BUSINESS INTELLIGENCE

This part of the project consists of the creation of data markets layer storing precalculated data pulled from Data Warehouse followed by subsequent visualization and reporting based on the analyzed data and performed on the basis od scenarios in a case study visualized in the Tableau software.

- **MARKETPLACE – Data Marts**

  - Creation of Marketplaces with SQL as views in the database. The list of data marts follows. Some are determined for general usage, some are specific to our case study any scenarios that are being dealt with in the Business Intelligence phase of analysis, reporting, and visualization.

  - The SQL scripts can be found in the folder "MARKETPLACES (DATA MARTS) SQL scripts" on Google Drive

  - List of Data Marts in the Marketplace:

    - **VIEW_content_user_viewership** – Definition of which users saw what content: the relation between device users, the channels they were watching, and the content that was being broadcasted by the TV channels at the same time.

    - **VIEW_user_profiles** – User profiling and categorization based on the cumulative time spent watching TV every day: time granularity for categorization is in days and the set categories are as follows: HeavyViewer, MidViewer, LightViewer, NoViewer.

    - **VIEW_filter_ocko_star** – Definition of the content-user-viewership (see view 1) for a specific channel, in this case "Óčko Star".

    - **VIEW_filter_devadesatky_video** – Definition of the content-user-viewership (see view 1) for a specific programme ("Devadesátky v devět") broadcasted on "Óčko Star". The program is defined by time range (9 to 10 AM or 9 to 10 PM)

    - **VIEW_filter_devadesatky_autopromo** – Definition of the content-user-viewership a specific promotion spot for the programme ("Devadesátky v devět") broadcasted on "Óčko Star".

    - **VIEW_filter_fiobanka_ad** – Definition of the content-user-viewership for a specific advertisement, in this case an ad for a bank called "Fio banka".

- o **VIEW_filter_csob_ad** – Definition of the content-user-viewership for a specific advertisement, in this case an ad for a bank called "ČSOB".

- o **VIEW_filter_tmobile_ad** – Definition of the content-user-viewership for a specific advertisement, in this case an ad for a T-Mobile promotion.

- **Business Intelligence in Tableau: Reporting and Visualization**

  - The Business Intelligence part of the project also entails the analysis and reporting itself along with the visualization of the results in Tableau reporting tool.

  - For this project and the proof of concept, we went through a case study – several scenarios that we found solutions to.

  - Please see the "Afterspot_BI_Scenarios_Report.pdf" document for the report from this stage.