



# AKRAYA | Trusted Talent

## Customer Success Story



**AKRAYA delivers a customized Business Intelligence solution that helped Paypal achieve mission-critical business goals on time and within budget.**

### Client Profile:

**Industry:**  
E-Commerce/Finance

**Company:**  
PayPal

**Akraya Client Since:** 2006

**Project:**  
Big Data

"Akraya is one of the vendors supporting PayPal's Business Intelligence and Data warehousing initiatives. Over the years they have proven to be a key partner to my organization demonstrating a solid understanding of the and our domain-specific needs. They have also consistently delivered on niche, hard to find skills."

**Monoo Prasad,**  
Senior Manager,  
IMD Marketing

### Client Need

Paypal is a global e-commerce business allowing payments and money transfers to be made through the Internet. With 106 million active accounts in 190 markets and 25 currencies around the world, PayPal enables global e-commerce.

### Akraya's BI Projects at PayPal

At Paypal, Akraya is the largest partner to IMD (Information Management and Delivery). This organization is responsible for enterprise-wide DW and BI initiatives. As their largest partner, Akraya currently provides consultants across all functions (ETL Developers, Report Developers, Data Analysts, Data Architects, Database Administrators, Analytics Consultants, Business Analysts, Project Managers) and technologies (Oracle, Teradata, Ab-initio, Hyperion, Informatica, Business Objects, SAS).

### Examples of Projects:

- 1. Global Product and Experience Metrics :** Akraya helped PayPal deliver an analytics platform to measure product performance by combining core financial metrics along with product conversion and drop-off metrics. This platform is used today by PayPal to add existing products and report core metrics across its North American and European business units.
- 2. Marketing Metrics: Campaign Performance Metrics -** Akraya helped PayPal measure the return on their online marketing spend by delivering campaign performance metrics such as consumer segmentation, impression generation to click-thru-rate conversion, etc.
- 3. New Product Release Metrics:** Akraya worked with PayPal on their new user experience standardization project to deliver metrics that gauged product preference using A/B testing, error rate tracking and user drop-off rates.
- 4. Web Analytics:** Akraya worked with PayPal to capture Omniture data in their data warehouse and report on site and product usage trends as primary tier metrics. Secondary tier metrics helped PayPal measure bottlenecks in their user checkout flows.