

Customer Analytic Solution Provides Real-Time Insight and Historical Trends

Challenge

This media conglomerate wanted interactive dashboards that have a real-time and historical view of the performance of their original content. Particularly, they were interested in viewership across platforms, associated ad revenue, and an understanding of the audience along with how these metrics evolve over time.

A particular challenge was the matching of content over various data sources and platforms.

Approach

With extensive expertise in the media and entertainment space, Clarity worked with the business to better understand key performance indicators and the levers that drive viewership and the revenue that viewership generated.

The customer analytics solution included key metrics including viewership across platforms, associated ad revenue, and an understanding of the audience and how these metrics evolve over time. The solution also included a content matching system over the various platforms.

Technologies

Qubole
Snowflake
Looker

Outcomes

Through a series of interactive visual dashboards designed by Clarity, the Client can now view traditional KPIs alongside real-time metrics.

Also provided was a solution to match Content over various platforms that is currently being shared company wide.

With a framework in place for measuring business health, the Client can now more easily optimize the consumer and advertiser experiences establishing data-informed strategies going forward.

Capabilities



Big Data



Data Visualization



Business Analytics



Cloud Architecture