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C O M P U T E R S

Customer Success Story

INDUSTRY
Entertainment

PRODUCT
Alteryx

WEBSITE
www.bookmyshow.com

INDUSTRY

With more than 1500 cinemas in 250+ cities and towns throughout India, Mumbai-based BookMyShow is India's biggest online movie and events ticketing brand. It has offices in Mumbai, New Delhi, Bangalore, Hyderabad, Chennai, Kolkata and few other cities.

Bookmyshow had identified specific areas of improvisation in the fields of customer relationship management, sales and marketing. Unavailability of timely and accurate information was hurting the health of the business. While each function had slightly different needs, they all shared a common problem.

Data from multiple sources required time-consuming manual reconciliation, which resulted in outdated and often incorrect information.

CHALLENGES

Data Harmonization: At Bookmyshow, the data was scattered across different platforms. One of the biggest challenges was to bind this data from heterogeneous sources into an integrated one.

Data Transformation: They had TBs of data and were struggling with converting it into actionable insights.

Data Analysis: They have more than 15 million users and analysis of the customer buying pattern is vital. Doing the predictive analysis of customer data to get valueable and actionable insights was another major concern for them.

"Even though new to Alteryx, the analytics team was able to quickly get used to the working of the tool. Our biggest pain area was analysing the customer behaviour, especially when dealing with a base of 12 Mn+. Alteryx, with the help of its data transformation and analysis nodes, was able to move things quickly and easily; thereby giving us quick actionable insights."
- *Mr. Anujay Mathur, Senior Manager, Analytics at Bookmyshow*

SOLUTIONS

In order to find a more efficient and data-centric solution, Bookmyshow evaluated several options. Their search terminated at Alteryx as they found its user interface much more user-friendly in comparison to other available tools in the market. Alteryx integrates well with Tableau and since Bookmyshow was using Tableau as their BI solution, Alteryx became their immediate choice.

They finalised and the company further recommended Team Computers as their preferred partner. Bookmyshow found Team Computers to be reliable and skilled in providing the Alteryx solution.

"In terms of expertise and technical knowledge we found the Team best. We have never felt the need to contact the Alteryx US team, as all our technical concerns were well-taken care of by Team Computers."
- *Mr. Anujay Mathur, Senior Manager, Analytics at Bookmyshow.*

BENEFITS

Rushabh from Bookmyshow estimates that the team has benefited significantly on resource utilisation through Alteryx.

"Just getting some information from the data then, could take as long as 8-10 hours compared to about half an hour now with Alteryx."

"Alteryx is a very easy-to-use visualisation tool with drag and drop functions. You can visualize data in so many ways. This is especially useful in our customer segmentation as the charts can reveal if something is wrong in a split second, whereas, in the past, we would have to look into the data of each level in a granular fashion to find errors and correct them." he said.

"The main advantage is speeding the process"

-Rushabh
Senior Data Analyst,
Bookmyshow

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