

Disney Streaming Services | Consolidated Data Models



PROBLEM STATEMENT

Disney Streaming Service (DSS) is a new venture for Disney, they are rapidly expanding to other franchises and need a tool to consolidate all streaming data into a single platform.

This use case is focused on ingesting and harmonizing the data in order to be able to export it for internal use. Visualization was not a top priority for this use case but will be leveraged in the next phase.

SOLUTION

The ability to ingest all data sources was key to the success of this project.

DSS currently has 25 data sources including Google adwords, Facebook ads, Apple search ads, Adobe Analytics and DCM. SDI designed a solution that encompassed all sources in a single model tying together campaign, placement and other dimensions across data sources.

SDI also provided a data model to map historical data conventions to the present.

BUSINESS IMPACT

DSS now has the ability to access to all marketing data from a single source , historical and current for internal user consumption.

Data can be sliced by device, Audience, channel. With data assembled and extractable from a single source of truth for all marketing data, Disney is now able take the guesswork out designing upcoming streaming services.

