

Accelerating Global Marketing Insights: How a Scalable Databricks Platform Transformed KPI Performance



Challenge

A global marketing team needed an efficient platform to generate accurate, actionable reports with minimal lead time. Marketing leadership, managers, and analysts required timely insights to improve key performance indicators (KPIs) across various regions.

Solution

Using Databricks, we built a scalable Global Insights Platform that integrates data from multiple sources and delivers real-time analytics. The platform enabled faster report generation and insightful data visualizations, helping marketing teams make informed decisions quickly.

Impact

- > **Faster Reporting:** Reduced report preparation lead time by **50%**, enabling marketing leaders to act on fresh insights.
- > **Improved KPIs:** Analysts and managers could track and improve marketing performance more effectively across geographies, driving better outcomes.
- > **Scalability:** The platform can adapt to growing data and expanding marketing operations globally.

About Straive

Straive is a market-leading content technology enterprise that provides data services, subject matter expertise (SME), and technology solutions to multiple domains, such as research content, eLearning/EdTech, and data/information providers. With a client base scoping 30 countries worldwide, Straive's multi-geographical resource pool is strategically located in seven countries - the Philippines, India, the United States, Nicaragua, Vietnam, the United Kingdom, and Singapore, where the company is headquartered.