

Optimization of your product offerings, content acquisition for your viewers consumption & engagement

Data plays a key role in improving the business and grow with potential consumers, needs an analytics platform which provides ability to react in near-real time to consumer intent. Data is being used to identify what type of audiences to be reached, the size and the scale of that audience, and the right tactic for reaching that audience and involving them, analyse the subscribers pattern based on that company's marketing campaign can be adjusted and improved.

Challenge

- There are more programs launched in the channel under different categories with many numbers of subscribers who consistently watch the programs online, in order to improve and grow the branding effectively it is essential to keep monitoring the performance which can also yield more viewers and new subscribers.
- Client needs a analytics tool which helps them to understand their needs and qualitative views of their subscribers to improve the customer satisfaction so that they can build their brand affinity and increase the loyal consumers across the globe.
- As customer interactions may happen across different locations and basically at any time, a crucial challenge is to efficiently store and integrate the data of the various channels in order to obtain a unified platform. Solution should also support business clients to improve their

internal processes, as well as their customer service to reach out to end customers in an efficient way.

- Clients need a solution to accelerate channel growth with an effective advertising strategy. Peak viewers zone helps them to include advertisements. Also monitor which category of programs are leading the show and if there are any repeated viewers watching those programs.

Solution

- Data is available in different sources accessed using files and database using direct JDBC, all these data are consolidated, transformed and integrated in the data warehouse for the quick and easy access of data for the analytics platform. Scheduled jobs are executed on a daily basis to extract and load data into data warehouse system.
- How long and how many viewers are watching the channel as views are considered as the measure of the channel's success which helps to know the number of times programs have been played by the viewers, it's also an indication of how many of them liked watching your channel. Viewers on a periodical basis can be tracked to ensure the consistency of performance during peak time zones and promote advertisements.
- Viewers are spread across the different geographical zones which is a clear indication of popularity of the channel. By measuring and monitoring the density across the locations, decisions can be made on improving the marketing strategy in the corresponding locations to increase the viewers and make them continue watching the channel.

- Program level comparison of the viewers on an hourly basis helps to know which programs are viewed more and less and when. Programs are categorized and can be filtered easily to search and analyse.

Benefits

- Valuable insights will help to reach more viewers and by keep tracking of your subscribers and the programs viewed uniquely and with repeated subscribers. Periodical analysis helps to understand when the user engagement is higher and lower, how can the content be improved to keep growing with the existing subscribers and yield new ones.
- Since data is all stored together and not scattered across the different locations, it helps to make sure that there is no redundant data available across the platform and also makes the maintenance easier and is portable with single point of truth. Data can be trusted as it helps to take actionable decisions on a timely basis.
- Helps to know exactly what your subscribers are looking for and interested in. Moreover the operator knows the density of users by their geolocation. This allows for campaigns to be carried out in real time for example, recommending the right content at the right time.
- By comparing programs performance based on the viewers across time periods, you can gather the information that matters, analyse it to find patterns or problems, and then take action based on those insights. Which programs are consistently watched by the viewers and are most favourite can be tracked by comparing the viewers against any programs.