

Data Visualisation Showcase | HKG Finance Brand

Visualizing integrated online & offline data for faster insights

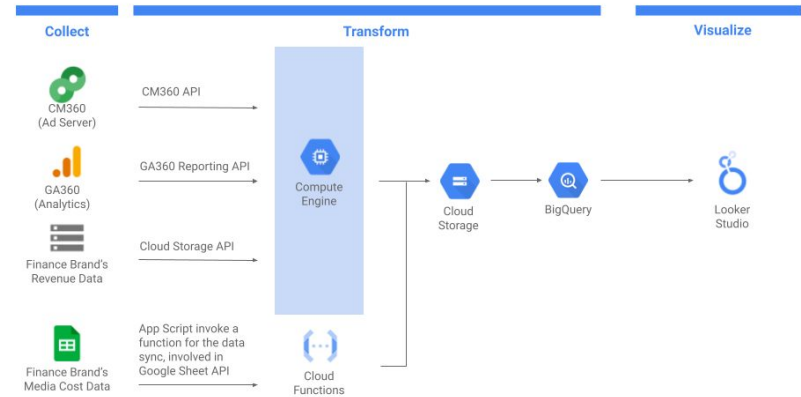
Challenge

- Manual & tedious process to consolidate & insight multiple media reports. Had offline revenue & media cost data, which had to be aggregated with GMP data
- Company needed their data aggregated in precise monthly periods

Our Approach

- Used GMP APIs to build a Looker Studio dashboard
- Enabled integrated reporting from online & offline data sources
- Used Container-optimized Computer Engine to host an isolated sFTP endpoint to receive clients' data
- Data is then processed with BigQuery load jobs. Queries were developed in BigQuery to achieve clients' needs on custom accounting periods and more.

Data Architecture: Data Flow to Looker Studio Dashboard



Results

- In-house team was able to gain insight of their omni channel executions **more efficiently** with their chosen data
- Their campaign reporting in the form of a Looker Studio dashboard allowed for **interactive visualizations** instead of static monthly reporting.