CASE STUDY
MRE Consulting Provided Valuable Business Intelligence to Major Media Company

CHALLENGE

Despite being one of the largest media and communications conglomerates in the United States, this Fortune-50 company had no way of accurately measuring the number of user subscriptions it received on a daily basis. They were also unable to match the subscribers with their actual product usage. Without this data, it was difficult to know exactly who their audience was and how they were interacting with the products.

SOLUTION

To begin collecting the level of data that the client was looking for, MRE first needed to build a single point of truth (SSOT) system. This system eliminated duplicate entries and ensured that each subscription and instance of usage would be counted only once.

Once an accurate database of subscribers and product usage had been compiled, MRE business intelligence experts tied these two data sets together to view and analyze the relationship between individual users and specific product usage.

The project was expanded to include a visualization dashboard. This tool helped ensure the continued successful use of the database by presenting business users with live metrics in an easily digestible form. The dashboard provided a visual of their subscriber base by region including usage, subscription counts and revenue.

BENEFITS:

- Single point of truth system of record
- Accurate and consolidated reporting structure
- Live dashboard metrics for executives and other decision makers
- Standardized and reproducible data schemas
- OLAP analytics for improved data quality

RESULTS

The project achieved several measurable goals and gave the client a much clearer picture of its overall customer base. New database functionality led to higher quality data, which revealed that the company actually had a greater number of subscribers than previously estimated. Armed with an accurate subscriber count, the company was able to charge more for advertising space and increase revenue.

To promote ongoing benefits from these improvements, MRE Consulting provided training to the staff who would be using these tools on a daily basis. Business users were able to create ad-hoc reports on subscriber counts, product usage and business support. The visual analytics dashboards also allowed them to see live business metrics to track their progress in real time.

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