



CONVERGYTICS BECAME THE REPORTING & ANALYTICS ARM OF A LEADING MEDIA AGENCY IN THE US ENHANCING CAPABILITIES & PROVIDING SCALE

- US based media agency that has amongst its clients one of the world's largest telecom company
- Client was looking for a partner with complementary tools knowledge & technical skills, business analytics capabilities along with the flexibility of quick ramp-up to relevant requirements from their clients
- Client's Data Platforms Team had a lot of rich data including POS, Media Spends, Campaign Send, Opens, Clicks & Conversions and Social Data. This data was not being used effectively to glean insights from it.

CREATION: RANGE OF WORK

- Became client's reporting arm generating reports using technologies such as Qlikview, Omniture Suite, Google Analytics, Tableau, XL, MS BI & PowerPivot
- Ramped up to a 10 member team managing all of the client's reporting needs for 3 key clients
- Worked with various data sources and become a SME Team when it came to questions on data

SAMPLE OUTPUTS



CONSUMPTION & VALUE

- Automated reports to reduce time spent by Convergytics' on reports
- Recommended change in work prioritization & dropping work-streams since it wasn't getting used
- Worked closely with the client and converted several client pitches around business analytics

CORRECTION: WHAT WAS THE IMPACT?

- Automated 12+ reports over a 6 month period leveraging a small team of 4 developers & received client kudos
- Ramped up team from 0 to 10 in 8 months showing the client's overall satisfaction with the team's work
- Recommended by client both internally within the agency as well as outside leading to several new engagements