

Why I Selected the Job

It would be intriguing to analyze what demand is right now for different film categories for example. The job itself provides a perfect mix of excel, SQL, Tableau and a little bit of Python. Thus that would require us to be both analytical and creative in order to solve the given tasks.

The Problem to Solve

One aspect we could analyze is consumer preference to help see what demand for certain types of content are right now. This will directly support strategic planning addressing the core need for real-time, actionable insights into sales and market performance.

Solution Approach Using the Data Toolkit

Descriptive Analytics Dashboard: We will leverage Tableau to create comprehensive dashboards that provide an overview of current sales performance and market trends. This could include visualizing key performance indicators (KPIs) and trends that are crucial for day-to-day decision-making.

Diagnostic Analytics Dashboard: Utilizing Tableau, we can identify patterns and correlations between different factors affecting consumer trends that can help boost sales and distribution.

Automated Data Pipeline: Implement scheduled refreshes in Tableau tools to automatically update dashboards and reports.

Predictive Model: By applying predictive analytics, we will be able to forecast future trends in consumer behavior which will in turn boost television distribution sales and market dynamics.

One Metric That Matters (OMTM)

Engagement rate would be a crucial metric to measure what type of content is performing best.