Course5
Transformative intelligence

Business Impact

- Overall improvement in **speed-to-insights**
- Reduced page load times
- Average **dashboard file size reduced**

Business Requirement

The client's marketing team wanted to create a **one-stop reporting tool** to access necessary information on **global marketing campaigns.** At that time, information was accessed through **multiple systems** and marketing analysts were spending a lot of time **shuffling through systems.** In order to avoid that, they wanted to improve the process and run optimum campaigns.

Optimizing Global Marketing Campaign Performance with a Unified Platform

Industry: Technology
Client: A leading global Software company

Solution Approach

- Course5 created **a data lake** which improved load times with **DAX best practices**, and created an optimum environment for rendering an **intelligent campaign management product.**
- We conducted a **consulting workshop** to identify **critical metrics** (e.g., spend performance, customer lifetime value, cost per acquisition, funnel, return on advertising spend, channel effectiveness etc.), for each persona.
- These metrics were converted into **persona-based reporting models,** enabled with **DIY dashboards.**

Outcomes

- The new architecture rendered all necessary **data on a single platform,** thus eliminating the need for multiple siloed systems
- Empowered the C-suite with critical metrics, such as revenue generated and opportunities in pipeline, at their fingertips
- Simplified computations lead to an optimized and faster UI
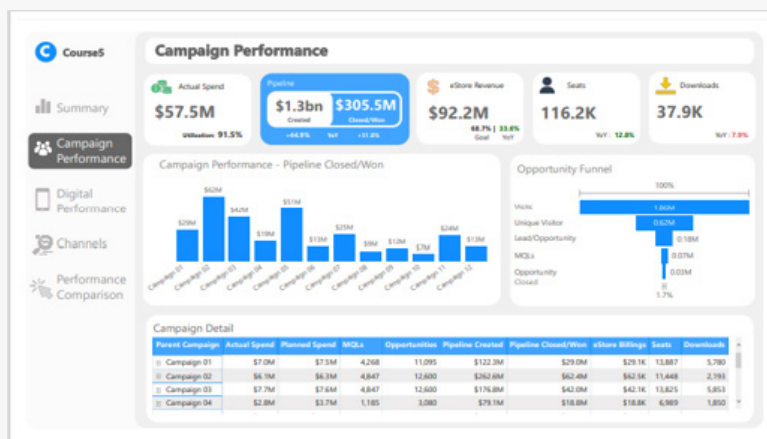
" Client Testimonials

We experienced improvement in our metrics and data processing time.

~ Marketing team lead

⚙ Sample Output: Marketing and Campaign Performance Dashboard

Purpose – Shows the dashboard build by Course5I which focused on all core components required for performance improvement

Purpose – Campaign performance dashboard was useful for strategic decisions and new campaign execution.

About us

Course5 Intelligence is a pure-play data analytics and insights company with a focus on helping organizations drive digital transformation using artificial intelligence (AI), advanced analytics, and insights. We enable organizations to solve complex issues relating to their customers, markets, and competition at speed and scale through a combination of industry-specific domain expertise with AI-driven products and solutions that are Intellectual Property (IP)-led and leverage the latest technologies. We use a multi-disciplinary approach to data integration across structured and unstructured data sources to help businesses grow through informed decision-making.