

# TAVANT

Unlocking the power of AI in action

## REVOLUTIONIZING STREAMING AND VIEWER ENGAGEMENT

*Tavant's AI-Driven Strategies to  
Enhance Viewer Engagement and  
Optimize Global Operations*



## THE CLIENT AND THE CHALLENGE

A leading global entertainment streaming platform with 150+ million global subscribers is actively advancing its market leadership by enhancing subscriber growth and engagement. The client is rolling out various strategic initiatives using data and AI. These include merging streaming content from various brands, expanding their global presence, improving how users find and interact with content, enhancing video quality and the overall user experience, rolling out new subscription options, tackling account-sharing issues, and cutting costs in streaming operations.

## THE SOLUTION

Unlocking the power of AI, Tavant strategically integrated its software engineering, data science, and data transformation expertise to elevate the client's business operations across multiple sectors, utilizing a comprehensive technology stack that includes AWS, Redshift, Databricks, Snowflake, Tableau, and Adobe Analytics. This collaboration delivered business critical solutions in five key areas: Advanced Analytics and AI Platform, Content Engineering, Operational Support, E-Commerce, and User Services.

## THE IMPACT

The solutions significantly ramped up the client's ability to retain subscribers by offering easy access to a wide variety of content on multiple streaming platforms. They also improved how recommendations were personalized, improving the user experience. At the same time, the new tools helped spot and fix places where revenue was slipping through the cracks and other operational issues. Thanks to these changes, the client could scale up globally and improve operational efficiency, positioning them for sustained growth and success in the competitive digital streaming landscape.





## ADVANCED ANALYTICS AND AI IMPLEMENTATION

**Subscriber Analytics:** Machine learning models predict churn and personalize recommendations, significantly boosting engagement and satisfaction

**Personalization:** Enhanced content discovery through behavior models and clickstream analysis

## USER ENGAGEMENT

**Search Capabilities:** Enabled fast and resilient searches with AWS Elasticsearch

**AI-based/generated playlist:** Curated hyper-personalized playlists

## E-COMMERCE

**Revenue Growth:** Improved subscription renewals and eCommerce performance through secure payment systems and targeted campaigns

**Global Scalability:** Established infrastructure to handle large data volumes and meet global demands

