

# HOW BLUEPI, POWERED BY REDSHIFT, ENABLED A LEADING DTH COMPANY TO ANALYZE CONSUMER BEHAVIOUR



## Company

DTH



## Location

India



## Segment

Satellite Television



## Solutions

Analytics

How well do you know your customer? - The right response is the key towards unlocking incredible insights that will help any business thrive now and in the future. BluePi boosted client company's growth and opened up a world of new possibilities through an analytical solution offering.

### Client Profile

A leading DTH Company aims to make television viewing a phenomenal experience for Indian viewers. Their satellite television service offers a wide variety of channels which covers the entire spectrum of the TV world. This offering includes entertainment, sports, movies news and documentaries in high-quality DVD picture and CD sound.

### Problem Statement

As business grew multifold, understanding the region wise consumption patterns, drilled down to a minuscule level became complicated.

### The challenges were

1. How many users are viewing a specific channel in a particular time frame?
2. Which are the highly watched channels in a given region?
3. What are the most popular channels?
4. Are there any patterns in region-wise or content-wise popularity?
5. Based on the demographic and geographic parameters, can we obtain aggregated reports on viewers?

Data Size Table

**115GB**  
(p.m)

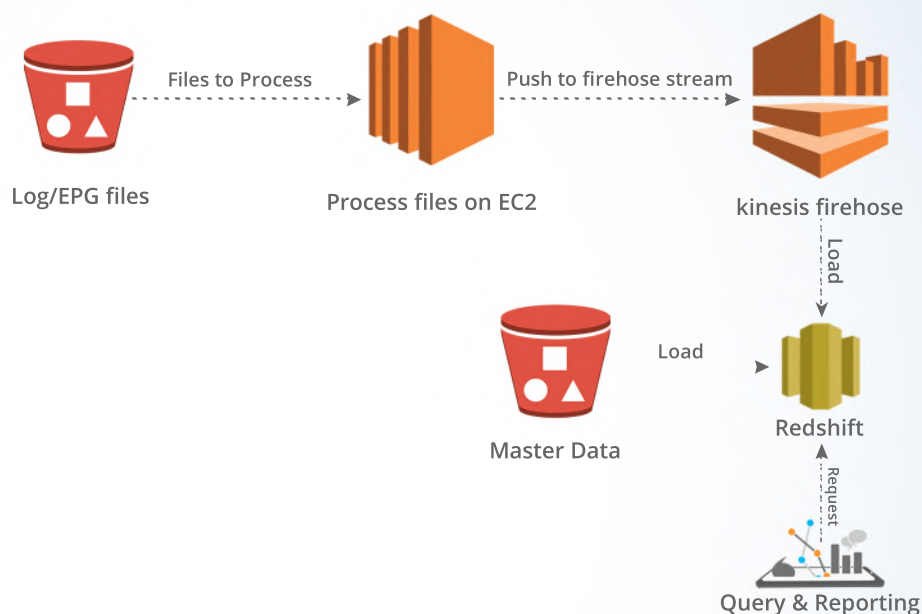
No. of Records


**107M**  
(p.m)





## BluePi's Solution


After analysing the scenario, Bluepi provided them a complete analytical solution. This solution included automation of the data ingestion and moving a large dataset into AWS Redshift. Redshift is a durable, scalable, fully managed petabyte-scale data warehouse service and generated in-depth insights.



- 

**Company**  
DTH
- 

**Location**  
India
- 

**Segment**  
Satellite Television
- 

**Solutions**  
Analytics

## Following steps were taken to arrive at the solution

1. BluePi utilized the access logs containing valuable information about the viewers. Extraction and storing of data was done using various AWS services like AWS Redshift, AWS Kinesis Firehose, and AWS S3. Based on this data, aggregated reports of the TV viewers and their consumption patterns were analysed effectively and efficiently.
2. An informative UI was built for reports using Node JS, Angular JS and D3. The reports showcased service, household, and device-wise usage summary.
3. These reports also showed region-wise consumption patterns based on hours, day, week or month.
4. Through this processed data, BluePi empowered the client with action able insights on the usage of particular services/channels

## Value Added

1. Revenue model improved through the analytical solution offered by BluePi.
2. Marketing communication channelized through better insights on consumer behavior
3. The strategic decisions concerning enhancement of offerings are now easy to make.
4. Improvised relationship with their channel partners and consumers.



### Company

DTH



### Location

India



### Segment

Satellite Television



### Solutions

Analytics

