Name: Lily Boses

Project Name: The Stream Dream Team: Ad Spend Optimization At Its Finest

GitHub Repository: [Insert Link]

Job Description

I selected the Business Intelligence Analyst role at Paramount+ for its unique mix of technology and media. It matches my aim to use my technical skills and effective communication in the film industry. The role's emphasis on media mix modeling and optimization interests me since it intersects data analysis, marketing, and film.

Problem

Addressing ad spend optimization across channels to boost subscriber growth for a streaming service is relevant to the role's focus. It showcases SQL and visualization tool use for strategic insights.

Data Sources:

TikTok API: For social media engagement data to indicate marketing impact.

Letterboxd Web Scrape: To access reviews and demographics to reflect market trends.

These sources are needed to understand consumer behavior to refine ad strategies.

Solution

Using SQL, I'll analyze both data sources to uncover trends and social media's impact on viewer interest. Tableau will visualize media channel effectiveness, correlating social media engagement to subscriber growth, and inform budget recommendations. This strategy mirrors the job requirement for actionable insights from complex data sets to guide marketing decisions.