Management of Customer Data

Campaign analysis and simulation of measures to optimise promotions

For the subsidiary of a renowned management holding company, comSysto is developing a solution to analyse marketing campaigns and simulate measures to optimise sales activities.

Requirements

- Analysis and implementation von software solutions in the fields of business intelligence, reporting, and web-enabled applications
- Active support in the continued development of the entire IT architecture for the company and the operation of the various software systems
- Optimisation of promotions by analysing previous campaigns and simulating future measures
- Overview for retailers of all sales-promotion activities and display of a detailed comparison of promotions

Procedures and Methods

- Process the transaction data and calculation of the KPIs on the database side
- Render the reports, use a standard BI solution, expand the rendering possibilities by using JavaScript libraries such as D3
- Integration of the data and reports in the company-internal portal with the help of the Spring framework
- Strong emphasis on testing, tests of database-side calculations with DbFit and Fitnesse

Technologies

- Databases: Oracle, PostgresSQLs
- Reporting: D3
- Application: Java, Spring Core, Spring REST
- Build Tools: Gradle, Bamboo
- Test automation: JUnit, Mockito, Fitnesse, DbFit