

Empowering publishers to make better editorial decisions and increase their base of loyal readers to improve sales

Description

Analytics to determine where their strongest geographic audiences are located and use that to appeal to advertisers looking to reach those audiences. Analytics can also indicate which types of advertising bring in the most traffic and use that information to create more focused advertising for client's ad and increase sales revenue.

Challenge

- Forecasting the sales of the publication and plan for the daily demand to send to the outlets each morning. This helps in identifying the amount of delivery is satisfactory and doesn't get sold out early in the morning and loose potential customers in the rest of the day.
- Understand and analyze which customer is consuming the maximum advertisement space in terms of volume in the publications, this helps to understand and plan for the other editorial content to be published in the newspapers and provide discounts to the potential customers.
- Study and analyze how the customers are performing, in terms of the advertisement volume in various publications by region, sectors and editions. Identify whether the clients are new customers or regular customers in order to

analyze the volume contribution and top contributing categories for the publication.

Solution

- The solution primary need is to develop a data warehouse solution for their reposting and analytics need. Data from various regions collected, transformed and stored in data warehouse on a daily basis. It also includes data from other competitors were received from third party and stored in data warehouse for competitor analysis.
- Simple and Intuitive Dashboard with Key Metrics to track advertisement volume for the publishers to plan for the editorial content to be published daily and forecast based on the past data to predict the advertisement volumes which might vary on weekends and special occasions.
- Analysis can be performed on the market share and growth rate year-on-year for the publications. Option to compare the performance of the journals by geographical contributions journals and publishers in different sectors. Gain an insight into who are the major contributors bucket wise in terms of volume and edition

Benefits

- Automating this daily demand planning and using computational methods for forecasting the demand is essential for reducing the cost and increasing the profit.
- Provides the daily demand planning and using computational methods for forecasting the demand which is essential for reducing the cost and increasing the profit. Predict the future quantity of sales which reduces the number of unsold returns there by reducing the cost for the company. Keeping the returned publications at minimum while increasing the sales.
- What type of content gets the most attention and which sections of their online publications are getting the most attention. By altering their content based on the trends created by the public, newspapers can develop content that brings in more readers and that, in turn, increases advertising revenues.
- Act as the key that unlocks all of the information you need to reach more customers, improve the experience for your advertisers, and grow your publication significantly. Know what your customers want, and develop content that will bring in more revenue-generating customers.