



Staff Augmentation Partnership with Dentsu



ABOUT CLIENT

- A multinational B2B advertising and PR agency headquartered in Tokyo, Japan, with a remarkable legacy of over 100 years. It is ranked among the top 10 largest advertising agency networks globally by annual revenues.
- The agency specializes in content marketing, commercials, campaigns, CXM, and Media Relations, offering marketing and communication solutions to clients worldwide.
- With a global presence and an extensive network of offices including India, the company has a diverse team of creative professionals, reinforcing its leadership in the advertising and PR industry.

PROBLEM STATEMENT

The Indian branch of the B2B advertising and PR agency partnered with DataToBiz to assemble a team of experts in Data Engineering and related solutions within a strict timeline!

- Limited time constraints in assembling a team of 15 individuals with expertise in Data Engineering, Business Intelligence, and Artificial Intelligence within a limited timeframe of 15 days.
- Finding candidates with a diverse skill set encompassing Data Engineering, Business Intelligence, and Artificial Intelligence poses a difficulty due to the specialized nature of these skill sets and the need to build a well-rounded team.
- Ensuring high-quality candidates despite the time constraint was a significant roadblock faced by the client, as they strive to become more data-driven and enhance their decision-making processes.

SOLUTIONS

We provided a tailored staff augmentation solution to meet their specific needs. Here's how we transformed their data analytics and BI capabilities:

- **Expert Talent Acquisition:** We assembled a talent pool consisting of data scientists, data analysts, BI developers, and data engineers specializing in data analytics, data visualization, and BI development to ensure we had the right expertise to support clients' requirements.
- **Seamless Integration and Collaboration:** Our team seamlessly integrated with the client's existing data analytics team, fostering collaboration and knowledge sharing. We worked closely with their in-house staff to understand their business goals, data sources, and key performance indicators, ensuring a holistic approach to data analytics.
- **Enterprise Data Warehousing (EDW) Solution:** Our team established an automated ETL and Data Warehousing system, consolidating data from 10+ sources. This powerful EDW forms the foundation for building descriptive and predictive analytics solutions.
- **Actionable Data Visualization:** Utilizing leading BI visualization tools, we transformed complex data into intuitive visual dashboards and reports. These visuals empowered the client's stakeholders to grasp key insights at a glance and make data-driven decisions accordingly.
- **Advanced Analytics Implementation:** Our experts implemented advanced analytics techniques, leveraging ML algorithms and predictive models to uncover valuable insights from the client's vast datasets. We helped them identify customer behavior patterns, optimize inventory management, and create customer-centric marketing campaigns.



Industry

Advertising & PR



Products used

Staff Augmentation Solutions



Functionality Enable

Data science



Impact

15+

Staff Onboarded within 10 days of collaboration

20+ hours

Revenue growth by identifying growth opportunities using LLM-generated insights.

25%

reduction in from-scratch hiring costs



pro tip

Project based staffing saves you big bucks as compared to hiring data scientists or IT staff from scratch!



Take the next step

Explore the advances of our [Staff Augmentation Services](#).