



Case study:

Automated Music Platform Data Processing Solution

This solution offers real-time insights into performers' key metrics, combining RPA bots for automated data collection and Power BI for interactive visualization. The result? Streamlined operations, enhanced data accuracy, and informed decision-making.

KEY METRICS



- **Total Earnings:** Displays each performer's cumulative earnings, updated in real-time to reflect financial performance.
- **Total Titles Appeared:** Shows the number of titles each performer has contributed to, indicating their level of activity.
- **Performer Overview:** A snapshot of each performer's metrics, including total views, titles, and earnings.

BEFORE SOLUTION



- **Manual Data Collection:** Performer data was gathered manually, consuming time and prone to errors.
- **Time-Intensive Processing:** Teams spent excessive time compiling data, limiting time for more impactful work.
- **Data Inconsistencies:** Manual processes led to inaccuracies and inconsistent data formatting.

AFTER SOLUTION



- **Automated Data Collection:** RPA bots collect data accurately and consistently, reducing human intervention.
- **Efficient Data Processing:** Automation frees up time for analysis rather than data prep.
- **Improved Data Quality:** RPA bots cleanse, format, and validate data, ensuring consistency.

SOLUTION IMPACT



PROBLEM



SOLUTION



IMPACT

- **Time Savings:** Automated tasks free personnel for strategic work, such as content optimization and building performer relationships.
- **Informed Decision-Making:** Easy-to-read insights help identify top performers, spot trends, and make data-driven choices.
- **Mobile Accessibility:** Stakeholders can review data on any device, thanks to a mobile-friendly design.
- **Enhanced Accuracy:** Automation reduces human error, leading to more reliable data.
- **Real-Time Updates:** Data updates continuously, giving users access to the latest information.
- **Customizable Filters:** Users can filter data by genre, region, time period, or performer category for deeper insights.
- **Historical Comparisons:** Users can compare current and past data, identifying growth trends or areas for improvement.