



# Data-Centric QA on Customer 360

QA  
Services

## Success Story

## Client

Our client is a global Retail business with over \$4 billion in revenue. The chain operates a warehouse of brands that are sold across extensive channels and in flexible models. The end customers can purchase tailored apparel from the available suite of brands, rent outfits or order custom apparel with individual specifications.

## Status Quo

Given a Customer 360 perspective using the data, the retail company would analyze customer's journey and sales values for a dice of categories, transaction dynamics over the recent months, predict customer behaviors, forecast product demands and design right marketing campaigns. The Retail giant manages a flood of customer information at stores, POS units, online transactions, products purchased and so on. This volume of data, for at least over 5 years, was stored in different databases categorized by brands, mode of transactions (Digital or Store), account management related, product-wise operational data. Even though data is operating in a 'logical' silo, the Retailer was unable to visualize an integral customer view; mapping the right data points from each of the databases to feed into a Customer Intelligence engine was a challenge.

## Business Problem

- Today, several Big Data ETL tools are black-box with respect to a GUI.
- This makes it challenging to manually assess the data quality after data transformations.
- This problem is further complicated when the data pipelines require data to be transformed in real time.
- This created a need to perform automated validations of such data pipelines to ensure data integrity.

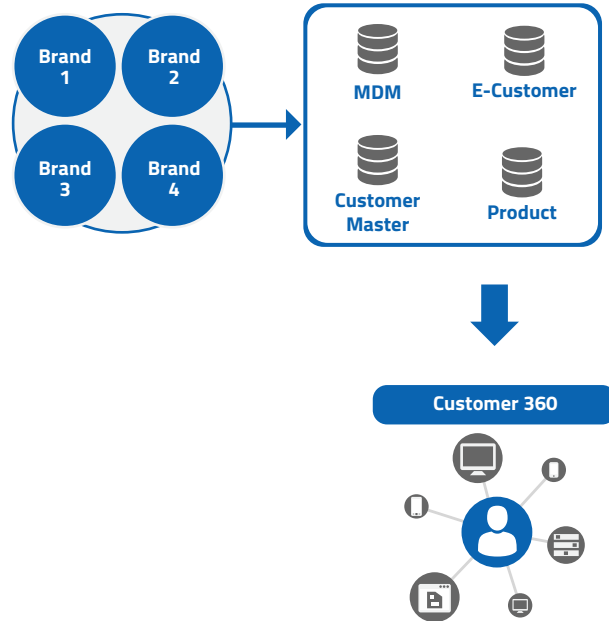


Illustration of ETL process and content aggregation in Customer 360

## Application

Customer 360 and ETL

## Services Offered

ETL Testing and Big Data QA

## Domain

Retail

## Tools

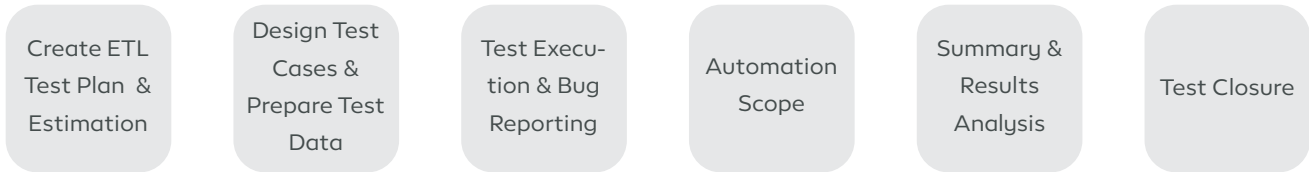
Data stage (ETL), AgilOne (ETL), Oracle and MySQL DB, Defect Management Tools, UNIX

## Key Highlights

- End to end ETL Process Data Validations
- Using a custom automation framework, the effort reduced from 8 hours to less than an hour

## Solution Approach

Indium Software's Team employed Retail subject matter / ETL expert to comprehend the data workflow, transformations, business objectives and the performance factors of the system.



### ETL Complexity

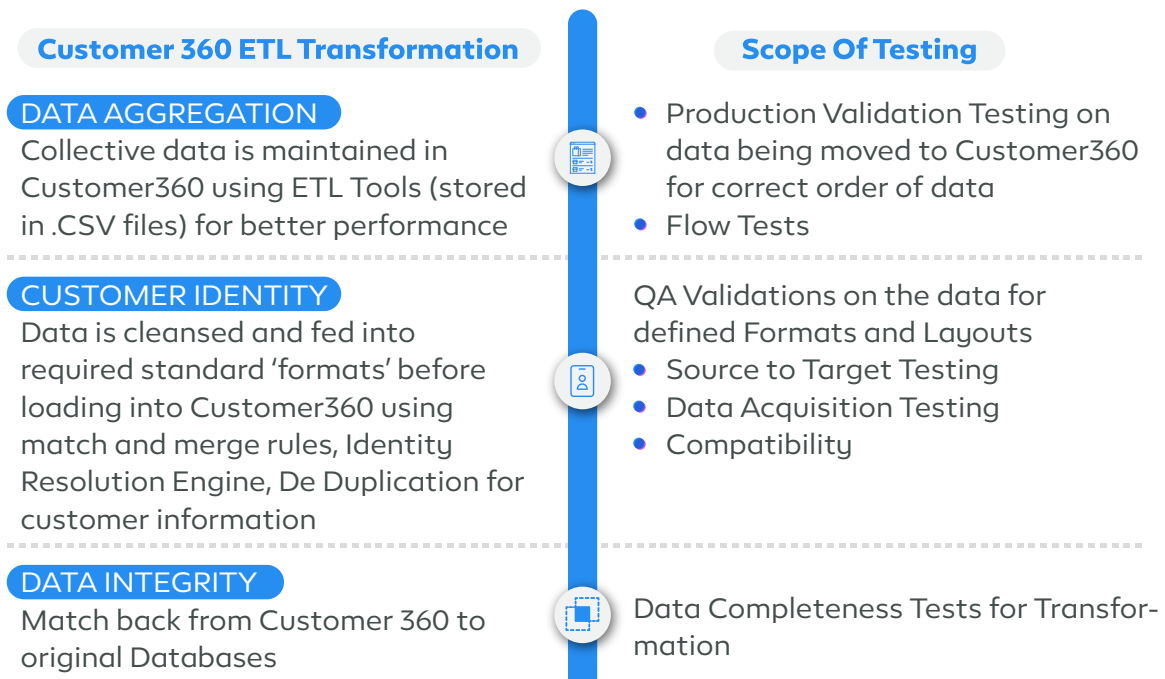
Data Sources	MDM, Customer data by Source Channel, Product DB
Data Source Types	Oracle DB, MySQL, Flat Files
Customer 360	Dynamic features for Data Target Holding
Transformation	80 Tables with simple-to-complex transformational nature

### Test Strategy

Data sets were gathered in batches instead of mass volumes for Test Sprints. Estimations were done accordingly, and test results are produced for each batch.

- Batch 0** 1 month sample data (recent)
- Batch 1** Historic data (5 years)
- Batch 2** 5 month data (recent)
- Batch 3** 1 month (most recent)
- Batch 4** Incremental data (daily)

## Test Coverage Matrix



### DATA PROCESSING

Apply layered rules to derive/set the context for BI data



Validate the processed data in a temporary database against the rules and context of customer intelligence  
Data Quality Validations (syntax and reference tests)

- Metadata Testing
- IRE Validations/ De duplication
- Reconciliation Testing and Automation
- UAT

### REAL TIME DATA

Data flux is real time for daily/weekly campaigns



- Incremental ETL Testing
- Verify data updates from the sources to the aggregate Customer360

## Value Delivered

- The team employed is Full-Stack for the requirement: Knowledge of Retail, ETL Expert, Big Data Technologies, Experience working in different Testing Environments, Test Tools proficiency.
- Our testers work with Data Scientists and Warehouse Architects for various projects, from which high-power domain understanding is carried down.
- Defined Automation scope for Reconciliation tests – each metric in the processing layer would require 15-30 queries to attempt testing; the overall testing scope required to cover 50 metrics which consumed 8 hours of manual effort. Using a custom automation framework, the effort reduced to less than an hour.
- Detailed Test Scenarios in standard templates applicable to each testing type.



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