



ANALYTICS AND DASHBOARD DEVELOPMENT FOR A LEADING ONLINE MARKET PLACE



THE CLIENT

The customer is a leading online market place company.



BUSINESS NEED

- ⦿ The customer faced challenges of eliminating mysterious buyers who were misleading & misusing their privilege rights
- ⦿ Client faced challenges to eliminate only miscreants while not disturbing the loyal end users
- ⦿ The client wanted to frame metrics and draft a new policy to protect the interest of end users - buyers & sellers, and reduce the claim from buyers



TECHNOLOGY USED

- ⦿ BI/Analytics Tools: SAS, Teradata
- ⦿ Database: SQL



BUSINESS BENEFITS

- ⦿ Assisted the customer in reframing the existing policy for end users
- ⦿ The changes were made across all categories of stakeholders after iterative implementation of metrics to identify the most profitable solution
- ⦿ Changing from policy A to policy B which was formulated by AL TEN Calsoft Labs, resulted in savings of 68M USD globally in a span of ten months for the customer



SOLUTION DELIVERED

AL TEN Calsoft Labs' solution included the following activities viz,

- ⦿ By analyzing behavior of buyers and sellers from transactional data, AL TEN Calsoft Labs segmented users into multiple categories
- ⦿ The various categories helped to filter the users based on key metrics - Profitability, reputation, usage per day, claims made over a period of time, ratings and feedback received
- ⦿ Formulated a policy to protect sellers and buyers while eliminating miscreants

ABOUT AL TEN CALSOFT LABS

AL TEN Calsoft Labs is a next gen digital transformation, enterprise IT and product engineering services provider. The company enables clients innovate, integrate, and transform their business by leveraging disruptive technologies like mobility, big data, analytics, cloud, IoT and software-defined networking (SDN/NFV). AL TEN Calsoft Labs provides concept to market offerings for industry verticals like education, healthcare, networking & telecom, hi-tech, ISV and retail. Headquartered in Bangalore, India, the company has offices in US, Europe and Singapore. AL TEN Calsoft Labs is a part of AL TEN group, a leader in technology consulting and engineering services.

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