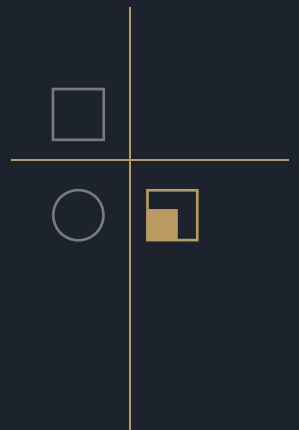
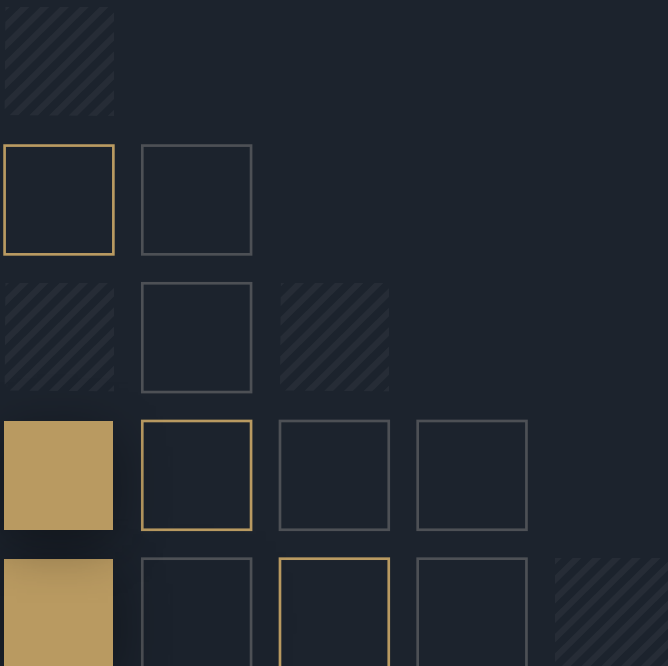


SUBSCRIPTION AND VIEWERSHIP REPORTING



THE CLIENT PROBLEM

Our client, a **leading entertainment company**, tracked their **subscription and viewership of channels** and anime series through weekly ppt reports. Compiling these reports required manual intervention and was effort intensive. The client **wanted to ease this process by creating a dynamic and completely automated dashboard** which would **integrate all data sources** along with filter options to slice and dice the data.

THE AQ SOLUTION



AQ helped the client by integrating all data sources into a single data warehouse.

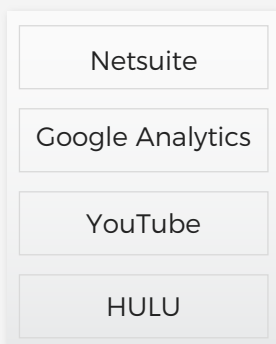


This data warehouse was used to create a visually appealing dashboard using Domo to track the subscription and viewership data.

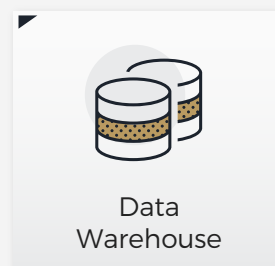


The Domo dashboard could dynamically create automated snapshots (cards) with filtering options that sliced and diced data by time periods.

Consolidation & storing of data

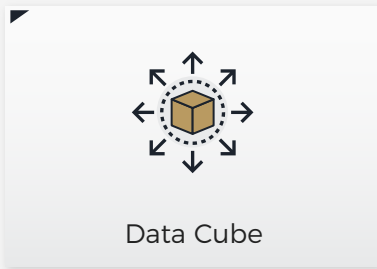


Data from multiple sources was gathered and dumped into a single data warehouse.



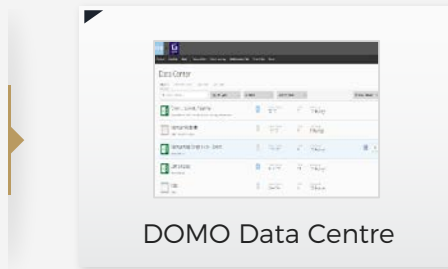
The data warehouse was used to populate charts in the dashboard using Domo.

Data management & harmonization



The data cube layer helped to limit volume by reducing data to fields that could be used by the Domo data centre.

This built in layer helped to increase efficiency.

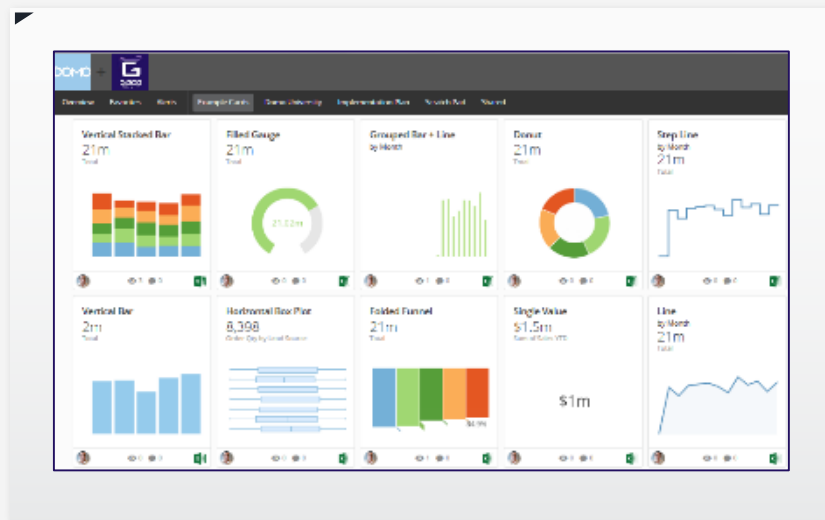


In this layer analytic queries/logic was applied to the Domo data set so that the reporting metrics could be viewed on the Domo dashboard.



All calculated values were stored in this layer to help reduce data load during incremental append.

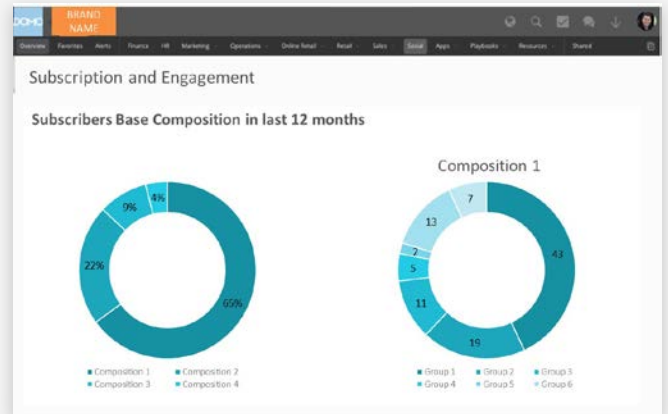
Visualization



Card Building

The dashboard displayed reporting metrics along with options to deep dive into the Domo data set.

THE CLIENT BENEFIT



We linked multiple data sets and helped users view critical KPI's and access different reports on a single user-friendly portal.

We created a visually appealing dashboard which made it easier to grasp actionable insights.

Flexible, dynamic and interactive platforms helped in the understanding of data (filter options, daily, weekly reports etc.).

The client could understand his own reports, with the option to see the total number of viewed, converted, subscribed or lost users.

These created reports could be further downloaded and saved as ppt slides for future references.



Thank You

For any queries, get in touch with us.

connect@aqinsights.com