

A black and white photograph of an astronaut in a full space suit, standing on the surface of a planet or moon. The astronaut is seen from the back, looking out over a vast, dark, cratered landscape under a starry sky. The lighting is dramatic, with a bright light source creating a strong glow and long shadows.

# DATA SCIENCE AT SCALE

**Delivering Smart(er) Content Using On-Demand Advanced Analytics**

# "Liberate Data"



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**One hot term gaining traction in the analytics world is "democratization."**

**Getting analytics into the hands of a broad base of frontline users, is seen as a key building block for scale.**

"Getting Big Impact from Big Data"  
McKinsey Quarterly

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**Self- service data analytics is changing the way organizations are able to operate and make decisions.**

Harvard Business Review  
Analytic Services

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# "Data-to-Action"

## DECISION MAKER



## DATA TEAM

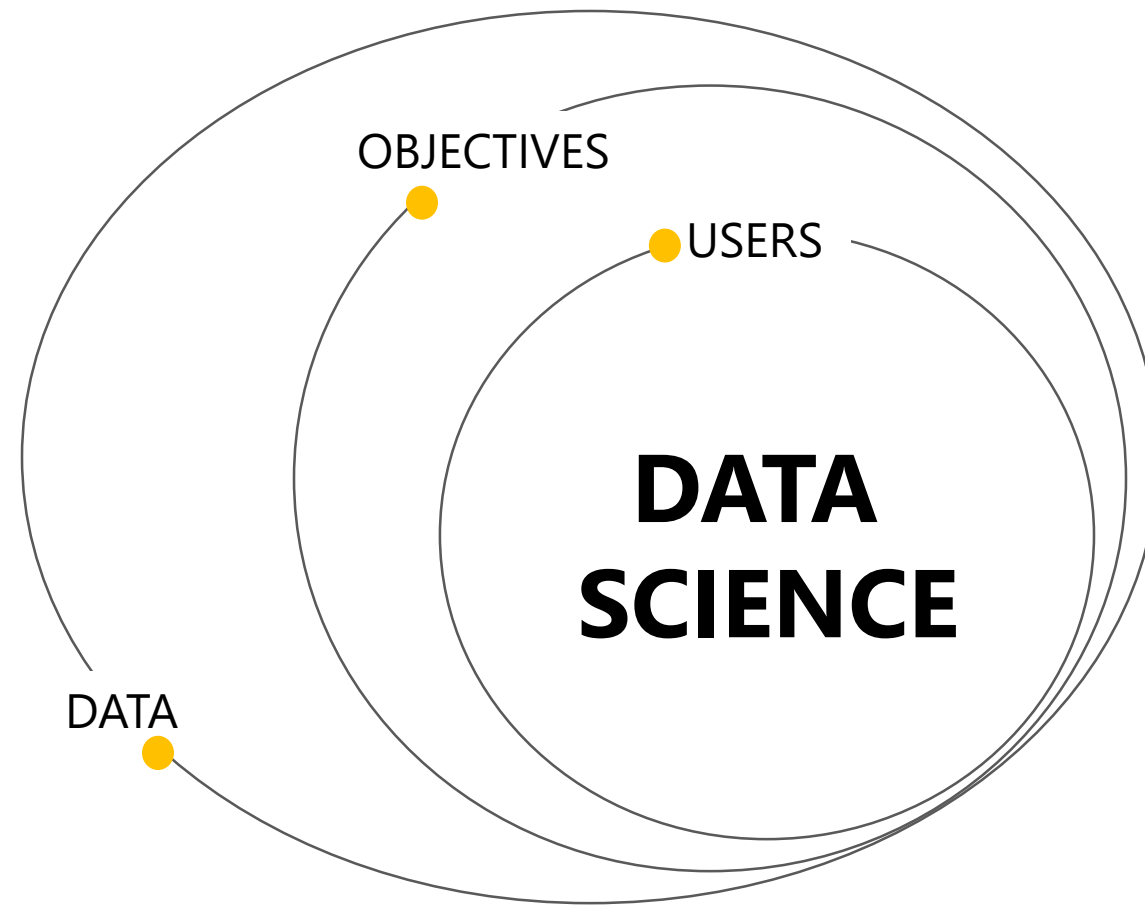
Data Administrators:

They use admin panels to monitor the activity of the data users.

They proactively reach out for help .

Self-service data tools.  
Powerful and easy to use,  
in the hands of the  
decision maker.

# "Data Storytelling" in the entertainment industry



# "Data Storytelling" in the entertainment industry: Challenges



# “Data Storytelling” in the entertainment industry: **Challenges**

- People need to be **more proactive** based on market changes
- There is a need for **more informed** decision making
- Data Science is only in the hands of a **select few**

How do we **scale data science** across the company in order to be **more proactive, and better informed?**

# "Data Storytelling" in the entertainment industry: **Solution**

We created an **on-demand, self-service** platform for advanced analytics to:

**Delivering Smart(er) Content**

ADVANCED ANALYTICS

FAST RESPONSE

INTERACTIVE DATA VISUALIZATION

# Delivering Smart(er) Content

**Live demo**

ADVANCED ANALYTICS

FAST RESPONSE

INTERACTIVE DATA VISUALIZATION



An astronaut in a full space suit is seen from behind, standing on a dark surface and looking out at a bright, star-filled space. The astronaut's suit is detailed with various equipment and a helmet with a visor. The background is a vast, dark expanse of space filled with numerous small, bright stars.

# THANK YOU

AUDIENCE  SCIENCE