

NOVUS NEXT Analyzes Unlimited Custom Geographies for Media Planning

With rapid speed using Alteryx APA™

1

Goal

"I was inundated with time consuming ad-hoc requests, so I knew that in order to make my job sustainable and scalable, **I needed a way to automate the way we were doing things.**"

2

Strategy

"Today, we've built a custom framework that uses all the zip codes in the country and uses consumer data points to **create additional data points to tie to a zip code.**"

3

Results

"Instead of me spending 90 hours building a one-time report for each client, I might spend **20 or 30 hours building more custom work** tailored to their needs."

4

Next Steps

"We're focused on **getting more tools out** and continuing to **drive efficiency** for our customers."

NOVUS
NEXT

Industry
Marketing Service Provider

Department
Business Intelligence

Location
North America

"We're able to prioritize the best geographies for investing media by applying all this data to a client's physical location and trade area, and we can do this all at scale with Alteryx."

— Daniel Zeleznik
Senior Analyst,
NOVUS NEXT

Read the [full story](#) 

90 hours -> 20 hours on custom client requests

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