



# MindTree's Data & Analytic Solutions

*Harnessing the Power of Data*

2011

A large, stylized tree graphic is positioned on the left side of the slide. The tree has a grey trunk and branches, with several yellow circles of varying sizes representing leaves. The background of the slide is light grey with a subtle pattern of concentric circles and lines.

## 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

# Some of Our Clients



American Airlines



avis budget group

THE CARLYLE GROUP

GLOBAL ALTERNATIVE ASSET MANAGEMENT



Google



Honeywell Microsoft

NEW YORK & COMPANY



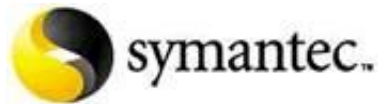
P&G



SVB Analytics  
A Member of SVB Financial Group



SONY



TIME

TomTom



VOLVO





# Data & Analytic Solutions @ MindTree



**HIGHLY-SKILLED MINDS**

**800+**

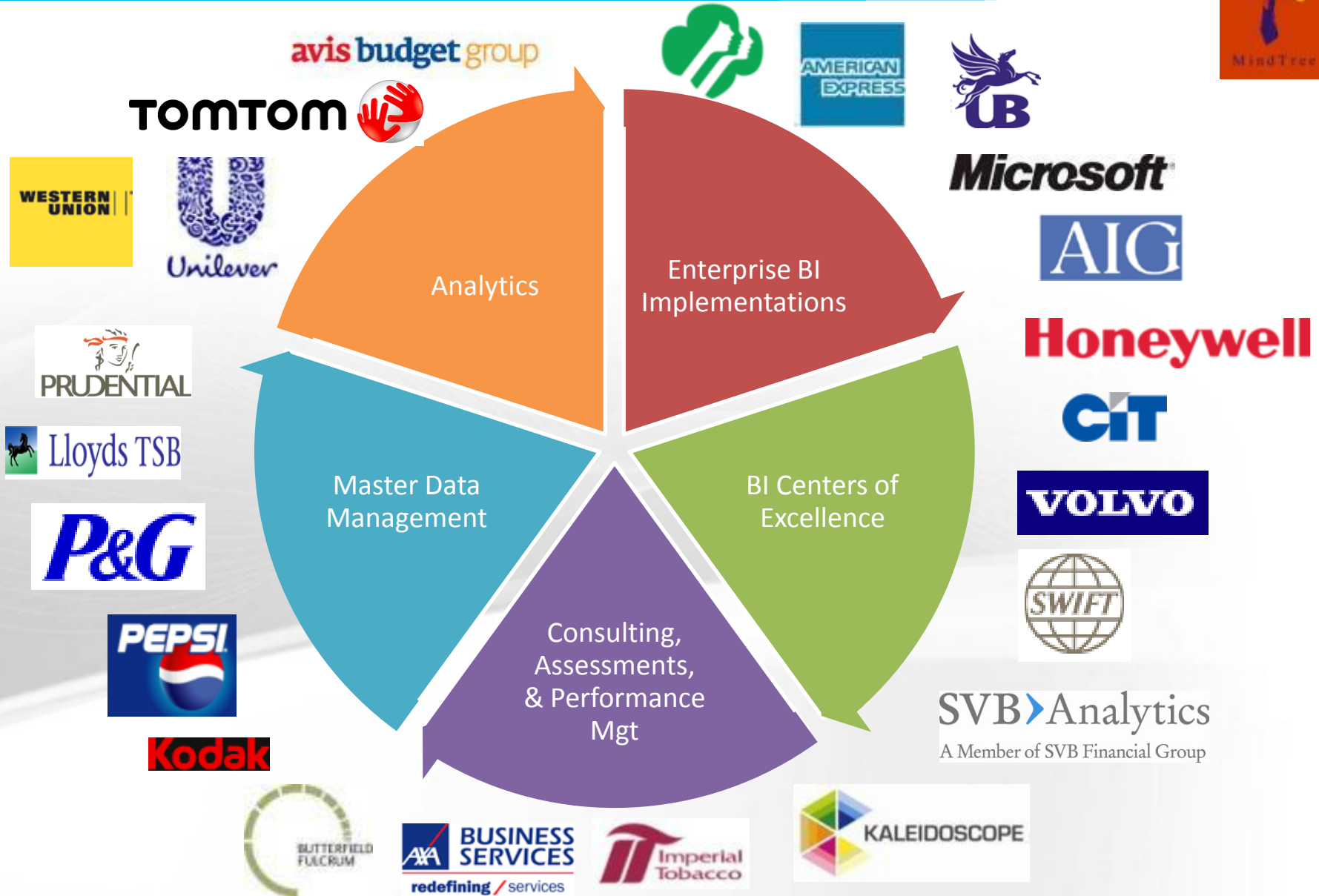
**CUSTOMER SATISFACTION**

**98%**

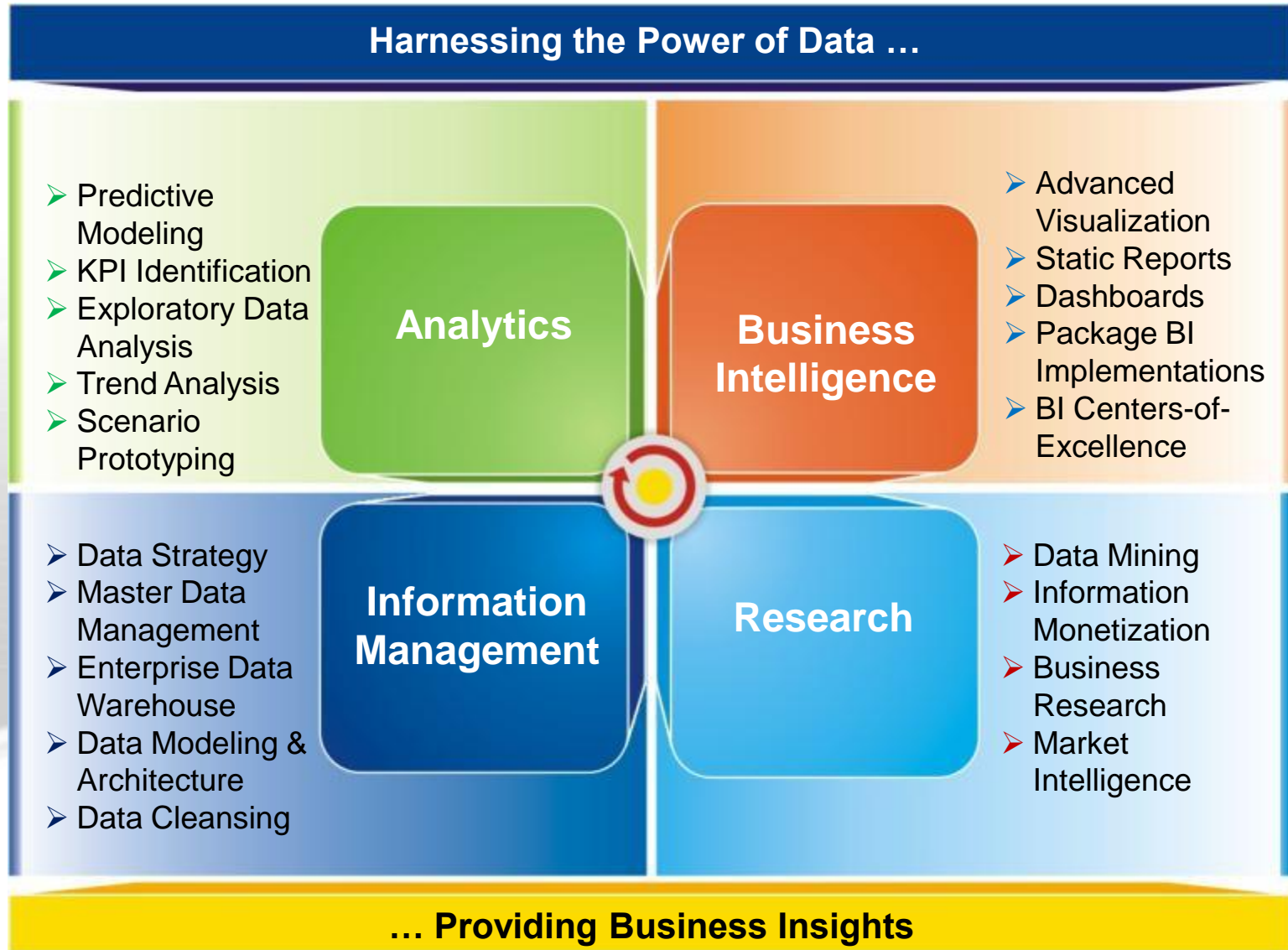
**INDUSTRY RECOGNITION**



# A Glimpse Of Our Engagements









## 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





## 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

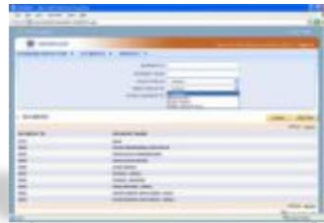
# RUBIC (Re-Usable Business Intelligence Components)



## RUBIC Domain Stack



## RUBIC MDM Framework



## Performance Mgt. Framework



## RUBIC DataGen



KPI Library



RUBIC Technology Stack

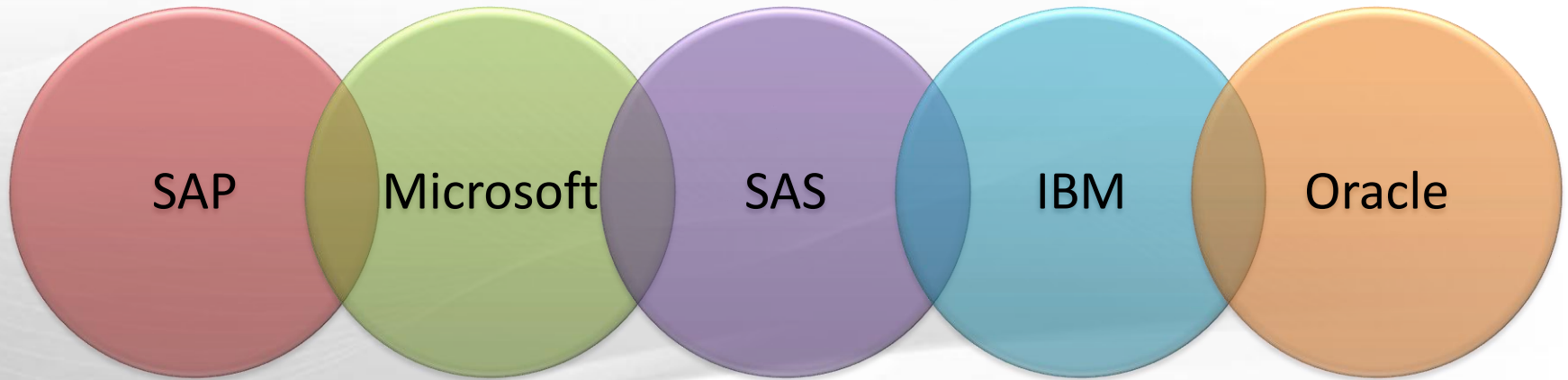


Visualization Framework & Components



RUBIC SAFE Framework

# Technology Centers-of-Excellence (CoE)



# Technology Expertise



Modeling & Analytics



R  
Library

Advanced Visualization



Reporting



Master Data Management



Data bases & Appliances



ETL & Cleansing





# Sample Reports

*Developed by MindTree for other Clients*

# Sample Reports: SAP Business Objects & Xcelsius

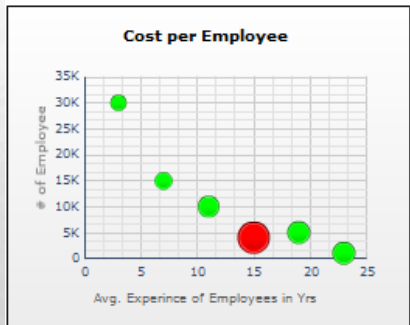
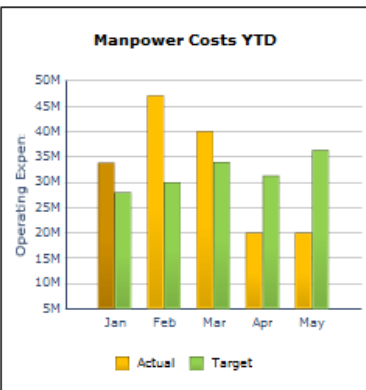
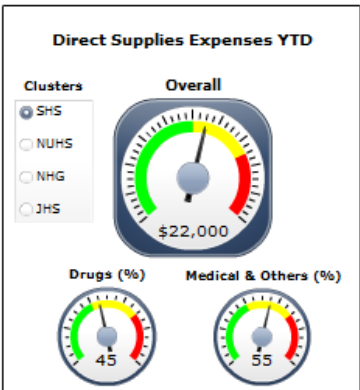


### Total Operating Expenses (Mn)

Category	YTD	MTD	Var YTD
Direct Supplies	34,329	3,000	-3%
Manpower Cost	50,000	7,452	5%
Other Expenses	14,808	1,951	2%
Depreciation	10,000	3,475	4%
Interest	12,433	1,434	-1%

**Cost per APD**  
\$0.99

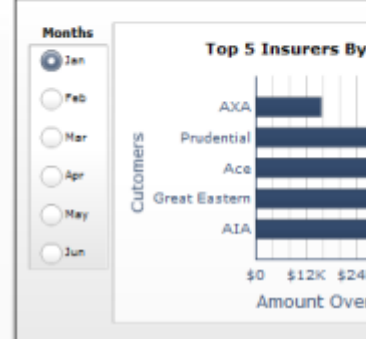
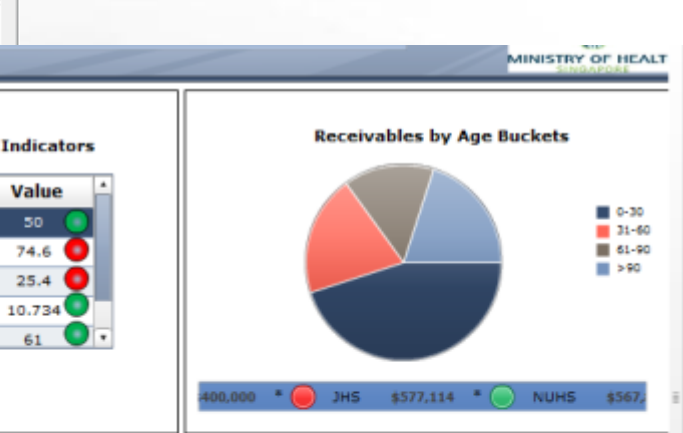


- ### Monthly Alerts
- Direct Supplies: Target Exceeded 3%
  - 3% Increase in Cost per Employee MoM
  - Interest Expenses: Target exceeded 3%
  - Negative Direct Supplies: All Clusters
- ### Metadata Context
- Data refreshed at 03/June/2010
  - 10% of Drugs facts rejected: Exceeded Expiry
  - 10% of Supplies codes didn't comply with standards
  - Data owners: MOHH, Singapore

### Cluster Ranking By Cost

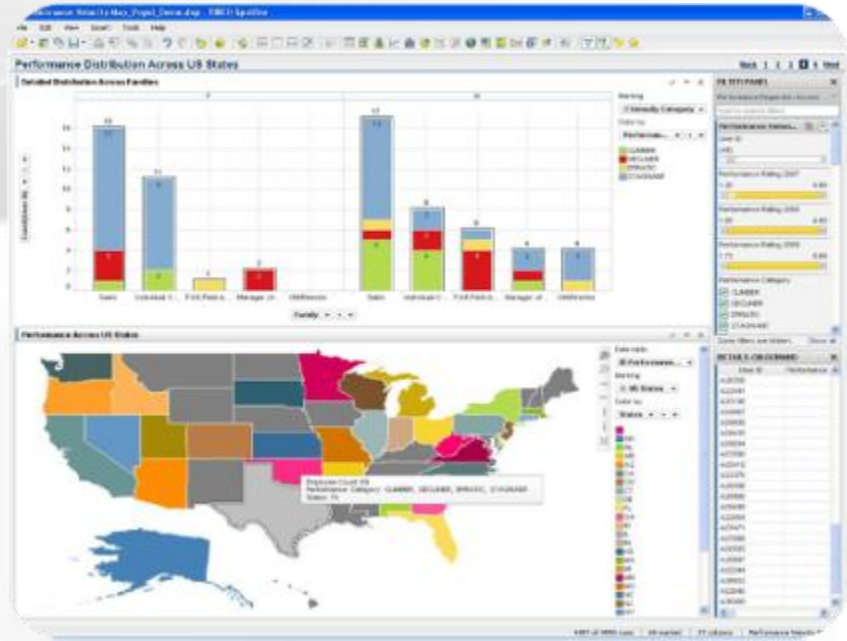
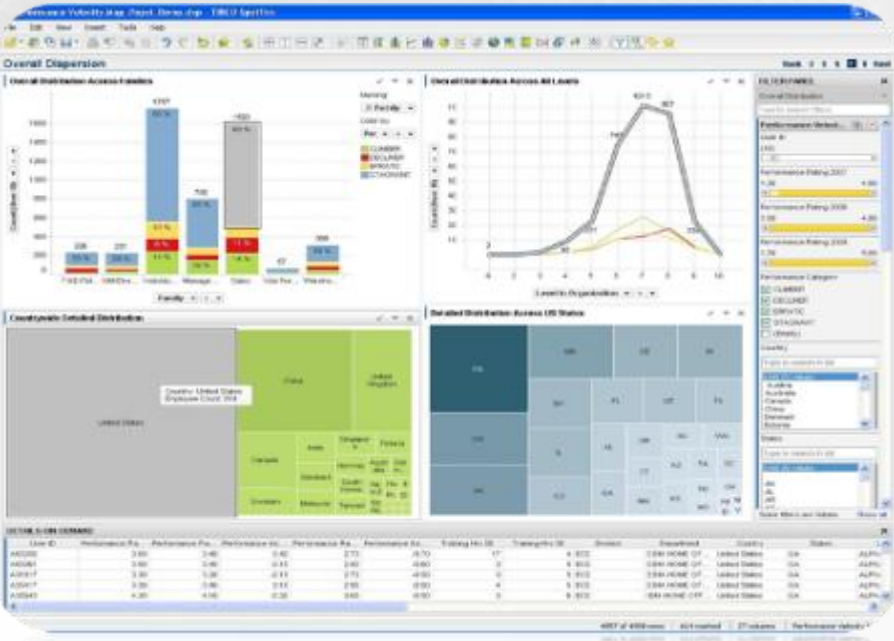
### Receivables Key Performance Indicators

KPI	Value
Days Sales Outstanding	50
AR Due Amount to Total (%)	74.6
AR Overdue Amount to Total (%)	25.4
AR Avg. Invoice Amount (\$)	10,734
AR Invoice Count	61





# Sample Reports: Spotfire



# Sample Reports: SharePoint+SSRS



Relationship Summary | Portfolio | Performance | Operations | Service Levels | Risk Reports | Guideline Monitoring | Tracking Error | Legal | Manager Info

Home > Relationship Summary

Managed Account 1 | 9, December 2009, 04:41

### Portfolio

Values in \$M

07-Dec 08-Dec 09-Dec 10-Dec 11-Dec

### Operations

No. of Brokers/Counter Parties: 15  
No. of Reconciliations: 30

Reconciliation Status - Cash

07-Dec 08-Dec 09-Dec 10-Dec 11-Dec

### Risk Reports

Liquidity

MA1 MA2

### Performance

Values in \$M

Unrealized P&L

Realized P&L

ROR's

07-Dec 08-Dec 09-Dec 10-Dec 11-Dec

### Accuracy

Deliverables: 11 D

Position Recon: 35

Cash Recon: 35

P&L: 2

Overall SLA: 72

Dashboard: Corporate Dashboard | Email | Dashboard Studio | Log off mindtree/mf004509 | Help | ProClarity Dashboard

Financials | Cost and Efficiency

Key Performance Indicators

Month: DEC06 | Apply

Name	Value	Goal			
NSR	207.39	188.52	Green	Red	Icon
COGS	150.42	116.87	Green	Green	Icon
BTL	21.73	18.10	Green	Green	Icon

Name	Value	Goal			
Contribution	63.80	71.65	Red	Red	Icon
ATL	17.84	15.59	Green	Green	Icon
Personnel Cost	12.85	9.16	Green	Green	Icon

Name	Value	Goal			
Operating Cost	14.06	8.14	Green	Green	Icon
EBITDA	20.49	37.41	Red	Red	Icon
EBITDA/NSR	0.10	0.20	Red	Red	Icon

### NSR

Unit: KBDL

#### Sales Revenue (Rs./Case)-Month wise Mover

Month in 06/07 Q1

### COGS

#### COGS (Rs./Case)-Month wise Movement

Month in 06/07 Q1

### BTL

#### BTL (Rs./Case)-Month wise Movement

Month in 06/07 Q1

# Sample Reports: Oracle



### ORACLE Interactive Dashboards

My Dashboard | Automotive | Communications | Consumer Sector | Contact Center | Telephony | Custom Reports | Financial Services | Finance | Human Resources | Interactive Selling | Marketing | Order Management | Partner | Pharma | Public Sector | Analytics | Sales Service | Supply Chain | Usage Accelerator | Welcome

Recievables

Welcome, Oracle BI Applications Administrator! | Dashboards - Answers - More Products - Settings - Log Out

Overview | AR Balance | Payments Due | Effectiveness | Payment Performance | Customer Report | Invoice Details | All AR Transactions | Page Options

Fiscal Year: 2009 | Fiscal Quarter: 2009 Q 2 | Ledger Name: (All Choices) | Profit Center Name (Company): (All Choices) | Go

Warehouse Refresh Date: April 30, 2009 07:09:09 AM

#### AR Payments Due Aging Report

Drill on amounts below for further detail

AR Due -999999999-0 Amount	2009 Q 2
AR Due 1-30 Amount	11,301,688.99
AR Due 31-60 Amount	9,030
AR Due 61-90 Amount	9,030
AR Due 90+ Amount	11,301,698.00
Total AR Due Amount	22,610,417.99
AR Due Amount to Total %	9%

Fiscal Quarter is equal to 2009 Q 2 and Fiscal Year is equal to 2009

Fiscal Quarter is equal to 2009 Q 2 and Fiscal Year is equal to 2009 Q 2 and Ledger Name is equal to VMware, Inc.

Modify - Refresh - Print - Download

#### Top 10 Customers by Overdue Balances

Customer Name	Total AR Overdue Amount	Total AR Outstanding Amount	Overdue to Total %
Ingram Micro Inc	\$27,505,492	\$27,573,670.43	100%

#### Top 10 Customers

Customer Name	Total AR
Dell-CEM-Royalty	\$1

### ORACLE Interactive Dashboards

My Dashboard | Automotive | Communications | Consumer Sector | Contact Center | Telephony | Custom Reports | Financial Services | Finance | Human Resources | Interactive Selling | Marketing | Order Management | Partner | Pharma | Public Sector | Analytics | Sales Service | Supply Chain | Usage Accelerator | Welcome

Payables

Welcome, Oracle BI Applications Administrator! | Dashboards - Answers - More Products - Settings - Log Out

Overview | AP Balance | Payments Due | Effectiveness | Payment Performance | Supplier Report | Invoice Details | All AP Transactions | SupplierDashboard | Page Options

Fiscal Year: 2009 | Fiscal Quarter: (All Choices) | Ledger Name: VMware, Inc. | Profit Center Name (Company): (All Choices) | Go

Warehouse Refresh Date: April 30, 2009 07:09:09 AM

#### Invoice Transactions Efficiency

Click on the Chart to view Suppliers by AP Avg Invoice Amount

#### Top 10 Suppliers by # of Invoices

Click on the Supplier to obtain additional information including trending of Key Metrics

Supplier Name	AP Invoice Count	AP Invoice Amount	AP Avg Invoice Amount
Networkwide Computer Insight	10	\$1,000,000	\$100,000
CDW Computer Centers, Inc.	10	\$1,000,000	\$100,000
Bell Computer	10	\$1,000,000	\$100,000
Creative Group	10	\$1,000,000	\$100,000
Team	10	\$1,000,000	\$100,000
Guy, LLC	10	\$1,000,000	\$100,000
on, Fleisch, ates	10	\$1,000,000	\$100,000
C, Inc.	10	\$1,000,000	\$100,000
Area Tech Workers	10	\$1,000,000	\$100,000

Fiscal Year is equal to 2009 and AP Invoice Count is in top 10 and Ledger Name is equal to VMware, Inc.

Modify - Refresh - Print - Download

### ORACLE Interactive Dashboards

My Dashboard | Automotive | Communications | Consumer Sector | Contact Center | Telephony | Custom Reports | Financial Services | Finance | Human Resources | Interactive Selling | Marketing | Order Management | Partner | Pharma | Public Sector | Analytics | Sales Service | Supply Chain | Usage Accelerator | Welcome

Pivot Reports

Welcome, Oracle BI Applications Administrator! | Dashboards - Answers - More Products - Settings - Log Out

Account Category | Account Level | Department Sub Group | Geography | Spend Category | Pivot Journal Report | Page Options

"We are retrieving your data. This report may take some time. Thank you for your patience."

Warehouse Refresh Date: April 30, 2009 07:09:09 AM

Fiscal Year: 2009 | Fiscal Quarter: 2009 Q 1 | Department Group: VMware Consolidation | Department Name: VMware Consolidation | Department Number: VMware Consolidation | Ledger Name: VMware Consolidation | Project Code: VMware Consolidation | Go

Spend Category	Account Category	Amount in USD				Mid Month Amount in USD			
		2009 / 01	2009 / 02	2009 / 03	2009 Q 1 Total	2009 / 01	2009 / 02	2009 / 03	2009 Q 1 Total
BI COGS	BI Cost of Goods License	2,000,000	2,000,000	2,000,000	6,000,000	2,000,000	2,000,000	2,000,000	6,000,000
BI COGS	BI Cost of Goods Services	2,000,000	2,000,000	2,000,000	6,000,000	2,000,000	2,000,000	2,000,000	6,000,000
BI COGS Total		4,000,000	4,000,000	4,000,000	12,000,000	4,000,000	4,000,000	4,000,000	12,000,000
BI Headcount	BI Benefits	1,000,000	1,000,000	1,000,000	3,000,000	1,000,000	1,000,000	1,000,000	3,000,000
BI Headcount	BI Bonuses	1,000,000	1,000,000	1,000,000	3,000,000	1,000,000	1,000,000	1,000,000	3,000,000
BI Headcount	BI Commissions	1,000,000	1,000,000	1,000,000	3,000,000	1,000,000	1,000,000	1,000,000	3,000,000
BI Headcount	BI Contractors	1,000,000	1,000,000	1,000,000	3,000,000	1,000,000	1,000,000	1,000,000	3,000,000
BI Headcount	BI Quality of Life & Other	1,000,000	1,000,000	1,000,000	3,000,000	1,000,000	1,000,000	1,000,000	3,000,000
BI Headcount	BI Recruiting	1,000,000	1,000,000	1,000,000	3,000,000	1,000,000	1,000,000	1,000,000	3,000,000
BI Headcount	BI SWCAP SOP 98-1	1,000,000	1,000,000	1,000,000	3,000,000	1,000,000	1,000,000	1,000,000	3,000,000
BI Headcount	BI Salaries	1,000,000	1,000,000	1,000,000	3,000,000	1,000,000	1,000,000	1,000,000	3,000,000
BI Headcount	BI Training	1,000,000	1,000,000	1,000,000	3,000,000	1,000,000	1,000,000	1,000,000	3,000,000
BI Headcount Total		10,000,000	10,000,000	10,000,000	30,000,000	10,000,000	10,000,000	10,000,000	30,000,000
BI T&E	BI Travel and Entertainment	1,000,000	1,000,000	1,000,000	3,000,000	1,000,000	1,000,000	1,000,000	3,000,000
BI T&E Total		1,000,000	1,000,000	1,000,000	3,000,000	1,000,000	1,000,000	1,000,000	3,000,000
BI Mktg Programs	BI Marketing Programs	1,000,000	1,000,000	1,000,000	3,000,000	1,000,000	1,000,000	1,000,000	3,000,000
BI Mktg Programs Total		1,000,000	1,000,000	1,000,000	3,000,000	1,000,000	1,000,000	1,000,000	3,000,000
BI Equipment	BI Equipment and Other	1,000,000	1,000,000	1,000,000	3,000,000	1,000,000	1,000,000	1,000,000	3,000,000
BI Equipment Total		1,000,000	1,000,000	1,000,000	3,000,000	1,000,000	1,000,000	1,000,000	3,000,000
BI Depreciation	BI Deprec	1,000,000	1,000,000	1,000,000	3,000,000	1,000,000	1,000,000	1,000,000	3,000,000
BI Depreciation Total		1,000,000	1,000,000	1,000,000	3,000,000	1,000,000	1,000,000	1,000,000	3,000,000
BI Office Supplies & Misc	BI Office Supplies and Miscellaneous	1,000,000	1,000,000	1,000,000	3,000,000	1,000,000	1,000,000	1,000,000	3,000,000
BI Office Supplies & Misc Total		1,000,000	1,000,000	1,000,000	3,000,000	1,000,000	1,000,000	1,000,000	3,000,000
BI Facilities	BI Facilities Accounts	1,000,000	1,000,000	1,000,000	3,000,000	1,000,000	1,000,000	1,000,000	3,000,000
BI Facilities Total		1,000,000	1,000,000	1,000,000	3,000,000	1,000,000	1,000,000	1,000,000	3,000,000
BI Rent	BI Office Rent	1,000,000	1,000,000	1,000,000	3,000,000	1,000,000	1,000,000	1,000,000	3,000,000
BI Rent Total		1,000,000	1,000,000	1,000,000	3,000,000	1,000,000	1,000,000	1,000,000	3,000,000
BI Telecom	BI Telecommunications	1,000,000	1,000,000	1,000,000	3,000,000	1,000,000	1,000,000	1,000,000	3,000,000
BI Telecom Total		1,000,000	1,000,000	1,000,000	3,000,000	1,000,000	1,000,000	1,000,000	3,000,000
BI Corporate	BI Corporate Accounts	1,000,000	1,000,000	1,000,000	3,000,000	1,000,000	1,000,000	1,000,000	3,000,000
BI Corporate Total		1,000,000	1,000,000	1,000,000	3,000,000	1,000,000	1,000,000	1,000,000	3,000,000
Grand Total		10,000,000	10,000,000	10,000,000	30,000,000	10,000,000	10,000,000	10,000,000	30,000,000

Modify - Refresh - Download

#### Number of Adjustments

Select View | Chart

Fiscal Year is equal to 2009 and Ledger Name is equal to VMware, Inc.

Modify - Refresh - Print - Download



# Case Studies



# Case Study: Master Data Management



<b>Client Challenges</b>	<ul style="list-style-type: none"> <li>● The client is one of the largest Consumer Product companies in the world</li> <li>● Customize business processes across brands and countries to better operationalize pricing, production planning, and promotions at an aggregated SKU level</li> <li>● New data taxonomy and central repositories to address the business need</li> </ul>	
<b>Techniques &amp; Tools</b>	<ul style="list-style-type: none"> <li>● Definition of Data Taxonomy : Indicative Data, Descriptive Data, and Quantitative Data</li> <li>● System mapping for easier integration</li> <li>● Creation of Data Dictionary</li> </ul>	<ul style="list-style-type: none"> <li>● Kalido MDM Solution</li> <li>● Informatica (ETL to pull from SAP)</li> <li>● Control M (Scheduling); Fast Radar (Data Presentation)</li> </ul>
<b>Business Impact</b>	<ul style="list-style-type: none"> <li>● Enable local business units (country-level) to have flexibility in how they manage pricing, production planning, and promotions at an aggregated SKU level</li> <li>● Enable better Trade Promotions Management through the use of better, and more locally-specific, data</li> </ul>	

# Case Study: Analytics & Information Monetization



<b>Client Challenges</b>	<ul style="list-style-type: none"> <li>● The client is a mid-sized bank who needed to “Productionalize” and automate 409A Valuations and Corporate Equity Management</li> <li>● Information Monetization of client’s data to create additional revenue streams</li> <li>● Business Insights on trends, competition, product and service opportunities, etc</li> </ul>	
<b>Techniques &amp; Tools</b>	<ul style="list-style-type: none"> <li>● Produce 500 - 750 independent Valuations per year</li> <li>● Onboard 1,000+ Corporate Equity Management clients per year and handle all financial cap tables and spreads</li> <li>● Produce Quarterly Trend Reports, Research, etc</li> </ul>	<ul style="list-style-type: none"> <li>● Trend Analysis</li> <li>● Comparables Review</li> <li>● Dynamic Dashboards</li> </ul>
<b>Business Impact</b>	<ul style="list-style-type: none"> <li>● Pay-per-Report model enables client to achieve productivity and profitability goals</li> <li>● “Analytics Factory” enables all data and business insights to be centrally located</li> <li>● Platform creation provides automation to a manually-intensive workflow</li> </ul>	

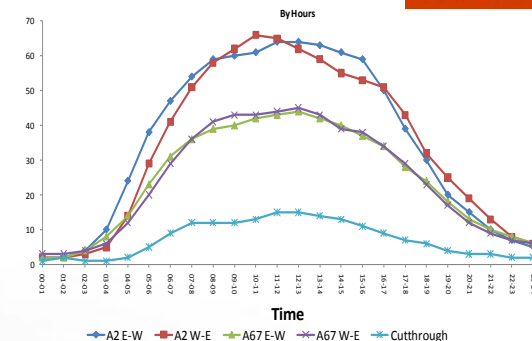


# Case Study: BI Factory



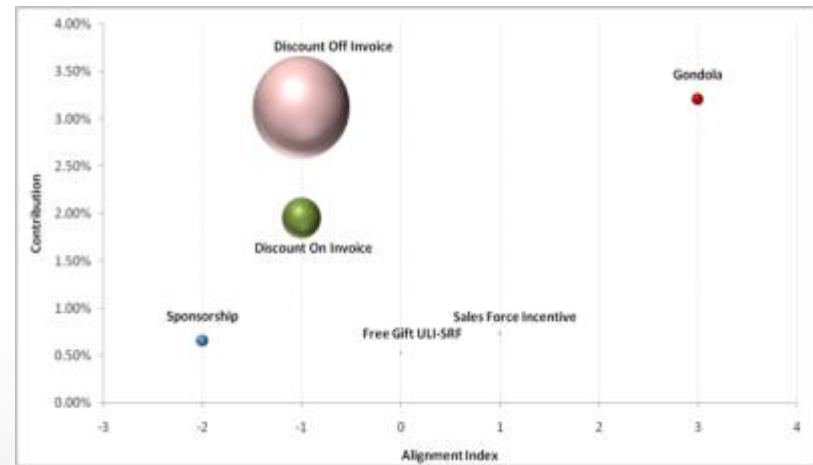
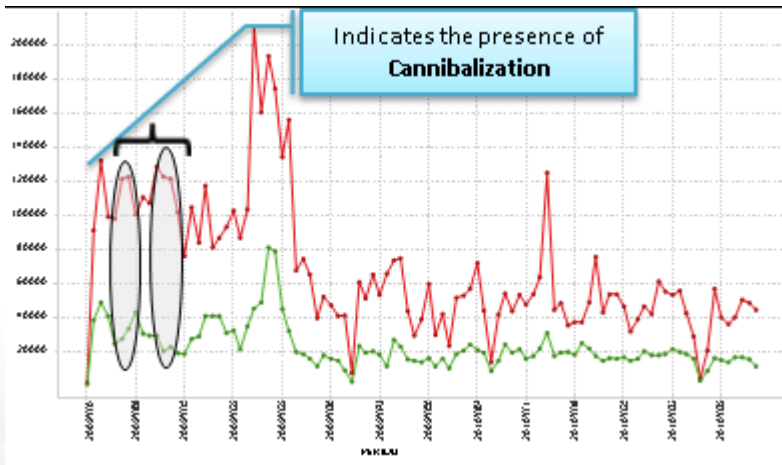
<b>Client Challenges</b>	<ul style="list-style-type: none"> <li>● Customer is a mid-sized bank with a large Data Warehouse feeding multiple systems</li> <li>● The bank produces 900+ reports and wanted a way to centralize this operation for better quality and efficiencies</li> </ul>	
<b>Techniques &amp; Tools</b>	<ul style="list-style-type: none"> <li>● “BI Factory” set up as a central location for all reports</li> <li>● Streamlined processes, SLA’s, and metrics for success</li> <li>● Main Activities: 1) Produce existing reports; 2) Enhance existing reports; 3) Help conceptualize and design new reports</li> </ul>	<ul style="list-style-type: none"> <li>● Oracle 11g</li> <li>● Business Objects R2</li> <li>● Infoburst (scheduling); Version Manager (Configuration); and Mercury Quality Center (Testing)</li> </ul>
<b>Business Impact</b>	<ul style="list-style-type: none"> <li>● Single program with end-to-end ownership bringing predictability and lower costs</li> <li>● Improvement in quality and look-and-feel of the reports</li> <li>● Faster turn-around-time of reports</li> </ul>	

# Case Study: Analytics & Information Monetization



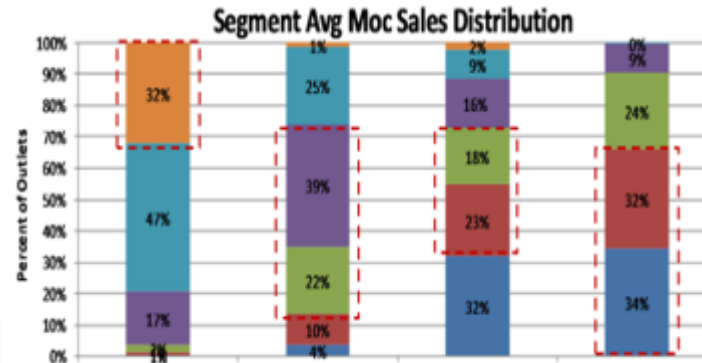
<b>Client Challenges</b>	<ul style="list-style-type: none"> <li>● The client is a large GPS provider with dominance in the European market</li> <li>● The client wants to monetizing car data, traffic patterns, etc</li> <li>● Identifying the Congestion correlations</li> </ul>	
<b>Techniques &amp; Tools</b>	<ul style="list-style-type: none"> <li>● Traffic and Congestion Analysis</li> <li>● Traveler Type Analysis</li> <li>● Bottleneck Analysis</li> </ul>	<ul style="list-style-type: none"> <li>● Hypothesis Testing using chi-square test</li> <li>● Co-relation Analysis</li> <li>● Analyzed over 133 Million Floating Car Records</li> </ul>
<b>Business Impact</b>	<ul style="list-style-type: none"> <li>● Source Traffic of Congestion was Identified</li> <li>● Key Bottlenecks for Infrastructural Changes Were Identified</li> <li>● Developed Traveler Type and Origin-Destination Grid to Understand Traffic Patterns</li> <li>● Created Traffic Fluctuation Charts Based on Day, Time and Holiday/Non-holiday</li> </ul>	

# Case Study: Trade Promotions Analytics



<b>Client Challenges</b>	<ul style="list-style-type: none"> <li>● 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</li> <li>● Optimize the trade fund allocation to the best promotion vehicles</li> </ul>	
<b>Techniques &amp; Tools</b>	<ul style="list-style-type: none"> <li>● Primary sales, Promo spend, Pricing and macro economic data like consumer confidence index was used</li> <li>● Attribution Mapping (Linear Regression), Cannibalization, ROI Analysis, Alignment Analysis, What if Analysis</li> </ul>	<ul style="list-style-type: none"> <li>● SAS</li> <li>● SQL Server</li> <li>● Spotfire</li> <li>● OBI</li> </ul>
<b>Business Impact</b>	<ul style="list-style-type: none"> <li>● Insights provided to optimize trade fund allocation:                             <ul style="list-style-type: none"> <li>● 6% of the total spend was found insignificant and failed to impact the top lines</li> <li>● 90% of the promotion spend did not generate the desired ROI</li> <li>● Low spend promotion vehicle had shown a stellar performance</li> </ul> </li> <li>● Identified the promotion vehicles which cannibalized another brand of the franchise</li> </ul>	

# Case Study: Decision Support Analytics Cell



<b>Client Challenges</b>	<ul style="list-style-type: none"> <li>● The client is a global Consumer Products company which needed to incentivize the sales team based on outlet level target (assortment, stock outs, etc.)</li> <li>● Provide outlet level insights to the sales team to increase sales and optimize assortment</li> <li>● Proactively manage outlet level inventory to avoid stock outs</li> </ul>	
<b>Techniques &amp; Tools</b>	<ul style="list-style-type: none"> <li>● Secondary sales, stock turn over ratio</li> <li>● Market Basket Analysis, Outlet and Product Segmentation, Assortment Optimization, Quantity Benchmark Analysis, Redline Analysis</li> </ul>	<ul style="list-style-type: none"> <li>● SQL Server</li> <li>● SQL Server Analysis Services</li> </ul>
<b>Business Impact</b>	<ul style="list-style-type: none"> <li>● Provides a one stop solution to all the analytics need of the sales team(17,000 field force) through a dedicated analytics cell</li> <li>● Outlet level decisions delivered to 1 million outlets across Asia-Pac within 8 to 10 days every month</li> <li>● Reduces total cost of ownership with a highly repeatable analytics model</li> </ul>	

# Case Study: Data Warehouse & Reporting Engine



<b>Client Challenges</b>	<ul style="list-style-type: none"><li>● 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</li><li>● Better reports were required so the sales force could target travel agencies who could drive the maximum business</li></ul>	
<b>Techniques &amp; Tools</b>	<ul style="list-style-type: none"><li>● Created centralized Data Warehouse with business rules</li><li>● 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</li></ul>	<ul style="list-style-type: none"><li>● Database: Oracle</li><li>● ETL: PL/SQL</li><li>● Reporting: Cognos</li><li>● Custom GUI: J2EE / Ajax</li></ul>
<b>Business Impact</b>	<ul style="list-style-type: none"><li>● Central repository which collates data from multiple sources</li><li>● Sales Reps have the ability to analyze data and get more accurate information while in the field</li><li>● Reduce report latency from 15 days to 48 hours</li></ul>	



# Case Study: Data Migration



<b>Client Challenges</b>	<ul style="list-style-type: none"><li>● 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</li><li>● This data was stored in multiple systems and needed to be housed in a central location</li></ul>	
<b>Techniques &amp; Tools</b>	<ul style="list-style-type: none"><li>● Exhaustive mapping between sources and target database</li><li>● Data Stage jobs to convert data</li><li>● Robust business rules layer built to ensure quality and alerting rules violators</li><li>● Scale: 500GB Volumes; 250+ Users; 100+ Tables</li></ul>	<ul style="list-style-type: none"><li>● Source Database: Oracle</li><li>● Target Database: DB2</li><li>● ETL: Data Stage</li></ul>
<b>Business Impact</b>	<ul style="list-style-type: none"><li>● Consolidated, single view of data</li><li>● Conversion cleaned up “dirty data”</li><li>● New system cut out need for manual input of data</li></ul>	

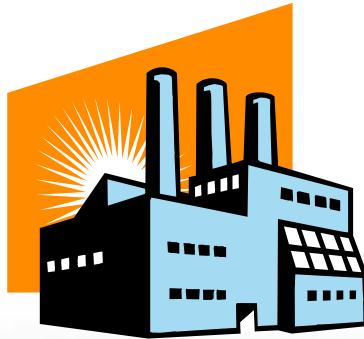


# Case Study: Analytics Factory



<b>Client Challenges</b>	<ul style="list-style-type: none"> <li>● The client is the leading brand name in the money transfer business and they required a much deeper understanding of: Customers, Accounts, Products, Origination &amp; Payout Country, &amp; Agent</li> <li>● Better Understanding of Customer &amp; Transactional Trends</li> <li>● Establishing KPI's: Amount Transferred, Commission, Forex Spread, Loyalty Points Accrued, Etc.</li> </ul>	
<b>Techniques &amp; Tools</b>	<ul style="list-style-type: none"> <li>● Analyzed 90 Million Customer Profiles</li> <li>● Analyze \$1 Billion in Annual Transactions</li> <li>● Monitor &amp; Analyze Country - to - Country (230 Countries); Regional; &amp; Seasonal Trends</li> </ul>	<ul style="list-style-type: none"> <li>● Trend Analysis</li> <li>● Regression Analysis</li> <li>● Predictive Modeling</li> </ul>
<b>Business Impact</b>	<ul style="list-style-type: none"> <li>● Identified New Product Opportunities &amp; New Customer Segmentation Models</li> <li>● Better Targeting of Promotions Leading to Increase Sales</li> <li>● Historical Analysis of Trends Leading to Better Service Models</li> </ul>	

# Case Study: Enterprise Data Warehouse



<b>Client Challenges</b>	<ul style="list-style-type: none"> <li>● The client is a large manufacturer whose data warehouse was constructed many years ago and only for one division of the company</li> <li>● The client desired a “single view of the truth”</li> <li>● Over the past 10 years, the warehouse had grown 1500% with more than 50,000 reports and ad hoc requests per month</li> </ul>	
<b>Techniques &amp; Tools</b>	<ul style="list-style-type: none"> <li>● Creation of Data Warehouse which includes data from 15 disparate sources and has advanced features such as match-merge and data profiling</li> <li>● “Data Vault” methodologies used for ETL</li> <li>● Complex dashboards and analytical tools</li> </ul>	<ul style="list-style-type: none"> <li>● Database: SQL Server</li> <li>● ETL: Business Objects</li> <li>● OLAP/Reporting: Business Objects</li> <li>● Data Profiling: Business Objects</li> <li>● MDM: Custom in-house</li> </ul>
<b>Business Impact</b>	<ul style="list-style-type: none"> <li>● Single view of master data</li> <li>● Faster and more cost-efficient platform for data distribution and reporting</li> <li>● Closer and better interface of data to the production systems</li> </ul>	

# Case Study: Customer & Marketing Analytics



<b>Client Challenges</b>	<ul style="list-style-type: none"> <li>● Client is a leading rental car provider who wants a better understanding of Sales Influencers: Type of Car; Location; Season; &amp; Customer Demographics</li> <li>● How to use this knowledge to increase Sales</li> <li>● Clearer insight into Voice-of-Customer</li> </ul>	
<b>Techniques &amp; Tools</b>	<ul style="list-style-type: none"> <li>● Data Analysis: Loyalty Programs; Customer Profiles; &amp; Reservation &amp; Rental Transactions</li> </ul>	<ul style="list-style-type: none"> <li>● Sentiment Analysis through Unstructured Text Mining</li> <li>● Trend Analysis</li> </ul>
<b>Business Impact</b>	<ul style="list-style-type: none"> <li>● Increased Reservation-to-Rental Conversions</li> <li>● Provided Net Lift of reservations through better understanding of car rental influencers</li> <li>● Provided insights about how customers perceive their brand, products, &amp; service</li> </ul>	

# Case Study: HR Analytics



<b>Client Challenges</b>	<ul style="list-style-type: none"><li>● The client is one of the largest insurance carriers in the world</li><li>● MindTree helped them define Key Performance Indicators (KPI's) and create analytics and dashboard in the following areas: 1) Attrition &amp; Retention; 2) Performance Management; 3) Talent Acquisition; and 4) Workforce Measurement</li></ul>
<b>Solution Highlights</b>	<ul style="list-style-type: none"><li>● A Complete HR Analytics Solution that addressed all the four pain areas in depth</li><li>● The end users were Executive team (CEO &amp; Head HR) and Managers across various functions</li><li>● Data filtered was according the profile of the person, with multiple drilldowns &amp; download capabilities in a simple web based interface</li></ul>
<b>Business Impact</b>	<ul style="list-style-type: none"><li>● Provided analytical insights that answered all the business questions concerning the four pain areas to take quicker and more informed decisions</li><li>● Delivered precise information that the business users want through simple web based interface</li></ul>



**Our Mission**

**Successful Customers**

**Happy People**

**Innovative Solutions**

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