

# Driving efficient product management with real-time customer behavior data

## Customer **overview**

The customer is a Fortune 200 streaming media company

[Idea](#) | [Discovery](#) | [Execution](#) | [Acceleration](#)

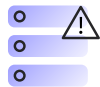
## Customer's **challenge**

The client faced the challenge of **insufficient and delayed insights** into user behavior in the application (having 5+ million users across 20+ platforms) due to lack of a standard data policy across the landscape, including varied tagging schemes, which **impeded holistic application usage analysis**.

## Our solution



Defining the overall **data strategy**



Creating alerts for **data quality violation**



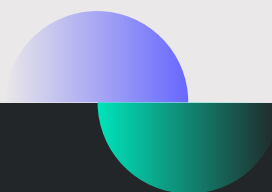
Implementing **standardized Adobe event tagging** for uniformity and higher quality



Setting up **automated data quality scoring process** and **monitoring** using Tableau



Simplifying data delivery by building **data pipelines to push the data** in the target system through an intermediary system



## Business impact

### Enabled richer feature roadmap

- Armed the product managers with **insights on product features** through a single dashboard which captured information across all device types
- Eradicated the need of manual work through **automated dashboarding**

### Improved data quality

- Improved the **quality of data** for all the tags from 50% to 90% through automation
- Reduced the time to address quality issues from **4 days to <24 hours**

### Empowered data usability

- Integration of more accurate data into the personalization model resulted in a **10% increase in recall score**