

Media Industry

Business Intelligence using Power BI Platform

Company Profile:

Client has defined India's broadcast media for over two decades and is today one of the country's leading media and entertainment companies. It broadcasts more than 40 channels in 7 languages, reaching more than 720 million viewers every week across India and 100 countries.

Situation:

The media company was looking for powerful BI solutions of its SharePoint Online (Office 365) content management portal. A third party provided data on a weekly basis regarding the channel's and its show's viewership rating related data in an excel format. Client would update this data in the database and the updated data should reflect on the Dashboard. The dashboard should be able to provide trends regarding the show and also provide an overview of the show as compared to its competing shows.

Solution:

Power BI service provided by Microsoft with office 365 was chosen as the platform to provide the BI solution. The data was uploaded to Microsoft Azure Database and was retrieved from the same via a Data-Gateway and a Data-Connection configured in Power BI site. The Data-Connection was scheduled to refresh the data from Azure database at frequent intervals. Using the configured data connection and gateway a Power BI design file was created using the report designer provided by Microsoft (Power BI Designer) , this design file was developed using Agile development Methodology and frequent client feedback on the ongoing design of the dashboard. Upon completion of the Dashboard the file was uploaded to the Power BI site and was available for the user for their perusal.

Overview

Customer Profile: India's leading Media Company.

Industry: Media Industry

Country: INDIA

Technologies: SharePoint Online (Office 365), Power BI Designer, Microsoft Azure (SQL Database Server), Power BI Service

Timelines: 2 Weeks of development and implementation

No of Users – Approx.50

Benefits:

1. Zero maintenance cost.
2. Access enterprise data from anywhere.
3. Intelligent BI system
4. Dynamic visuals
5. Great visual experience
6. In depth reports levels
7. Access by authenticated users only
8. Category wise User Access permissions.

Benefits:

- ◆ **No maintenance cost at all.**
As the solution was built on SharePoint Online & Power BI which is a cloud-based subscription service. There was no maintenance cost at all.
- ◆ **Ability to access enterprise data from anywhere without any additional infrastructure.**
Office 365 platform provides the flexibility to users to access their data from anywhere and any device.
- ◆ **Intelligent BI system that can provide dynamic visuals as per query by the user.**
The Power BI system is an intelligent one as it can provide real-time graphs based on real-time queries.
- ◆ **Great visual experience and in-depth reports.**
The rich graphs of Power BI provide a great visual experience.

About NGenious Solutions, Inc.

NGenious Solutions, Inc. is a Microsoft Certified Gold Partner specializing in Information Worker and ISV/Software solutions. The company offers cutting-edge IT solutions from a range of industry and technology segments to Enterprises and Independent Software Vendors (ISVs). The company's range of services focuses on successful design, implementation, utilization, training and support of SharePoint and complementary Microsoft technologies that extend functionality within an organization. The company has office locations at both New Jersey (USA) and Mumbai (INDIA).

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