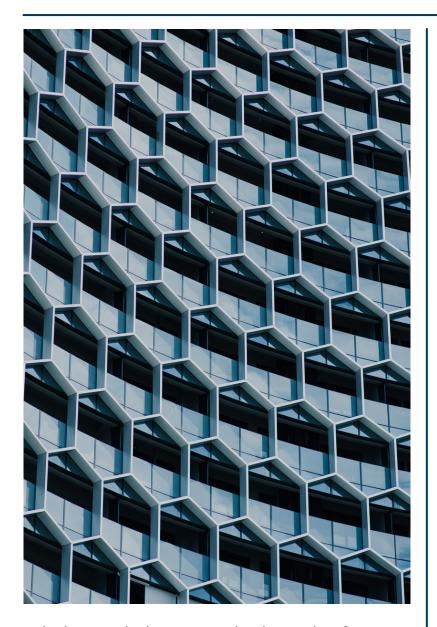![stanra logo — innovate. transform. lead.]

Data Analytics platform for a Nascent industry

Analytics platform for a US based data and Analytics company- High volume data, high end visualization, cater to multiple verticals and geographies

High-end data analytics platform, hosted as SaaS model for various users in the industry. Handles very large volume of data and excellent visualization models.

Challenges

- Data gathered from various data sources across various states
- Data from public and private domains
- Data in every possible format
- Data to be cleaned and enriched
- Data needs to be presented in rich graphs, table, maps and charts
- Dynamic data presentation

Solution

Business Solution: Identifying data sources and Data needs of the various user communities. Business system analysis and design.

Data Engineering: Once the data source is identified, gathering data in various formats, screen scraping, conversion, storage, cleansing, and enriching of data. Further data transformation and analytics on the data lake

Web Application: Very innovative front-end screens, maps, graphs and charts to represent the data to various users, based on the subscription plan,

Additional Product Functionality
- Subscription model for various B2C and B2B customers, Payment Gateways
- Secure Login and registration using Cognito
- Integration of QuickSight for better visualization

Database services: Amazon Athena, Aurora and MongoDb to handle large data volumes. Custom APIs written in Python and Java

Technology Stack: JavaScript, React, API Gateway, S3, AWS Lambda, Glue, Elastic Search, DBeaver, Confluence, Jira
End-to-end business solution and the only product with maximum coverage of breadth and depth of the industry.

Innovation

- End to end solution starting from Business solution, technical solution, technology choice done by Stanra
- Built the analytics platform for an industry data to serve customers in a SaaS model
- High Performance data rendering for large data volumes, Excellent visualization of industry data across maps, screens and charts

Benefits

- Analytics platform to gather, enrich and serve analytics for an industry
- Users: consumers, businesses, investors and researchers
- Data Analytics: Tailored to suit the requirements of various verticals in the industry.
- Data to support product lifecycle, environment modelling, and to measure enterprise performance.
- Data and metrics on: Brands businesses, verticals, products, users, population, climate with drill-down to state/county/city level.