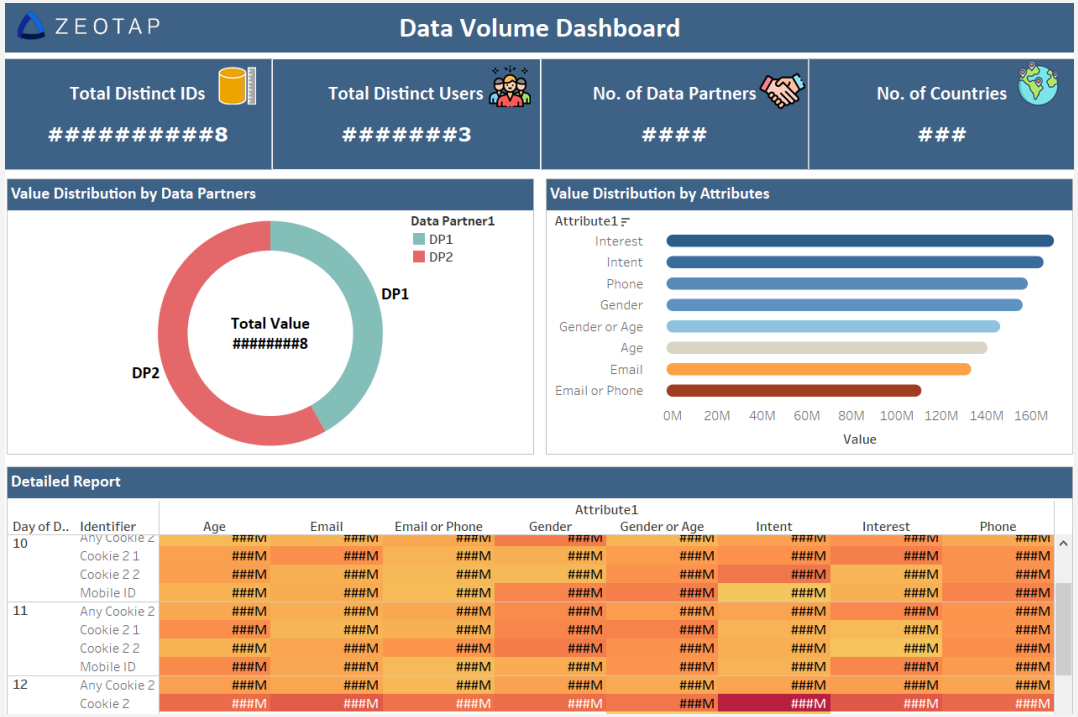
ZEOTAP

GOLDSTONE TECHNOLOGIES

Zeotap setup data driven culture across organization through Tableau, which helps in smooth reporting of data attribute linkages from its ID graph



CHALLENGE

Third party tool at Zeotap had visual and performance constraint making BI adoption and decision making cycle slow and time consuming.

SOLUTION

Zeotap uses Tableau + Google big query to monitor real time flow and volume of data.

By using Tableau, they ensure accurate reporting of data linkages for any RFI request for brands to help them identify and target their most valuable customers.

- Optimized Request for Information(RFI) process
- Easy access to requested attribute counts of linkages in Zeotap's ID Graph
- Improved insight generation with best in class visualization.
- Improved decision making process by minimizing dependency on Technical teams through self service analytics.
- Better management of resources by centralized reporting architecture.

tableau