



ClickAstra Solution and Hortonworks Data Platform

Clickstream data files are massive, ranging from 10s of GB to 100s of GB in size per day. The ability to process the raw clickstream data files in rapid, cost-effective and scalable manner is very critical. Hadoop and its eco-system tools provide the right platform for processing and analyzing clickstream data efficiently.

ClickASTRA developed by Happiest Minds is a unique solution that does ETL on clickstream data. The highlight of this solution is that it drastically reduces the development cycle for ETL on clickstream data from a few months to a few weeks. It also computes KPIs at Session level, Customer Level and Item Level that give insight into customer browsing and buying behavior.

Integrated to work with the Hortonworks Data Platform (HDP), ClickAstra is a smart and fast way for building several big data applications including a recommendation engine, visitor segmentation and lifetime value, cart abandonment analytics, path to purchase analysis along with fraud and weblog analytics.

The Hortonworks Data Platform is a 100% open platform that incorporates numerous Apache Software Foundation (ASF) projects that enable enterprises to deploy, integrate and work with unprecedented volumes of structured and unstructured data. HDP addresses the complete needs of data-at-rest, powers real-time customer applications and delivers robust analytics that accelerate decision-making and innovation

Own your web analytics data

The way vendor tools process and interpret the clickstream data (by grouping and aggregating) reduces the analysis value it can provide. So own your clickstream data, transform it without losing any record and feed to different analytics, modeling and other applications to get more insights.

Better Performance, Scalability and Storage Optimization

Organizations can process more data in less time using the same or fewer resources and care is taken for better data storage optimization by using relevant file formats and compression formats.

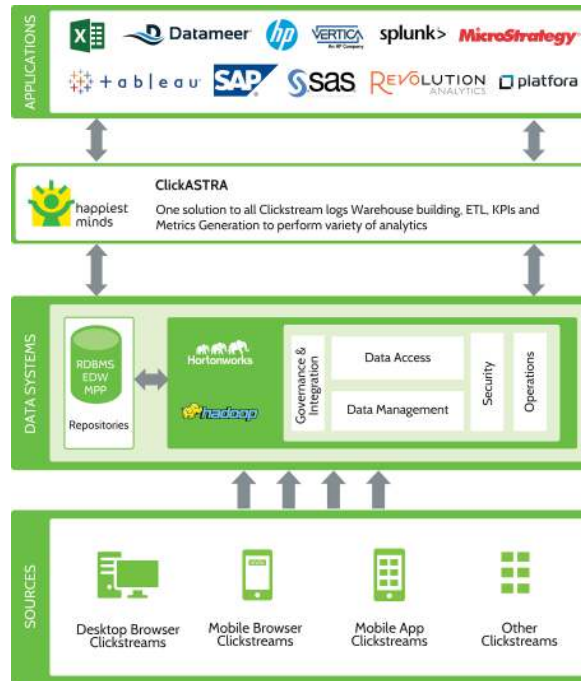
Faster Deployments and Lower Costs

Reduces the development cycle effort from a few months to a few weeks. Organizations reduce capital and operational expenses by eliminating the need to additional compute nodes on the cluster, due to more efficient hardware utilizations and solution best practices.

HAPPIEST MINDS CLICKASTRA INTEGRATION WITH HDP

Features and Benefits

- ClickASTRA provides a smart approach to transform clickstream data and perform analytics with HDP
- ClickASTRA handles broken records, handles schema changes automatically, generates generic and ad hoc metrics, has efficient data preparation, end-to-end automation, reduces the development effort from months to weeks



HAPPIEST MINDS HAS EARNED THE HDP CERTIFIED READY BADGE

The Hortonworks Product Integration Certification Program reviews and certifies technologies for architectural best practices, validates partner technologies against a comprehensive suite of integration test cases, benchmarks for scale under varied workloads and comprehensively documented.



About Hortonworks

Hortonworks is a leading innovator at creating, distributing and supporting enterprise-ready open data platforms. Our mission is to manage the world's data. We have a single-minded focus on driving innovation in open source communities such as Apache Hadoop, NiFi and Spark. Our open connected Data Platforms power Modern Data Applications that deliver actionable intelligence from all data: data-in-motion and data-at-rest. Along with our partners, we provide the expertise, training and services that allow customers to unlock the transformational value of data across any line of business. We are Powering the Future of Data™.

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