Redshift Powered Analytics Platform   Customer: 2AdPro

Customer Engagement

2AdPro is a leading marketing agency and they have an application named JDSoftware. They were looking to build a reporting platform named JDAnalyticsthrough which they can allow their customers to view the reports in a self-service model. This will help them move away from their time-consuming and de-centralized Excel based model.

Problem Statement

Powerupcloud proposed Amazon Redshift based solution which will help them run a centralized data store and the advantage of a high scalable DWH. The front-end runs in auto-scalable web-app layer while there is an intermediate API layer which speaks to Redshift in the backend.

Outcomes

Moving to Amazon Redshift helped 2AdPro to have more control on the data reporting platform. They were now able to build reports using Metabase platform and publish several reports to their customers.

Lessons Learned

The challenge in this project was that 100s of customers will be querying different set of queries on a 24*7 basis. So, we went with embedded reporting approach. Metabase' APIs worked with Redshift in achieving this.