Unlocking Consumer Insights with Cloud Native Spatial Analytics

As a cloud-native solution, CARTO provides Faraday with the near-limitless scalability and performance required to process, analyze and visualize very large datasets hosted in Google BigQuery.

The challenge

Predicting the future of ever-evolving industries is a difficult task. It requires a holistic approach to gathering, visualizing, and segmenting data from a variety of sources. Faraday's challenge was to generate powerful insights through a seamless integration with Google BigQuery, whilst using a fully customizable solution for a variety of customer use cases.

The solution

Data availability, scalability, and UI speed of Faraday's Explore map were guaranteed thanks to the CARTO platform. As data is visualized natively in the cloud, the CARTO platform also removes the need for complex, time-consuming ETL processing. This, together with the ability to integrate and provide rapid, ready-made insights, made CARTO the ideal spatial analytics platform for Faraday.

The results

CARTO, as a cloud-native platform running directly on Google BigQuery, gives Faraday the security and scalability needed to take spatial data analytics to the next level. Faraday's solution enables customers to segment massive volumes of clients and prospects into appropriate audiences based on detailed demographic or behavioral characteristics.

> **"** "CARTO's Location Intelligence platform lets us visualize massive sets of data hosted in Google BigQuery. Thanks to this cloud-native approach to spatial analytics, we have overcome challenges related to scalability and security, and can serve our customers even better." **"**
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> Seamus Abshere, CTO & Co-founder of Faraday

About Faraday

Faraday is the marketer's choice for consumer prediction infrastructure that combines the right data with the right data science to deliver amazing digital experiences and highly effective 1-to-1 marketing experiences using responsible, no-code AI.
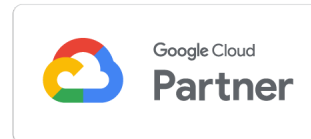
Industry: Software & Internet

Primary project location: United States

About CARTODB INC.

CARTO is the leading Location Intelligence platform that unlocks the power of spatial analysis for prediction and optimizations.

Products

Google Cloud Platform