

## DEVELOPING CUSTOMER CHURN PREVENTION MECHANISMS



### THE CLIENT

The client is a leading network solutions provider.



### BUSINESS NEED

The customer wanted ALLEN Calsoft Labs to do the following:

- Crunch and analyze the data from various sources starting from web click stream logs, social network data and transactions
- Come up with solutions to prevent customer churning in Banking and Insurance domain



### TECHNOLOGY USED

- Platform: Hadoop
- File System: Hadoop Distributed File System
- Paradigm: MapReduce
- Hadoop Technologies: Pig, Hive
- Machine Learning Tools: Mahout
- Language: R
- Big Data Tools: Lucene/SOLR, Flume
- JavaScript: Node.js, D3.js



### SOLUTION DELIVERED

ALLEN Calsoft Labs' Big Data team did the following to deliver the requested service on-time and within budget.

- Built a Data Ingestion layer with Flume for web logs, and third party APIs for Social Networking data
- Virtualized Hadoop platform for Big Data storage and joining
- Processed in a private data centre on VMware EXSI servers
- Integrated it with Data modeling layer with Mahout and R to do the customer segmentation, sentiment analysis
- Came up with customer churn prevention policies for individual customers.



### BUSINESS BENEFITS

Hadoop platform is an open source platform, ability to run on commodity hardware with scalability and high availability at its core, offers the client to store and process massive data sets in a clustered environment.

### ABOUT ALLEN CALSOFT LABS

ALLEN 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). ALLEN 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. ALLEN Calsoft Labs is a part of ALLEN group, a leader in technology consulting and engineering services.

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