



AKRAYA | *Trusted Talent*

Customer Success Story



Akraya's Team Improves Time to Measure and Evaluate Impact of Product Releases

Client Need

When a new product was launched or an existing product was updated, PayPal's Market Research and Business teams had to wait for more than a week after the launch date to measure and evaluate its impact and take corrective actions.

Akraya's Solution

The Akraya team leveraged its deep expertise in Business Analytics and delivered an automated system, integrating survey data with existing vendor systems. They built a customizable tool for the PayPal Business users that enabled them to capture and report specific survey parameters.

The Akraya team, consisting of ETL Consultants, Data Analysts, Report Developers and Database Administrators, managed and delivered the entire project. They utilized Informatica, Teradata, OBIEE and PayPal's proprietary analytics framework.

Results

PayPal business teams are now able to measure and evaluate the impact of new or updated products on their target audience, merchants and consumers, with nearly instantaneous information.

The new solution implemented by Akraya helps PayPal rapidly respond to feedback and has ensured extremely high levels of client satisfaction.

Client Profile:

Industry:
eCommerce

Company:
PayPal

Akraya Client Since:
2006

Domain:
Big Data

Project:
Business Analytics