



EDW Implementation

American Media Company for Video Distribution, Development, and Production

Developed an Azure Data Warehouse to collectively strategize and execute with the integration of all revenue streams

Data warehouse (DW) implementation for an American media company

Situation

- The client lacked one-stop visibility into the financial performance and profitability of their assets, as it was challenging to consolidate their diversified revenue stream across various Lines of Business (LoBs), such as physical sales, Video-On-Demand (VOD), theatricals, etc. Additionally, the client's presence across multiple platforms further complicated the reporting suite.
- Partnered with the client to develop a scalable data warehouse that integrates revenue and acts as a centralized source of truth for holistic reporting.

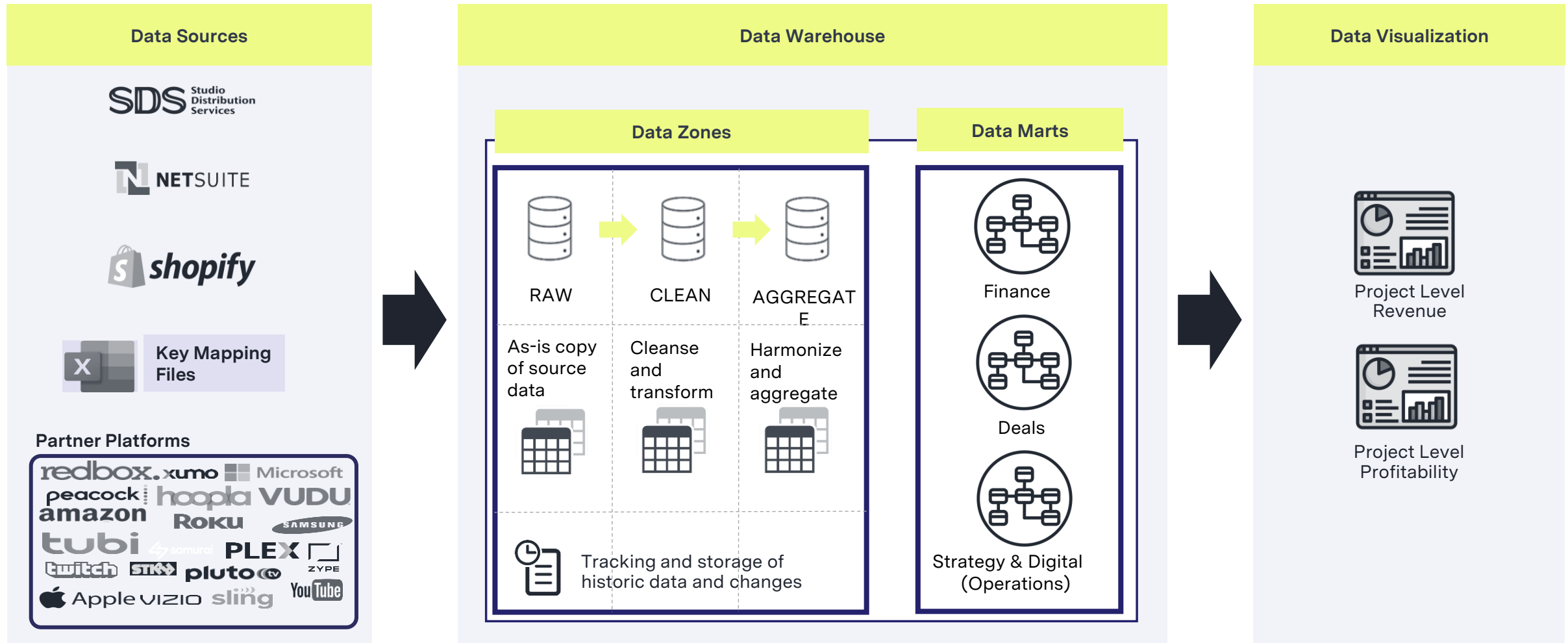
Accordion Value Add

- Developed a data warehouse to collectively strategize and execute with the integration of all revenue streams from various LoBs and platforms
- Developed holistic reporting to elevate business strategies based on comprehensive visibility into revenue and profitability across platforms at an asset level
- Automation of data models to transform sales reports from various distributor

Impact

- Reduced the turnaround time by ~60% to evaluate the current performance, revenue & profitability, for individual assets and deals
- Reduced the turnaround time by ~50% for benchmarking the performance of deals against their pre-deal evaluation.
- Reduced ~75% FTE and addressed the possibility of manual errors by automating the processing of sales statements for the Physical sales channel

Data warehouse – High level diagram

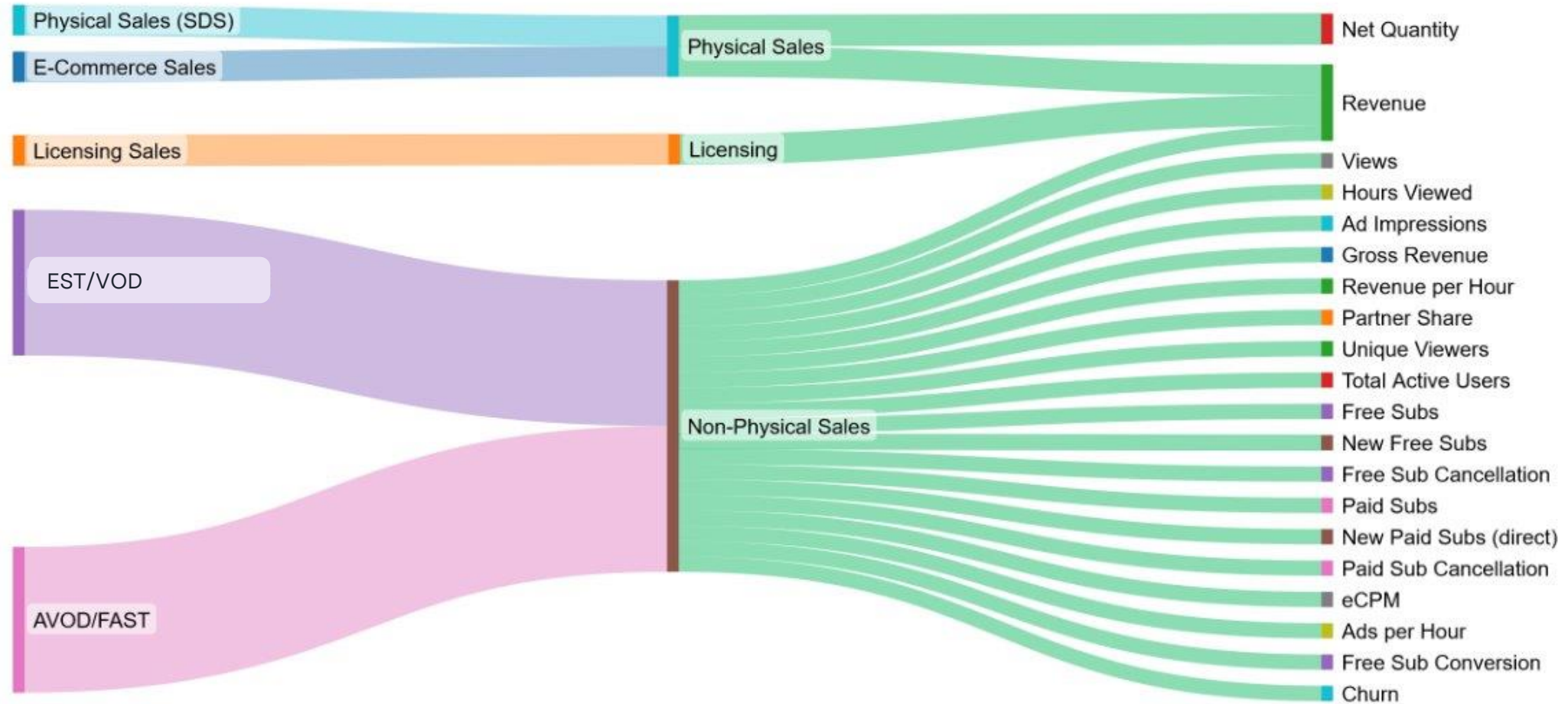


Data lineage

Data Storage / Processing

Data Storage / Processing

Output



Project performance vs. Deal evaluation

Profitability Summary

Profitability AvP

Account Detail

New Films P&L

Multi-Title P&L

Data as of
see here

Default

Profitability
(Actual vs. Projected)

Project / Asset
Movie 1

Year
2023

	Actual PY	Actual	Actual LIF	Projection to Date	PTD vs Actual LIF	Projection LIF	Actual Bridge to PROJ LIF	PROJ Y1	PROJ Y2	PROJ Y3	PROJ Y4	PROJ Y5
Physical Sales - Domestic	73,317	295,740	294,151	419,828	125,677	419,828	125,677	251,897	187,931			
Physical Sales - Canadian				25,190	25,190	25,190	25,190	15,114	10,076			
Physical Sales - E-Commerce	1,308	2,514	3,998		(3,998)		(3,998)					
Digital Streaming	302,323	529,254	885,495	741,916	(123,579)	1,673,821	808,326	402,031	339,885	356,135	297,835	278,135
Digital Transactions				0	0	0	0					
International Licensing Revenue												
SVOD/Broadcast Licensing	159,500	239,824	409,980	772,849	362,889	1,552,849	1,142,889	382,849	390,000	325,000	260,000	195,000
Theatrical Revenue		15,338	17,250	0	(17,250)	0	(17,250)					
Other Revenue												
Total Revenue	536,448	1,082,470	1,590,853	1,959,782	368,929	3,671,687	2,080,834	1,051,890	907,892	681,135	557,835	473,135
Distribution/Fulfillment Fees	(8,640)	(28,232)	(26,391)	40,303	68,694	40,303	68,694	24,182	16,121			
Supply Chain Costs	(1,133)	(1,783)	(2,378)	29,388	31,766	29,388	31,766	17,833	11,755			
Manufacturing Cost	(3,547)	(8,776)	(14,699)	52,294	66,993	52,294	66,993	52,294				
Synch Royalties				0	0	0	0					
Obsolescence	(761)	(2,519)	(5,279)	0	5,279	0	5,279					
COGS	(17,081)	(39,310)	(48,747)	121,985	170,732	121,985	170,732	94,109	27,877			
Licensor Royalties Accrual	(260,374)	(592,583)	(841,183)	(1,599,838)	(758,855)	(2,763,933)	(1,922,751)	(954,595)	(645,243)	(483,172)	(379,192)	(321,732)
% of revenue	(49%)	(55%)	(53%)	(82%)	(206%)	(75%)	(22%)	(91%)	(71%)	(68%)	(68%)	(68%)
Gross Profit	258,990	450,577	700,923	481,930	(218,994)	1,029,739	328,816	191,404	290,525	217,963	178,443	151,403
% gross margin	48%	42%	44%	25%	(59%)	28%	(16%)	18%	32%	32%	32%	32%
Theatrical P&A				0	0	0	0					
Co-Op	(5,743)	(20,105)	(24,033)	30,832	54,865	30,832	54,865	30,832				
Other		(3,870)	(5,894)	10,819	16,712	10,819	16,712	10,819				
Marketing Costs	(5,743)	(23,976)	(29,926)	41,651	71,577	41,651	71,577	41,651				
Production Costs				103,550	103,550	103,550	103,550	103,550				
Other Expense				0	0	0	0					
Taxes				0	0	0	0					
OPEX	(5,743)	(23,976)	(29,926)	145,201	175,127	145,201	175,127	145,201				
Licensor /Master Royalties Paid												
Recoupable Production	(57,482)	(80,211)	(137,821)				137,821					
Other Capitalized Production	(24,103)		(24,103)				24,103					
Publishing Royalties Paid												
Original Production												
Capitalized Costs	(81,585)	(80,211)	(161,924)				161,924					
Net Profit	171,863	346,391	509,073	627,130	(43,867)	1,174,940	665,867	336,605	290,525	217,963	178,443	151,403
% Net Profit	32%	32%	32%	32%	(12%)	32%	0%	32%	32%	32%	32%	32%
Distribution/Fulfillment Fees				0	0	0	0					
Adj. Net Profit before overhead	171,863	346,391	509,073	627,130	(43,867)	1,174,940	665,867	336,605	290,525	217,963	178,443	151,403

Line Item

TOTAL

Advance To Date

7,200,000

Recoupment

(841,183)

Unrecouped Balance

6,358,817

Advance Write-off

(200,000)

Remaining Exposure

6,158,817

Remaining Advances

958,817

Net Return

(1,349,745)

First Yr Advance

4,500,000

ROI

(30%)

Revenue Stream

First Revenue

Digital Streaming

January 2022

Physical Sales

July 2022

SVOD/Broadcast Licensing

October 2022

Theatrical Revenue

August 2023

Input Name

Value

Distribution Fee Deduction Toggle

Y

Projection To Date # of Years

2

Projected deal evaluations

Actual performance

Holistic reporting across revenue streams

