BIG DATA MANAGEMENT

DATA
Mining Transactional Data with Log Analytics

The absence of a common/standard practice for logging across different software platforms makes it difficult to draw meaningful insights from logs. Organizations need a more efficient approach to collecting large volumes of data, generating insights, and visualizing specific KPIs. Coforge’s log analytics solution can provide the required architecture and intelligence to resolve your problems quickly.

**IMPACT OF DISPARATE SYSTEMS**
Logs are generated by various applications sitting on top of programmable devices. Each application, with its unique technology architecture, has a different mechanism to generate and store logs. This creates many different formats and a vast repository of logs to handle.

The function of a log analyst is to unify these disparate formats into a common reporting language. The reports thus generated represent different activities of the heterogeneous environment:
- Customer behavior
- Compliance issues
- System functionality troubleshooting
- System vulnerability

**BUSINESS IMPERATIVES: CONSUMER ENGAGEMENT**
A large part of the business value chain deals with customers. Increasing the level of customer engagement can generate more value.

**CONTENT**

- How to improve understanding about online customer behavior?
- Is there a need for customer profiling based on online behavior for targeted marketing?
- Improve top-line revenues growth by better conversion rates for online customer engagements

**BUSINESS IMPERATIVES**

- Track customer by activity and source of traffic
- Geographic and segment level tracking
- Insights around abandonment patterns and visitor interest areas

- Profile customers based on types of online behavior
- Develop value and behavior segmentation
- Recognize types of customers and make appropriate offers

- Identify areas of websites related to sales and conversion
- Relate patterns of behavior to most valued action
- Encourage customers to engage in desired behavior/activities

- Link online behaviors to engagement & satisfaction
- Identify engagement and satisfaction levels of your customers
- Gain insights around how to enhance customer experiences
ARCHITECTURE: FIT-FOR-PURPOSE FEATURES

Coforge uses Open Source Elastic Stack to synthesize insights from the huge volume of logs for business critical functions.

Elastic Stack is a widely accepted solution in the industry and we at Coforge have highly experienced SMEs and engineers to understand, implement, maintain, and customize it as per client’s need. The engineers ensure:

- Precise configuration according to the client’s environment
- Seamless connectivity across different components
- Availability of stack at all times
- Fine-tuning of the system to run with optimum resources
- Meeting of SLAs
- Right fit of components into the current IT infrastructure
- On the other hand, the team of SMEs ensure:
  - Correct selection of KPIs that are vital to the business
  - Customization of business metrics according to users’ work profile
  - Up-gradation of KPIs according to evolving business needs
  - Rolling up the KPIs to the highest level of business metrics that define profitability

SOLUTION

The Coforge team creates a highly customizable dashboard with graphically rich views. Log searches can now be leveraged by selecting KPIs and other analytical metrics. Visualizations can be added to focus on certain categories, products, or demographics.

Let’s assume that our data includes information about customers of an airline. By selecting segment data, we can find out exactly which segment is most engaged with the organization. To capture relevant data, we set the following fields and filters:

- Time for login and check-in
- Platform to identify the means used by loyal customers
- Fare trend line by selecting appropriate visual with feature
- Category of product to increase conversions and identify the reason why the customer did not end up purchasing the product. The focus is on individuals in the age group of 20-35 and resolving problems (navigating to next page) in real time.

COFORGE ADVANTAGE

Domain Knowledge: Our vast experience along with our dedicated subject matter experts and business analysts helps us astutely analyze business requirements and client challenges. Extensive domain knowledge allows us to engage and scale up our services quickly and efficiently—instilling confidence in our clients.

Large Resource Base: Over one-third of our organization’s resources comprise technology, domain, testing, and project management consultants/analysts. We have the ability to quickly access talent with the required skill sets and ramp up client’s teams with niche skills.

Centers of Competence (CoCs): We have CoCs for technologies such as Java, .NET, SAP/ERP, Testing, Legacy, Cloud, Mobility, Analytics, Usability, and other areas. CoCs, as part of our charter, keep us abreast of new technologies and industry best practices. The consultants from our CoCs help our clients in overcoming technical challenges in specific situations.

Solutions in Key Business Areas: Based on our extensive experience and industry best practices, we have developed innovative, domain-specific, and quick-to-deploy solutions on latest technologies in key business areas.
Coforge is a leading global IT solutions organization, enabling its clients to transform at the intersect of unparalleled domain expertise and emerging technologies to achieve real-world business impact. A focus on very select industries, a detailed understanding of the underlying processes of those industries and partnerships with leading platforms provides us a distinct vantage. We leverage AI, Cloud and Insight driven technologies, allied with our industry expertise, to transform client businesses into intelligent, high growth enterprises.

Today our proprietary platforms power critical business processes across the Financial Services and Travel industries. Our 11,000 technology and process consultants engineer, design, consult, operate and modernize systems across the world.

Learn more about Coforge at: www.coforgetech.com

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