

BIG DATA

We help you to solve complex business problems through our analytical solutions and approach.

Our Services

- Data Analysis
- Data Visualization
- Predictive Modeling
- Business Intelligence
- Big Data Solutions



Data Summary



Data Sources



Records/Day



Marketing Sources

Focus: Strategic Research & Data Analysis for Sales Promotion

- Student Enrollment Data Analysis
 - Data About Advertisement Medium
 - Data from Salesforce, Marketo, Oracle, Excel
 - Duplication identification- Experian Name Search Tool
 - Enrolment analysis report & trend data

Data Selection

- Advertisement Medium
 - TV Ads
 - News Papers
 - Campaign
 - Exhibitions
 - Web portal
- Student Data
 - Age
 - CGPA
 - Citizenship
 - Class
 - Gender
 - Semester (Fall/Spring/Summer)
 - Nationality

ETL , Analysis & Reporting



