

Empowered a global leader in advertising and public relations to make faster and smarter decisions by providing real-time, data-driven insights

About the Client

Is a global advertising and public relations conglomerate headquartered in Japan 02

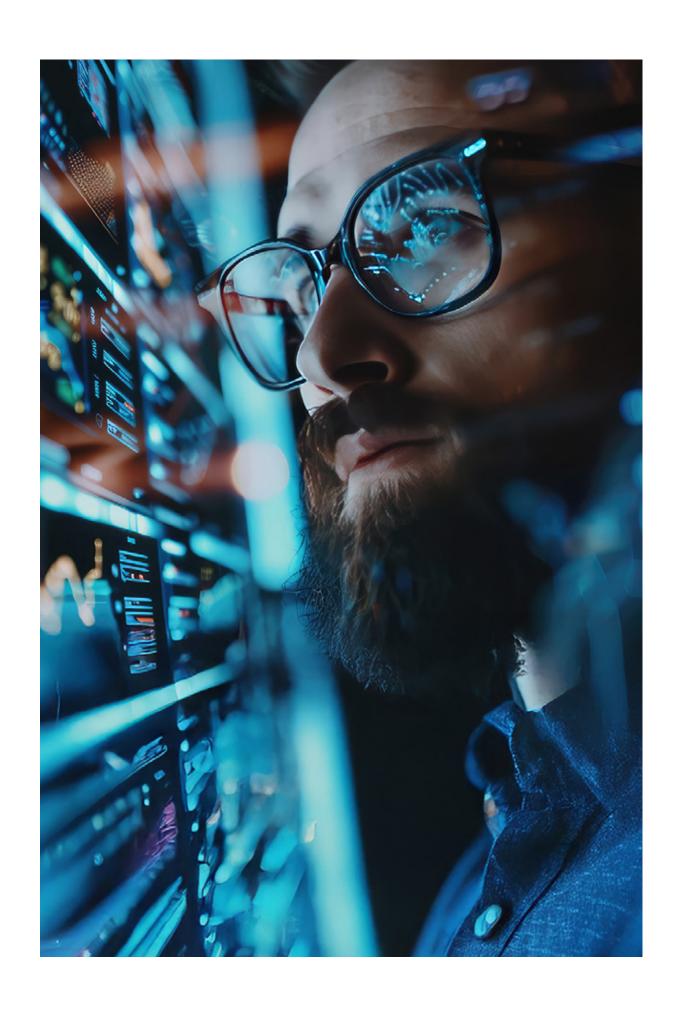
Offers a wide range of services, including media planning and buying, creative advertising, brand strategy, digital transformation, and public relations

Boasts an exceptional portfolio of premier clients spanning 120 countries and supports them on both traditional marketing channels and modern digital platforms

Business Needs

- Automate data-driven insight generation and streamline data analysis
- Design a fully customizable, interactive, and advanced visual dashboard for easy access to digital campaign KPIs
- Enhance user engagement
- Boost overall efficiency and accelerate the decision-making process
- Enable access to insights through natural language prompts, eliminating the need for advanced data query expertise

Solutions



Conducted a comprehensive requirements gathering and analysis to understand the broader context of the campaign's performance and effectiveness

Developed an advanced interactive dashboard capable of generating automated data-driven insights

Enabled clients to access and customize charts, automatically generate narratives, and create tailored data stories for the required timeframes

Leveraged QuickSight Q's capability

to simplify complex data, deliver accurate insights, and empower customers to organize datasets, customize field names, and add synonyms for enhanced usability

Facilitated the creation of

interactive data stories for client presentations

Technology Stack

Tool



Data Sources















Enhanced

Business Impact

decision-making by providing real-time data-driven insights and automated narratives, resulting in faster and more informed choices seamlessly access analytics from a single source using interactive dashboards, detailed reports, Natural Language Queries (NLQ), and embedded analytics

Enabled users to

relevant to the customers by enabling them to personalize charts, and create narratives, tailored data stories for specific timeframes while ensuring alignment with business-specific terminology through topics and customized synonyms

Made insights more

cost efficiency by minimizing manual intervention through automated data processing and pre-defined prompts

Maximized time and

strategy adjustments by **leveraging** predictive analytics and data stories to turn raw data into actionable insights

Facilitated proactive

teams and the stakeholders by implementing up-to-date, interactive dashboards

Boosted collaboration

between the client

Media & Analytics















& Marketing Production & OTT

Strengthening client capabilities with exceptional solutions





