

Streaming Analytics Dashboards with Looker

Badal worked closely with Quickplay to develop Looker dashboards to gain a detailed understanding of audience growth and engagement, content performance, quality of experience (QoE), as well as other core metrics specific to Over the Top video.

The challenge

Operating an Over the Top service requires tuning of thousands of interconnected interaction points to constantly improve the acquisition, engagement, and the retention of consumers. As part of this evolution, Quickplay has identified the capability of Looker to create streaming analytics dashboards using data ingested from their video platforms to be able to track how well the content is aligned.

The solution

Badal worked with Quickplay to configure a Looker instance and integrate with customer datasets in BigQuery. By planning and development of LookML, data models were created to provide business users with standardized, ready-to-use data needed to answer their questions. The LookML model can be easily leveraged to provide deep and vertically-specific analytics for Over the Top streaming space.

The results

Quickplay was able to use their new dashboards to extract valuable customer engagement metrics and measure the quality of services provided for a number of platforms. The solution implemented a model that standardises the logic required to gather important business and other core KPIs specific to the customer, as well as provide performance tuning options for scaling models against large datasets.

“The Badal team was great to work with and helpful in accelerating our Looker efforts. We collaborated on complex and evolving design requirements to demonstrate the capability of Looker along with defining security layering and investigating complex features. The resulting solution provided a great basis for evaluating the platform and establishing some next steps for our BI strategy.”

Jeff Ewert, Director - Data Engineering, Quickplay



About QuickPlay

Quickplay, an industry leader in Over The Top cloud transformations for Sports, Media & Entertainment. Having delivered solutions for 25 Tier 1 services, across 50+ markets for the world's largest Multichannel Video Programming Distributors. Their cloud-native platform delivers unparalleled performance at scale to meet the unique needs of customers

Industry: Advertising & Marketing

Primary project location: Canada



Badal

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Badal is a Google Cloud Premier Partner providing white glove services to help enterprises deliver high quality business results on the cloud.



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