

Background

A leading Media and Cable company operating nationwide wanted tools to effectively analyze their customer behavior and preferences while selecting/buying and viewing On-Demand programs across their twenty-plus regions. Amidst emerging technologies within cable industry for various media distribution platforms, strong competition was another driving force for this company to differentiate its customer-service. To compete for advertisers' media spend, cable provider must provide accurate data points for customers' preferences and peak times/categories/genres which attract higher viewership. Thus, knowing their customers and their usage of on-demand programs was essential for revenue growth and marketing targets.

Challenges

Customer- level transactions data was extremely complex, high-volume and largely stored in third party video streaming applications/servers. Receiving this data on daily basis was partly manual process. Data was available for few days in some of the regions as video-streaming was higher priority task than back-office data transfer when they both are competing for same server resources.

Besides, there was no straight forward way to slice and dice customer activity by genre/categories and/or geography of customer. Also due to sensitivity of data, customer information must be masked before exposing various statistics to internal users.

Few video streaming applications were missing transactions data transmission occasionally due to server overload or outage, causing challenges on certifying accuracy of aggregated metrics.

Solution

Provish Consulting BI services architected and implemented Customer Video-On-Demand Data Mart giving key viewership metrics by various dimensions like time, Title, Geography, Genre/Category and Media type. Data Integration engine parsed transactions data from Video Streaming Server's database on a nightly basis and encrypted sensitive customer data in accordance with other legal directives.

Using Set-Top-Box as an identifier, it removed duplicates from transactions and accurately reported unique views under each category. Data Integration platform also merged business user created reference data like genre/category classifications which was essential to accurately classify all available titles. Key metrics like top 100 titles, top categories/genres by region, time and channel-provider were available on daily, weekly and monthly basis.

Business users were given analytics in two ways – Multi-dimensional cube structures where they can slice-and-dice metrics up to lowest granularity and pre-built reports which can be exported to various formats for their convenience. Data Quality dashboards were produced to display accuracy matrix, i.e. % accuracy light of missing data.

Results and Benefits

- Using Customer Data Mart cubes and reports, Marketing Department users were able to accurately measure viewership for each title as well as analyze top-performing titles/genres/categories across each region.
- All key metrics were accurately measured as duplicate viewership counts were removed using ETL engine. This enabled precise calculation of advertisement rates or contract negotiations.
- External media distributors now can accurately analyze their return-on-investment and better identify "hot-spots" on various time-zones or on-demand programs. So this Customer Data Mart directly gave Marketing group better means to estimate their revenue model and to identify weak titles/media providers
- IT Infrastructure teams eliminated manual research of missing data/transactions on daily basis as same information was easily available in Data Quality Dashboard and hence it enabled them to work actually on co-coordinating with Video Server vendors to receive missing data.



Technologies Utilized

Cognos PowerPlay Cubes
Cognos ReportNet
Oracle 10g/IBM AIX
Informatica PowerCenter
ERwin Data Modeler



Provish Consulting

Our Information Management services and solutions let you focus on your core business functions with all vital information and knowledge being made available at your fingertips. Our deep expertise in Business intelligence, Data warehouse and relevant Information Management areas ensures high quality solutions at most compelling value proposition.

To discuss how we can help your organization achieve optimum solutions, contact us at

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