



Case study

Consumer Analytics Data Lake using AWS for Global Media & Entertainment Company

Client

Our client is an American mass media company headquartered in New York City. The company produces and licenses news, sports, and entertainment content for distribution through cable television systems, direct broadcast satellite operators, telecommunications companies, and online video distributors.

Challenges

- Build a rich common data platform which would facilitate with Consumer 360 analysis across organization.
- Transform the existing data landscape into a true serverless cloud platform.
- Reduce the TCO.

LTI Solution

- Built a data platform which would facilitate customer 360 analysis across enterprise targeting different set of customers and distribution channels.
- Designed an architecture for data lake facilitating consumer analytics.
- Built AWS redshift copy command to extract DCM and video logs into data lake.
- Data-centric models for optimizing future opportunities, campaign performance, and revenue - ensuring long-term retention of FOX customers.
- Analytical data on campaign response of online consumer for business decisions.

Business Benefits

Simplified and unified access to data of over **100M+ viewers** on AWS platform

30% increase in campaign effectiveness program

5% increase in customer conversion

Key Takeaway:

Entwining the salient capabilities across cloud, serverless data warehousing to have a pipeline for consumer analytics enabling customer 360.

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