

Building the Foundation with Customer 360

A Leading Entertainment Major

Challenge

Our client was wrestling with the problems of a rapidly growing business. Critical business data was scattered across departments, managed by multiple vendors, and stored in numerous formats. With no central repository, data remained fragmented, inaccessible, and inconsistent.

This led to heavy reliance on manual effort, duplication of work, and delays in decision-making, while creating conflicting versions of the truth across teams.

Approach

- The client's existing **Azure ecosystem** was leveraged to ensure a **highly scalable and future-ready solution**.
- A **Customer 360 platform** was deployed, powered by a structured **7-step data engineering process** (sourcing, review, troubleshooting, cleaning, harmonization, processing, and integration).
- **Feature engineering** applied to create **derived attributes** that will strengthen **predictive models** and enhance **data discovery**.
- **Lookalike modelling** was introduced to connect data sources without common identifiers (e.g., social media) and identify **similar customers** within the database.

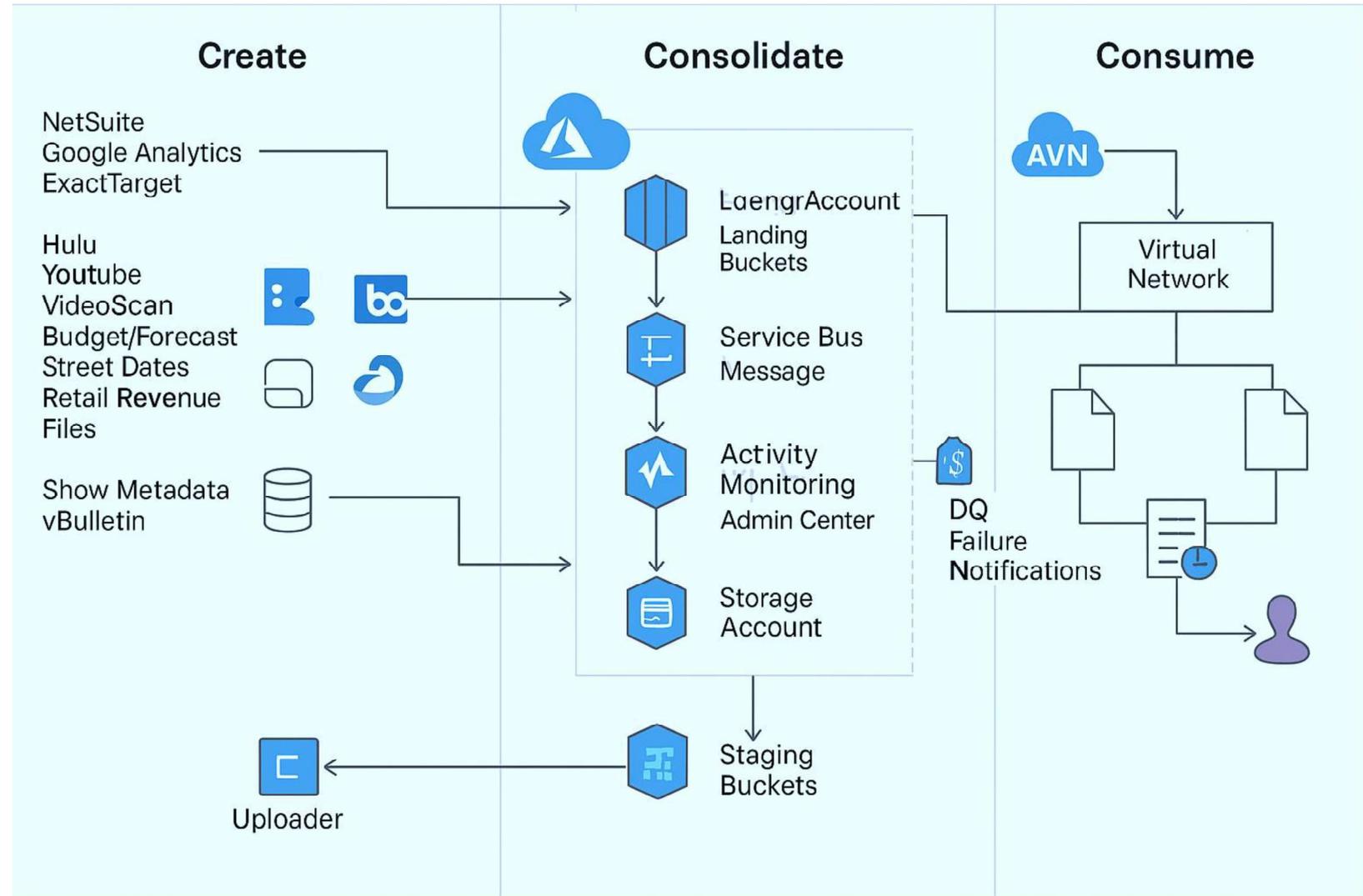
Impact

- The client gained a **single source of truth**, providing one consistent view across all disparate data sources.
- **Atomic-level data** was made available, enabling reporting at any level of aggregation depending on business needs and use cases.
- **Seamless access** empowered end users to focus more on **analysis and decision-making**, while minimizing time and effort spent on data preparation.
- Collectively, these outcomes ensured **faster insights, stronger alignment across teams, and smarter business strategies**.



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Technical Architecture



Case Study 2: Customer360 for a Hospitality Major (1/2)

Challenge

Our client, an international hotel group, wanted to create a **Customer 360** by integrating multiple data sources and deriving features to power analytics-driven insights. However, the existing process to build and deploy analytical solutions was highly **fragmented**, requiring significant **manual effort** and leading to **delays in execution**.

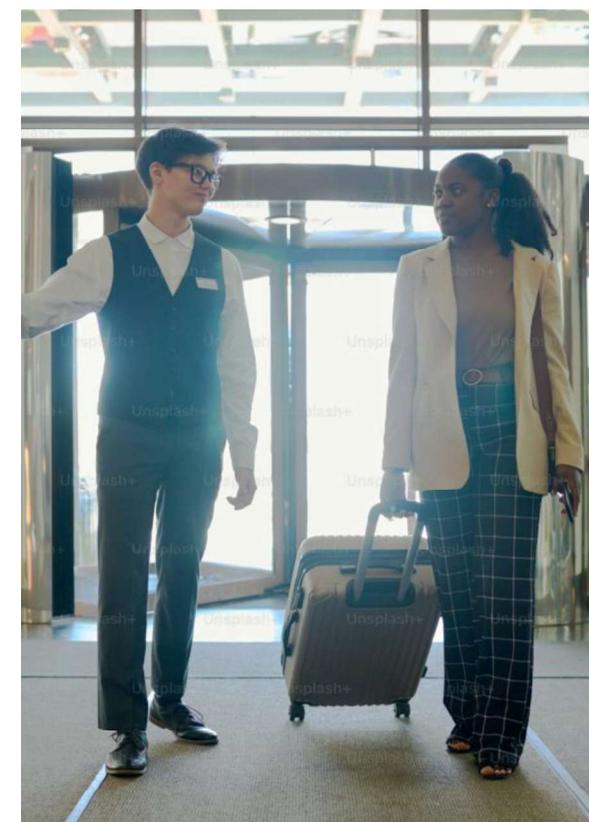
Data remained siloed across platforms, resulting in **inconsistent insights**, **duplication of work**, and **slower responsiveness** to business needs.

Approach

- A **unified data model** was built to **integrate information** from systems of record across downstream databases.
- **Extensive feature engineering** was performed to create **rich attributes** at the customer level for **advanced analytics**.
- Features included **engagement, loyalty, campaigns, experience, demographics, and segmentation**, providing a **360° view**.
- The model was **set up to be auto-refreshed daily**, with flexibility for **ad hoc updates**.
- The solution was **future-ready**, supporting **integration with upcoming CRM and loyalty platforms**.

Impact

- A **single source of truth** consolidated all loyalty and member metrics across disparate data sources.
- Timely data availability in Customer360 **drove high adoption** among data scientists and business users.
- Streamlined data prep and feature engineering **enabled client teams to boost productivity and accelerate delivery**.
- Faster customer selection **reduced turnaround time** for marketing campaigns.
- Performance metrics were **automated to enable real-time campaign analysis and optimization**.



Case Study 2: Customer360 for a Hospitality Major (2/2)

