SCUBA

SUCCESS STORY

How to Master & Leverage IoT Data for Better Business Outcomes

IoT data provides companies invaluable analysis into how their products and services are adopted and used–uncovering hidden insights. Here's how one company did it.

Believe it or not, there used to be a time when companies didn't have enough data to analyze. But that has very much changed.

In 2022, massive surges in event data grow daily. With this unprecedented influx of data, organizations are overwhelmed–and struggle to effectively store, analyze, and act on insights in a timely manner.

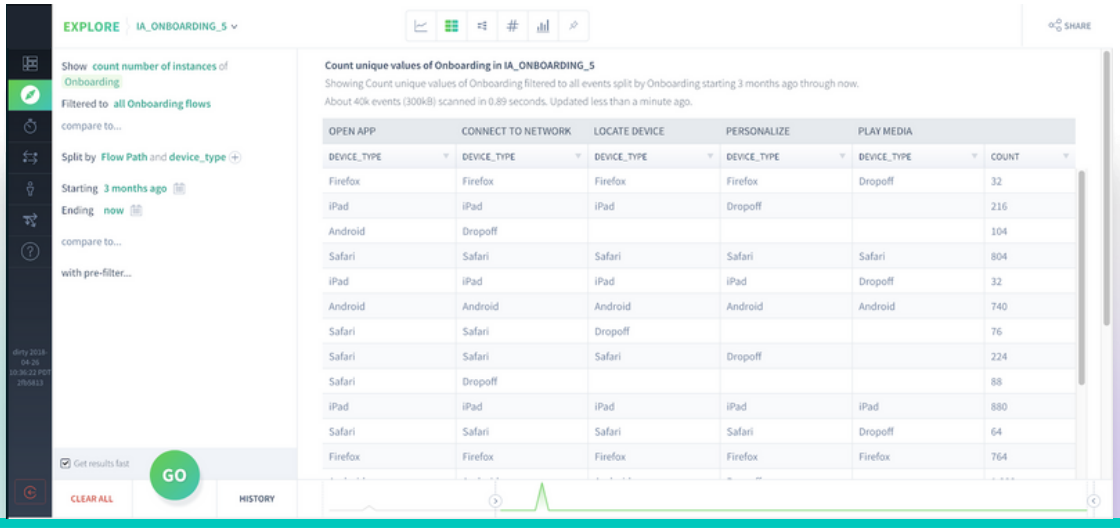
One major contributor to this change? IoT event data and subsequent connected devices.

Not only is the sheer volume of data difficult to analyze, but IoT data is challenging by nature. IoT data is generated by a multitude of siloed sources–from smart TVs and Bluetooth speakers to music streaming and media apps, among thousands of other sources.

For the typical business, IoT data streams are stored in disparate systems, all with different or ever-changing schemas. Accessing IoT data in existing analytics systems can take hours, days, or weeks, and oftentimes only return partial answers to mission-critical business decisions.

But, when IoT data can be housed together into a single solution, and analyzed in real-time, alongside other data, like web, mobile, and business events (like conversions), a stronger, comprehensive analysis is finally possible.

Read on to find out how one company was able to leverage IoT data for better business outcomes, with Scuba's real-time analytics.



Use case: Pairing IoT data with analytics

1. What to do with so much IoT data?

One of the most powerful ways to connect IoT data to business insights is through real-time analysis. In this example, we'll detail how one of our clients used Scuba to connect its IoT data to a product analytics initiative.

In this use case, the organization had IoT data streaming into their cloud via multiple sources running from and between music streaming services to audio hardware. In totality, the company had roughly 200 billion events coming in each month–all of which needed better organization and analysis.

2. Challenges & needs

The company needed to find a solution to stitch together its vast volumes of data, and get insights on product performance at a faster clip than they've historically had. This organization used Scuba's automated data pipeline to quickly:

- Clean-up, map, and code different entities
- Convert IoT IDs to a single actor type so its shape was ready for analysis

This setup process enabled the company to send data directly into Scuba for near real-time analysis, where they were able to geta unified view of the entire music listening experience of its end users to:

- Allow better management of its product
- Learn how device performance affected usage
- Gain granular insight into user flows and journeys
- Learn more about user engagement with each product and across devices
- Increase user engagement by uncovering what worked and what didn't
- Solve critical business issues, like how to reduce the number of returns on speakers after purchase.

By curating custom dashboards in Scuba's UI, data was able to constantly stream and update into the platform for near real-time analysis–giving the company the ability to make decisions on the fly, versus waiting weeks or months to have data prepped and ready for analysis.

3. Solution & results with Scuba

The organization is now able to see, at a glance:

- **A deeper understanding of its user listening habits and behaviors.** This organization was able to segment users and evaluate user flows by:

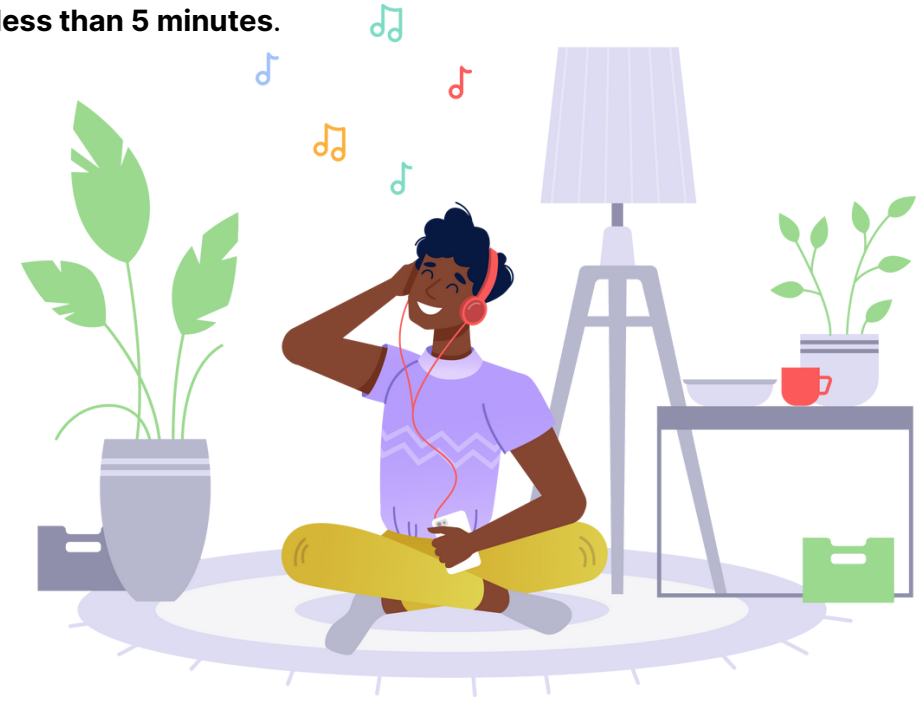
    - How often do users listen
    - How often do users come back to listen
    - What regions are users are located
    - What music sources are they using
    - What functions did they use
    - Long-term usage trends and trends over time

Having granular access to the user activities above enabled the company to create new features in its system that resonate with users and drive adoption. By learning about its users' behavior, this organization also has a better chance of learning how to attract new users, appealing to their appreciation of sound and ease of use through connected devices.

- **Analyze event data to detect and mitigate errors in service.** With Scuba, the company could analyze all event data to improve service and reduce errors. For example, the company could now see, explore, and analyze event data to understand:

    - What happens in "silent households," or those who haven't listened to anything since they purchased a speaker?
    - Was there an issue with the setup?
    - Were there system errors resulting in a failed setup?

By assigning specific KPIs to each of their business goals, the company was able to put in place an effective strategy that enabled new customers to get from setting up to song streaming in **less than 5 minutes**.



Unifying IoT event data & data is the future, and it’s here

Billions of data events take place every day, and will continue to happen. Each day, this includes more and more invaluable IoT data. What matters, though, is how brands leverage and optimize that data. Without it, companies fall behind in achieving business goals, like driving revenue and getting faster time to insights.

Real-time analytics platforms, like Scuba, can help enterprise brands connect the dots between all their data, IoT data included. Scuba’s user-friendly, no-code UI gives all teams across a business the power to understand IoT data in a relative, impactful way:

- Configure real-time analytics KPI dashboards to monitor the stats that are essential to your brand.
- Seamlessly ingest all of your company's data streams for constant access to fresh data.
- Easily perform complex queries with less support from IT or data scientists.
- Leverage detailed customer journey visualizations for a 360-degree view of your users' behavior.
- Set up alerts and indicators to rapidly respond to problems and pain points as soon as they crop up.
- Eliminate organizational silos and democratize data access with a comprehensive self-service toolset.

Scuba Analytics is a real-time, comprehensive customer experience analytics platform that spans the entire data lifecycle.

Interested in better product analysis, data exploration, and performance analytics?

Request a demo today

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