

CLIENT Qubole
PROJECT Case Study: Fanatics
OBJECTIVE Show how the customer drastically reduced its data processing costs and data pipeline development time using my client's platform

COPY EXCERPT

How e-tailer Fanatics cut cloud costs by 70% and development time by 60% with Qubole



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<http://bit.ly/Qubole-Fanatics>

In supporting the websites of five sports merchandise brands of its own and more than 600 partner sites globally, Fanatics' cloud-based e-commerce platform handles billions of data points daily.

Raj Tanneru, Director of Data Engineering at Fanatics, estimates they process an average of five terabytes of data every day, seven days a week. To maintain Fanatics' competitive advantage, Tanneru and his team are constantly building and modifying data pipelines to better support:

- Visitor-specific product rankings
- Personalized email product recommendations
- Site feature experimentation
- Ad hoc queries
- Business reporting

Lowering the cost of data processing is a high priority at Fanatics. That's why they turned to Qubole. Qubole is the open data lake company that provides an open, simple and secure data lake platform for machine learning, streaming analytics, data exploration, and ad-hoc analytics.

Personalizing product relevance to each individual customer

One of Fanatics' biggest data tasks is sorting and ranking products from hundreds of catalogs to present each site visitor with the items that are most relevant to them.

Relevance and ranking can be based upon the individual's purchase history, search history, customer profile (location, favorite teams, etc.) and product popularity, as well as the visitor's search terms. Using Qubole, Tanneru's team can quickly build and modify data pipelines that integrate product scoring with machine learning models to provide each online shopper with an at-a-glance selection that's highly relevant to their desires, preferences and buying patterns.

Before adopting Qubole, Fanatics had a batch system in place for product scoring, but they were looking for ways to improve its efficiency. They experimented with a real-time scoring system but never took it to production. They felt an offline batch processing system worked better for them...

"What sets John above is how he goes the extra mile. He is thoughtful and analytical in his approach. He asks important questions to drive precise messaging. John provides tangible value, without a doubt."

Kay Lawton
Sr. Mgr., Customer Advocacy
Qubole