



Case Study

Data lake solution to enable data-driven future roadmap of the organization

Client Overview

The client is one of the leading content marketing platform in the USA. They are serving many of the fortune 500 companies to create content, identifying the keywords, SEO, and strategy for marketing the campaign. They have integration with other CMP like adobe, wordPress, workfront to publish the content from their platform.

Business Challenge

The client is having data from various organizations, contributors, and third party vendors. They had not used the data to get the required business insights. The client wanted to create a data lake and start using that data to decide its future roadmap.

Technical Requirements

- AWS lake formation
- AWS glue
- Amazon redshift
- Amazon quickSight
- AWS S3
- Amazon SageMaker

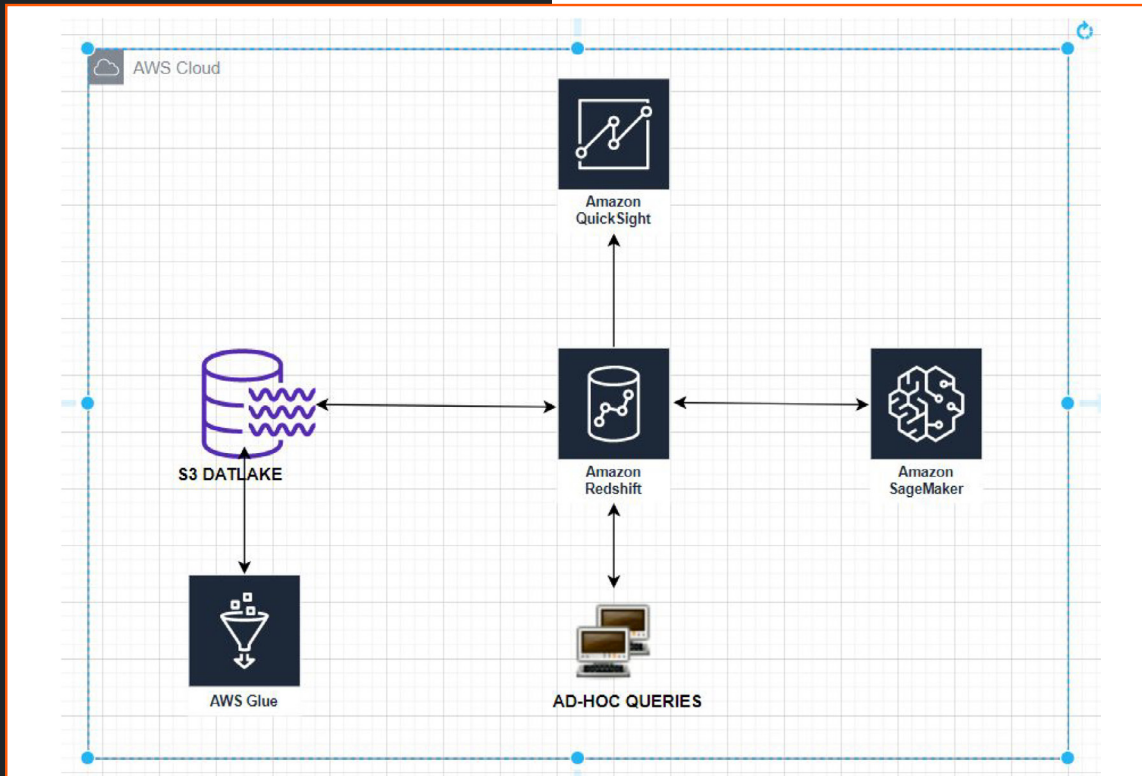


Solution Strategy

AAIC took the requirement and provided the scalable, highly available, and cost-efficient solution to the client.

- Analyze the existing database and identify tables that will be part of data lake.
- Data lake to be created to maintain the history of data.
- They had some custom requirements to join multiple tables and get the business insights.
- The dashboard needed to be created for business users.
- Ad-hoc querying on data lake to be performed by business users.
- Few business users wanted to run ML models on data lake.


Development Methodology



- AWS lake formation service was used to create the data lake.
- AWS glue used to write the custom ETL jobs.
- AWS redshift is used as a data warehouse to run the ad-hoc queries.
- AWS SageMaker was used to create the ML models.
- AWS S3 is used to store the files for data lake.

About Applied AI Consulting

At AAIC, we drive your business with platform driven E2E engineering services. Our architects and engineers have full technology stack exposure and experience to deliver differentiated platforms. Our experts work with your teams to identify opportunities to innovate and develop tailor-made solutions for your requirements. We help you monetize product features or convert software to an as-a-Service platform with Applied AI Consulting (AAIC) engineering capabilities uniquely designed for cloud, open-source and modern architecture.

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