



Success Story

Making Customers Feel Valued Through Loyalty Management Reporting

Introduction

A large US Enterprise sought to enhance their existing Loyalty Management capability to strengthen customer engagement. They approached us to develop a comprehensive Loyalty Reporting solution that would cover:

- Membership insights
- Reward redemption behavior
- Points analysis
- Financial impact assessment

The Difference Exavalu Delivered

- Designed and implemented data architecture in AWS with an ODS layer for loyalty data.
- Developed a logical and physical data model to support reporting needs.
- Built ETL pipelines to integrate data from CrowdTwist and internal ARC systems.
- Created a staging and curated layer in AWS S3 and structured data in PostgreSQL.
- Developed 7 dashboards and 20+ reports using Power BI for data visualization.

Tech Stack

AWS Glue, Lambda, Athena, PostgreSQL, Power BI

Benefits

- Improved donation tracking and redemption insights for better customer engagement.
- Enhanced customer retention by analyzing and optimizing rewards behavior.
- Increased member base and annual donation frequency through targeted insights.
- Helped with data-driven budget planning for inventory and physical item management.



Key Highlights

Scalable
AWS-based Solution

Advanced
Data Model

30+ Power BI Reports
for Loyalty Program Analytics