



Powered by Passion



## CASE STUDY

Predictive Analytics to Optimize Acquisition  
Cost for Singapore Enterprise

## Our customer

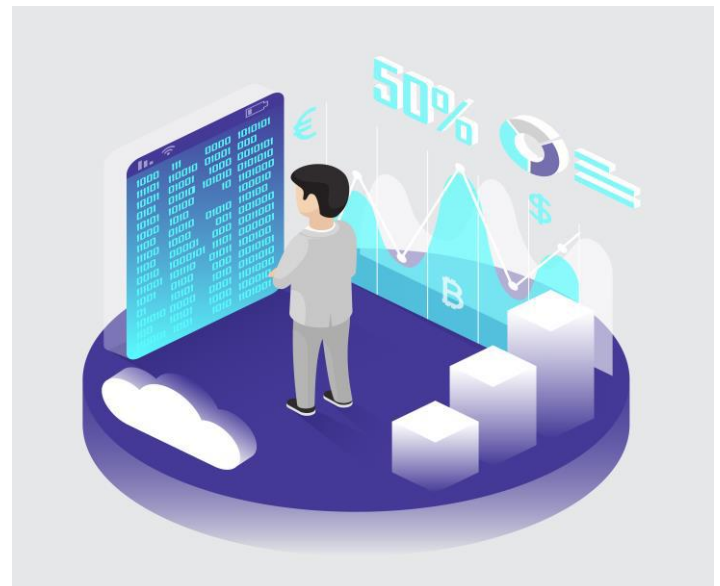
A fast-growing big data and AI company in Singapore, with a vision to simplify data analytics. The company's mission is to make it simple for everyone to see, touch and use the information that will make a difference.

## Customer need

- A solid infrastructure that will enable them to collect data across disparate data sources and bring all the data sources into a data bank.
- The data bank had to enable quants, data scientists and data engineers to create data pipelines and enhance data.
- Setup data pipelines to work with disparate data sources and bring data (transactions, logs, emails, etc.) to the data bank and use it for quantity analysis, reporting analytics and machine learning.
- The infrastructure had to be scalable to support and forecast growth, with high performance on customer analytics.

## Key challenges

- Too many sources, too many programming paradigms
- Operational nightmare in managing thousands of Data pipelines
- There is a need to set up a fast feedback loop, but also have the opportunity to batch process and on top of that expose all and sundry requirements as API
- Be cloud-ready and operate in a cloud-agnostic manner



## Our solution

Zuci tailored an infrastructure which will setup the data bank with the ability to host different types of data along with a system catalog which will present Metadata for the disparate data sources. Zuci engineered data pipelines with a common layer of abstraction which operates on one single monolithic space to interact with different kinds of programming paradigms and parallelly scalable to support and forecast growth, with high performance on customer analytics.

## Benefits



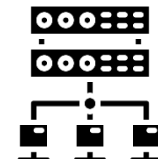
Centralized Data Bank



Faster Processing of Data



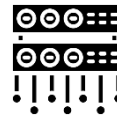
Reduced Testing Cycle



Optimize Storage and Compute Capacity



Increase in ROI



Operational Scalability

## Tech Stack



### About Zuci

We are revolutionizing the way software platforms are engineered with the help of patented AI and deep learning models. Driven by our competency in delivering superior customer experience, business efficiency, and actionable insights we have evolved to developing cutting-edge technology with a nimble and collaborative approach.



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