Retail
Case Study

AWS Cloud DWH Migration Validation

Client Overview

- A retail giant into men's apparel business with ecommerce, omni-channel and rental services
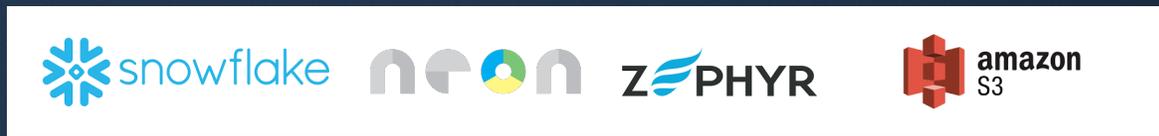
Business Requirements

- CRM data consolidation/migration validations with a goal of customer 360 view

- Accurate data to downstream for marketing initiatives

- Automated QA process to expedite data journey validations in the business workflows and integration testing with third party applications, mail/SMS or other digital solutions

Indium Solution

- QA strategy to execute data validations in batches : Recent (2 years) data samples and history data (>2) validations
  - Source to Target integrity
  - Import/export testing
  - Meta Data testing
  - Data Correctness validation
  - Data Completeness validation
  - Duplicates validation

Technology / Tools

snowflake   NEON   ZEPHYR   amazon S3

Business Impact

- Test coverage increased to 100% with our approach resulting in defect captured at early life cycle.

- Improved data quality of CRM which directly translated to marketing campaign efficiency.