● New system cut out need for manual input of data	

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Case Study: Analytics Factory

Client Challenges	● The client is the leading brand name in the money transfer business and they required a much deeper understanding of: Customers, Accounts, Products, Origination & Payout Country, & Agent ● Better Understanding of Customer & Transactional Trends ● Establishing KPI's: Amount Transferred, Commission, Forex Spread, Loyalty Points Accrued, Etc.	
Techniques & Tools	● Analyzed 90 Million Customer Profiles ● Analyze $1 Billion in Annual Transactions ● Monitor & Analyze Country – to – Country (230 Countries); Regional; & Seasonal Trends	● Trend Analysis ● Regression Analysis ● Predictive Modeling
Business Impact	● Identified New Product Opportunities & New Customer Segmentation Models ● Better Targeting of Promotions Leading to Increase Sales ● Historical Analysis of Trends Leading to Better Service Models	

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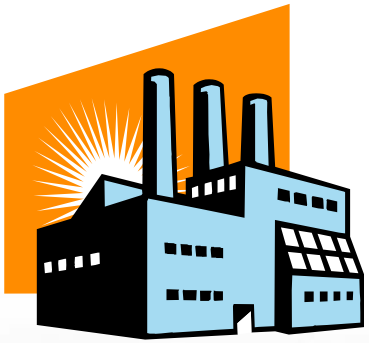
Case Study: Enterprise Data Warehouse



Client Challenges	● The client is a large manufacturer whose data warehouse was constructed many years ago and only for one division of the company ● The client desired a "single view of the truth" ● Over the past 10 years, the warehouse had grown 1500% with more than 50,000 reports and ad hoc requests per month	
Techniques & Tools	● Creation of Data Warehouse which includes data from 15 disparate sources and has advanced features such as match-merge and data profiling ● "Data Vault" methodologies used for ETL ● Complex dashboards and analytical tools	● Database: SQL Server ● ETL: Business Objects ● OLAP/Reporting: Business Objects ● Data Profiling: Business Objects ● MDM: Custom in-house
Business Impact	● Single view of master data ● Faster and more cost-efficient platform for data distribution and reporting ● Closer and better interface of data to the production systems	

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Case Study: Customer & Marketing Analytics

Client Challenges	● Client is a leading rental car provider who wants a better understanding of Sales Influencers: Type of Car; Location; Season; & Customer Demographics ● How to use this knowledge to increase Sales ● Clearer insight into Voice-of-Customer	
Techniques & Tools	● Data Analysis: Loyalty Programs; Customer Profiles; & Reservation & Rental Transactions	● Sentiment Analysis through Unstructured Text Mining ● Trend Analysis
Business Impact	● Increased Reservation-to-Rental Conversions ● Provided Net Lift of reservations through better understanding of car rental influencers ● Provided insights about how customers perceive their brand, products, & service	

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Case Study: HR Analytics

Client Challenges	● The client is one of the largest insurance carriers in the world ● MindTree helped them define Key Performance Indicators (KPI's) and create analytics and dashboard in the following areas: 1) Attrition & Retention; 2) Performance Management; 3) Talent Acquisition; and 4) Workforce Measurement
Solution Highlights	● A Complete HR Analytics Solution that addressed all the four pain areas in depth ● The end users were Executive team (CEO & Head HR) and Managers across various functions ● Data filtered was according the profile of the person, with multiple drilldowns & download capabilities in a simple web based interface
Business Impact	● Provided analytical insights that answered all the business questions concerning the four pain areas to take quicker and more informed decisions ●Delivered precise information that the business users want through simple web based interface

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Our Mission

Successful Customers

Happy People

Innovative Solutions

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