

# Mindshare Hackathon

September 3rd - September 12, 2018

17F/22F, the Loop Room  
399 Hengfeng Rd, Shanghai, China

## Overview

To work collaboratively with different teams and build out reporting solutions for each client team quickly.

## Goals

1. To build out search reporting solution for each client team in 1 day
2. To be able to run the routine update within 10 minutes per client team

## Participants

Data Advisory team: Khairi Yi, Joyce Wu, Hannah Ling, Yuri Yao

mPlatform team: Alessandro Jiang, Shalyer Xu

Search team support: Winnie Wu, Volvo Wo, Colin Wang

Client teams: Diageo, Dyson, Pandora, Ford, Castrol,

MUFE, Fresh, Kenzo, Benefit, Guerlain

## Method

Automated ETL system built from R, SQL and Tableau, with flexibility to change the data structure, and dashboard template according to clients' evolving reporting needs.

A daily/weekly scripts running will be executed by experienced Data Analysts from Data Advisory team. Assuming with correct data compliance, the process can be finished within 10 minutes.

## Workload before vs after

Client	Time Spent on Reporting	End results
Diageo	2 hours/week	~ < 5 min
Dyson	6 hours/week	~ < 10 min
Pandora	2+ hours/week	~ < 5 min
Ford	6 hours/week	~ < 10 min
Castrol	6 hours/Bi-week	~ < 10 min
MUFE	3+ hours/week	~ < 10 min
Fresh	2+ hours/week	~ < 10 min
Kenzo	2 hours/week	~ < 5 min
Benefit	2 hours/week	~ < 5 min
Guerlain	2 hours/week	~ < 5 min

## Results

1. 8 days for 10 client teams; 30+ hours of reporting time is shortened to 1.5 hours
2. All clients' historical data and future data is saved in SQL database, which can be extracted, analyzed within minutes.
3. Data structures, dashboard layout can be updated, according to variable reporting needs.
4. Comprehensive filters, pivoting functions have applied to enhance the current dashboard functions; Planners and Clients can easily access dashboard through a web link.