

# Visibility into marketing effectiveness with dashboards and reports in entertainment

## Business objective

Commercial Performance

## Sector

Entertainment

## Context & objectives

Due to growing data volume and complexity, a **popular entertainment company** needed to improve its dashboarding and visualization environment. They had out-grown the system due to the extensive recording of online game users' transactions. External partners often provide these games, making it an extra challenge for our client to record transactions.

Ready for improved **data oversight to support quicker marketing decisions**, they contacted Agilytic to **implement the Power BI solution**.

## Approach

First, we switched the data source and create a first working version. Then, we refined the visuals. Existing draft dashboards had to be updated and refined with the newly created data sources.

Next, we created new visuals based on the backlog made during a previous project. The client based this backlog on Excel graphs created by one of the client's employees. We could reproduce or adapt all the Excel graphs in Power BI where they are more dynamic than before. We also created a few new graphs.

To have a side-by-side collaboration, we planned daily meetings to improve visuals following their business needs. Constant iterations ensured the tool worked best for the client.

We had a final presentation to ensure long-term client independence and ease of working with the deliveries:

- The dashboards in pbix format are linked to the new dashboard
- Some refinements and new dashboards based on the backlog
- Documentation about the dashboards in Word format

## Results

After two weeks of work, having flexible, scalable dashboard reporting in Power BI meant –

- Business departments can access live data to make **quick and impactful decisions.**
- In case of any hesitation, they can quickly understand data by **referencing the provided documentation.**
- Newly hired developers can easily add features or **adapt the dashboard requested by business users.**

## About Agilytic

Since 2015, Agilytic helps innovative leaders solve their biggest challenges through the smarter use of data. With over 150 successful projects to date, we have perfected a pragmatic approach to putting data at the service of business goals, be they commercial, operational, financial, or human. Reach out today for a quick introduction, we'd love to hear from you.