

vThink Technologies: Big Data Analytics for Customer Insights

The multiplying demands of analyzing big data are growing with the increase in the number of online applications paving way for the acceptance of big data services and solutions across many organizations. Incepted in 2011 Chennai headquartered, vThink Technologies began their development activities based on Mobile Application Development for iOS, Android and Hybrid models. Having proven delivery, the company ventured into other areas with Data

modern technology to turn POS(Point of Sale) and other customer transactional data sources into actionable insights. To mitigate these bottlenecks, vThink Technologies provide services to one of the leading Guest Analytics Platform providers. The services include but not limited to validating data accuracy, consolidation, analyzing data and generating various types of drill downs containing effective guest insights. These insights in turn help restaurants derive their effective engagement & marketing strategies. To further elaborate, the data processing methodology comprises data segregation from disparate sources such as Point of Sale, e-Club, Payment, Online Orders, Loyalty, Reservations, Social etc. into historical, incremental, structured and unstructured types; staging process to validate the data against pre defined set of rules and data injection.

Irrespective of technologies and demands, the company's core strength lies in meeting the schedule with utmost quality. vThink takes pride in having a track record of meeting deadlines with quality by meeting not only the requirements of the customer but also address the key pain points.

Most of the customers prefer to keep the data secure and safe in their environment and allow access to technical team. Through a strong IT setup that incorporates dedicated Leased line, Firewall and cloud environment vThink connects with the customer IT space seamlessly and perform development activities



Anand Deenadaylan
CEO

Our services help clients to turn guest data into actionable insights that result in more personalized and relevant guest engagement leading to better sales

Science and Big Data Analytics being one of their investments for the existing and new customers. “Our delivery model consists of dedicated project managers, technical talents, functional experts, architects and well defined customized process help us in meeting the customer expectations with quick turnaround time without compromising the quality” asserts Anand Deenadaylan, CEO, vThink Technologies.

Restaurant operators often face complexities while leveraging

and have the capacity to do the same at in-house as well.

vThink Technologies is focused on continuous improvement to provide state-of-art data analytics platform through Data Science, Mobile Applications and Artificial Intelligence for various industries. With a customer centric approach, the company's value proposition is to develop cross-industry domain expertise thereby assuring customer delight and employee satisfaction.

vThink Technologies' Services at a Glance

- Mobile Application Development
- Data Science / Data Engineering
- Web Application Development
- UI / UX design
- Testing
- Security and Compliance
- DevOps. 