



# Enhance Media Insights with Unified Data Integration



## Client

A major media corporation managing extensive content libraries, audience data, and advertising metrics across multiple platforms.



## Problem Statement

The media company struggles with fragmented data across various sources, resulting in inefficient reporting and difficulty in obtaining a unified view of content performance and audience engagement. The need for accurate and timely insights is critical for optimizing content strategy and advertising efforts.



## Solution

Athena enhances the company's operations by:

- Enabling the querying of databases with custom queries to merge data from separate sources, such as content libraries and audience metrics, into a unified dataset.
- Applying a wide range of mathematical operators in sequential steps to perform complex transformations on multiple data sets, ensuring comprehensive analysis and accurate reporting.
- Combining data from various tables and sources into cohesive reports and dashboards that offer a holistic view of content performance, audience behavior, and advertising ROI.



## Value we Delivered

- Achieved a **35%** increase in the accuracy of content and audience performance reports, enabling better strategic decisions.
- Streamlined data processing workflows, reducing the time to generate integrated reports by **50%**.

