BIRD Analytics

A Seamless Full Stack Business Intelligence Platform

SUPPLY CHAIN/ IOT CASE STUDY

BIRD ANALYTICS

About BIRD

- An agile and seamless full-stack data management platform that provides real-time access to any of your data
- Allows users to analyze the data using powerful KPI-driven dashboards or through augmented machine learning insights
- With BIRD, enterprises can build instant data pipelines with transformations and design data warehouses with logical data models
- With BIRD, you have access to the broadest range of structured, semi-structured, and unstructured data sources, like databases, ERPs, flat files, big data sources, and streaming and IoT devices
- BIRD helps reduce the BI team’s efforts with its no-code or low-code transformation and universal data model framework
- BIRD Augmented Analytics integrates advanced data science capabilities into the platform, allowing for faster discovery and delivery of new insights to assist every business user in making better, more accurate decisions
- BIRD's intuitive, responsive, web-based client in mobile browsers lets you easily create and explore analytics on the device of your choice.

The Company

The customer is a cloud-based software as a service (SaaS) logistics platform that creates custom-made solutions for some of the world's largest third-party logistics, freight forwarders, and global e-commerce companies.

Problem

The customer was looking for a strategic partner to implement a complete data management & analytics solution that processes Real-time streaming operational warehouses data for its customers. The solution should offer an analytical perspective for tracking the operational KPIs of numerous warehouses dispersed across various global geolocations..

Solution

- BIRD platform had been used to build a scalable and replicable tailor-made solution for multi customer, multi warehouse and multi-role support.
- The solution covers the entire gamut of services, which include data ingestion, data transformation, modeling, and visualizations.
- Process real time streaming IOT data with a frequency of 1 msg per minute from 250 + odd Sensors using BIRD's Kafka connector from a single warehouse.
    - Per day **3,60,000** msgs from one warehouse
    - Per Year **13,14,00,000** msgs from one warehouse
- Perform complex transformations on data and create unified reusable business models across various customers of the domain.
- Custom UI interface to increase the user engagement.
- Dynamic integration of 3D Warehouse Location Intelligence heatmap to display real-time and historical information of man and machine movement in the warehouses.

Result

- A scalable and replicable solution that captures overall Productivity, Workforce effectiveness, MHE Utilization perspective and provide a pattern for each of the elements while allowing deep drill down.
- The solution is projected to scale and support **3000** warehouses of one of the EuropeanThird-Party Logistics Provider (3PL) headquarters in France.
- The POC was successfully executed for a warehouse in Malaysia. The solution is now live for two of its customers.

Thank You.

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