

Use Case

Automating MMM

Data Preparation:

It is Possible



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Challenge

The eternal pain inherent to any MMM project is the data preparation phase. Marketing Analysts specialized in MMM often dread this phase that usually involves the cleaning and harmonization of a large amount of data tracked from various heterogeneous sources. This typically results in diverse data formats coming in different shapes and forms that need to be thoroughly processed to be easily ingested by the modeling software. They connected with MASS Analytics to assess the feasibility of using Marketing Mix

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