

### **Case Study- Data analytics for e-Commerce business entity (SMAC):**

One of Super market dealing with Grocery stores, Lifestyle items and Homes need was looking for increasing the sale with e-commerce portal. The solution necessities the portal to support high availability and performance scalability. Added to this, the platform was expected to support management of orders, billing, payment, content management, stock management and shipping. The platform also required to analyze customer behavior and integrating it with social networking site for feedback and advertising. Further, it needed responsive and attractive user interface which are device and form factor agnostic.

Mirafra team came with SMAC solution with AWS which can be scaled up both vertically and dynamically depending on the dynamic load requirement. This was combined with analytics layer which analyzed the user behavior and provide product recommendation, new arrivals, similar product, last viewed product etc. All these use cases were needed to respond in specific time duration for a defined number of concurrent users. For the customer to access these portal, the portal was designed with Responsive Web Design (RWD) and a hybrid apps was developed using Titanium Appcelerator. Along with this social networking was done with Facebook and GooglePlus.