



# DATA ANALYSIS FOR MEDIA HOUSE

Case Study



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## About The Client

Our Client media and entertainment company based in Brazil serving all countries in South America.

## Challenge

Our client organization required ongoing analysis of its business operations at various levels - National, Regional, District and local. Insights were required across various demographical segments – local stations, affiliate stations, cable channels, Digital subscriptions. This effort needed to span several thousand locations in several countries.

Once data regarding the performance is gathered, often composed of hundreds of 50 attributes, it needed to be analyzed to decipher patterns, trends and other insights. A complex business data warehouse, analysis engine and report generation capabilities were required,

## Solution Overview

Working closely with our client, our Data Architects developed a quarterly data collection and validation process. The process allowed each of the channels (cable and digital) to easily contribute data regarding business practices, customer trends, digital meta on devices where content was played etc.

ESS also developed a Data warehouse model to aggregate the gathered data and prepared it for periodic analysis. Further, a performance analysis tool was built to analyze the data and develop specific insights for business decision makers. Finally, a report generation system was created to generate the required reports for distribution.

## Value Delivered

ESS's successful implementation has allowed our customer to (a) Establish ongoing visibility to its operations across several countries, (b) monitor performance proactively and (b) protect its assets and brand