

THE SOLUTION

The data analytics team at Prescience leveraged our experience to create an automated **Campaign Measurement Tool**. The process comprised of:

- Identifying the KPIs and metrics to track Campaign Performance. Critical **metrics** related to campaigns were identified, including but not limited to Impressions, Clicks, Spending, View Through (VT) sales, Click Through (CT) Sales, and GMV impact.
- The team used **data engineering** to connect and collate data in real-time. PySpark and Spark SQL were used to create optimized queries.
- A **unified dashboard** was built on Tableau to deliver quick insights into campaign performance. Key **actionable insights** were embedded into the dashboard as highlights.

THE IMPACT

- The turnaround time for delivering key insights reduced from days to hours. The stakeholders received quick and in-depth insights.
- This helped them to track sales growth dynamics and dig deeper into the performance of each campaign
- The sales team was able to effectively manage the promotional campaigns for the sellers on the platform
- In addition to these, the client's team also got quick suggestions about other advertising options and promotions, resulting in higher ad revenues for the company

About Prescience Decision Solutions

Prescience is a business focused analytics firm that empowers organizations to find meaningful insights in their data. Our Business-Backward Approach helps create tangible data-driven solutions that provide users with timely inputs for astute decision making. We do this by leveraging our expertise in machine learning and advanced data science technologies, deep domain knowledge and our customers' business knowledge. Visit us at www.prescienceds.com or send us an email at info@prescienceds.com to get in touch with us. You can also follow us on LinkedIn.