

# Credit Card Analysis for a Niche Minority Card Provider

**A large minority media company launched a GPR Credit Card offering for its existing customer base, and it was looking for advance reporting and analytics to gain better insights into acquired customers' card usage patterns.**

## Technology Stack

Kalido DIW 8.5  
Oracle 10g  
Microsoft SSIS  
Tableau Desktop  
Business Objects XI

This customer needed to understand the card life of different demographic segments as well as gauge the marketing effectiveness of its ongoing promotions. As the business plan called for aggressive growth over the next two to five years, the solution they wanted had to support tremendous scale and high data volumes.

Streebo Professional Services was engaged in the initial stages to plan a multi-phase BI solution for this customer. In the initial phase of the project, Streebo architected a solution that allowed this customer to create a data warehouse based on the data being received from an external card processing company. Streebo utilized Kalido Information Engine to create an extensible Business Information Model for the customer. With the ability to quickly create prototypes on the Kalido Information Engine, Streebo consultants were able to show the customer the real manifestations of the proposed vision.

With Kalido Information Engine as the heart of the solution, Streebo's technical consultants created the final solution using Microsoft's SSIS for the backend ETL, Tableau and Business Objects for the front end reporting and visual dashboards. The fully integrated solution stack provided world class data warehousing environment with stunning and functional visual reporting of the information. This solution can support reporting on over a million card holders and hundreds of millions of transactions, giving this customer unprecedented near-real-time access to behavioral patterns of GPR card holders.

## Key Highlights

- Streebo Professional Services Architected and created an integrated business model to allow the customer to seamlessly managed the data feed from the external card provider with their existing EDW
- We worked with the customer to come up with a list of industry specific and customer specific measures and KPIs that could be supported with built in reporting and advance analytics
- Data loads and report refreshes were scheduled to allow most current data feeds be available within hours of data becoming available from the processing company
- With the ability to roll-up any dimension and hierarchy, the customer found new ways to analyze the data both on an ad-hoc basis as well as came up with new standardized reporting
- From project start to the solution deployed to UAT, the time taken was only 90 days

## About Streebo

Streebo, headquartered in Houston, TX and a Kalido Business Partner, is a global provider of Data Warehousing, MDM and Data Governance Solutions. Streebo provides services and solutions that complement Kalido's product offerings resulting in an improved ROI for our customers. Many Fortune 1000 companies rely on Streebo for their business intelligence needs and we are a leading Kalido implementation partner with a track record of several successful implementations. From advance trainings to fully managed production environments, Streebo provides complete 360 degree solutions for Kalido products.