Course5
Transformative intelligence

Case Study
Analytics

Setting Up Distributed Computing Infrastructure

Industry: CPG
Client: Leading global Food & Beverage
producer

Business Impact

- Fast turnaround on data integration
- Reduced costs by using infrastructure as per need

Business Requirement

The client wanted to **integrate data** from 100+ website on a daily basis and define digital, promotion and product strategy

It was **expensive and complex** to procure multiple servers and integrate them to extract data from websites

They wanted to set up a Big Data processing tool which would automate the process.

Solution Approach

Course5's solution approach involved using AWS EC2 and EMR for setting up distributed computing and a big data processing platform. The solution was utilized as per requirement.

Phase I
Data Extraction

Phase II
Data Processing
(EMR)

Phase III
Data Storage
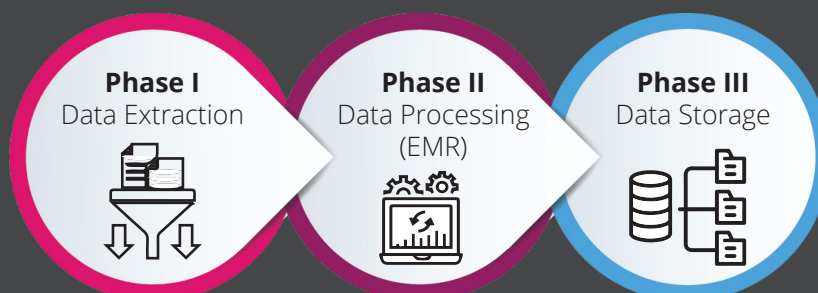
❝ Client Testimonials

We were successful in escalating our customer acquisition number
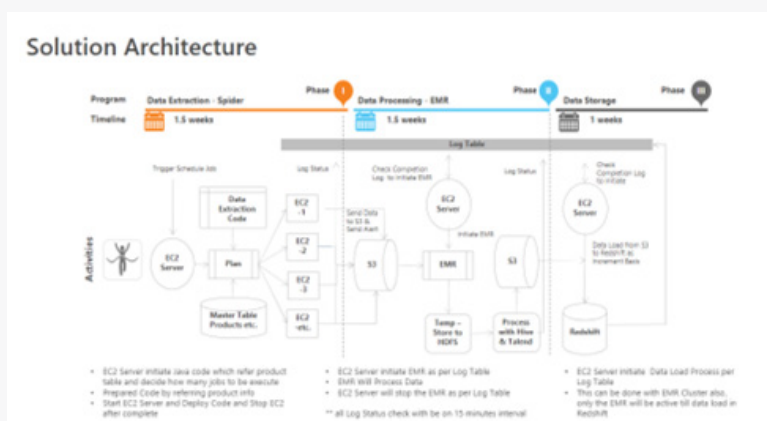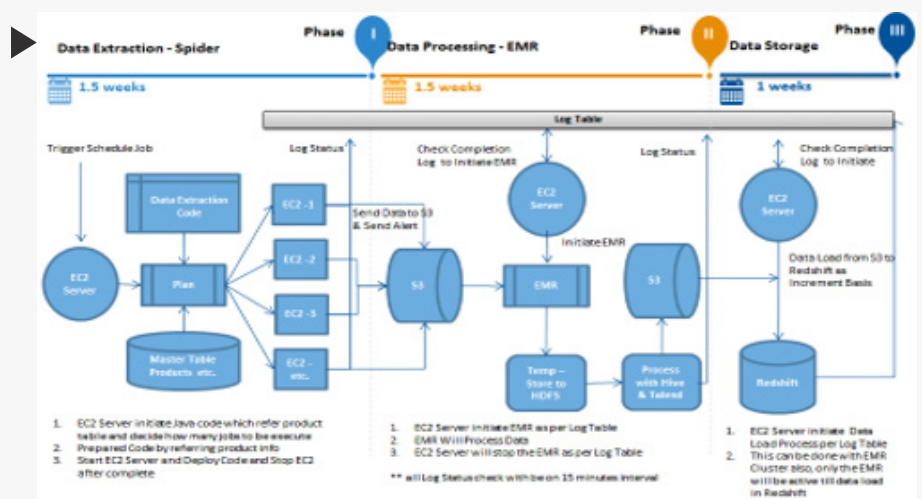
~ Head of Sales

Outcomes

- Course5 identified segments **based on distinctiveness** and value composition and profiled them based on a 120-point index solution

- Segment identification **helped in pricing and targeting,** thereby improving **customer acquisition**

Approach and Solution Architecture

Approach segregated into 3 different phases as shown

Solution Architecture shows the exact execution

About us

Course5 Intelligence is a pure-play data analytics and insights company with a focus on helping organizations drive digital transformation using artificial intelligence (AI), advanced analytics, and insights. We enable organizations to solve complex issues relating to their customers, markets, and competition at speed and scale through a combination of industry-specific domain expertise with AI-driven products and solutions that are Intellectual Property (IP)-led and leverage the latest technologies. We use a multi-disciplinary approach to data integration across structured and unstructured data sources to help businesses grow through informed decision-making.