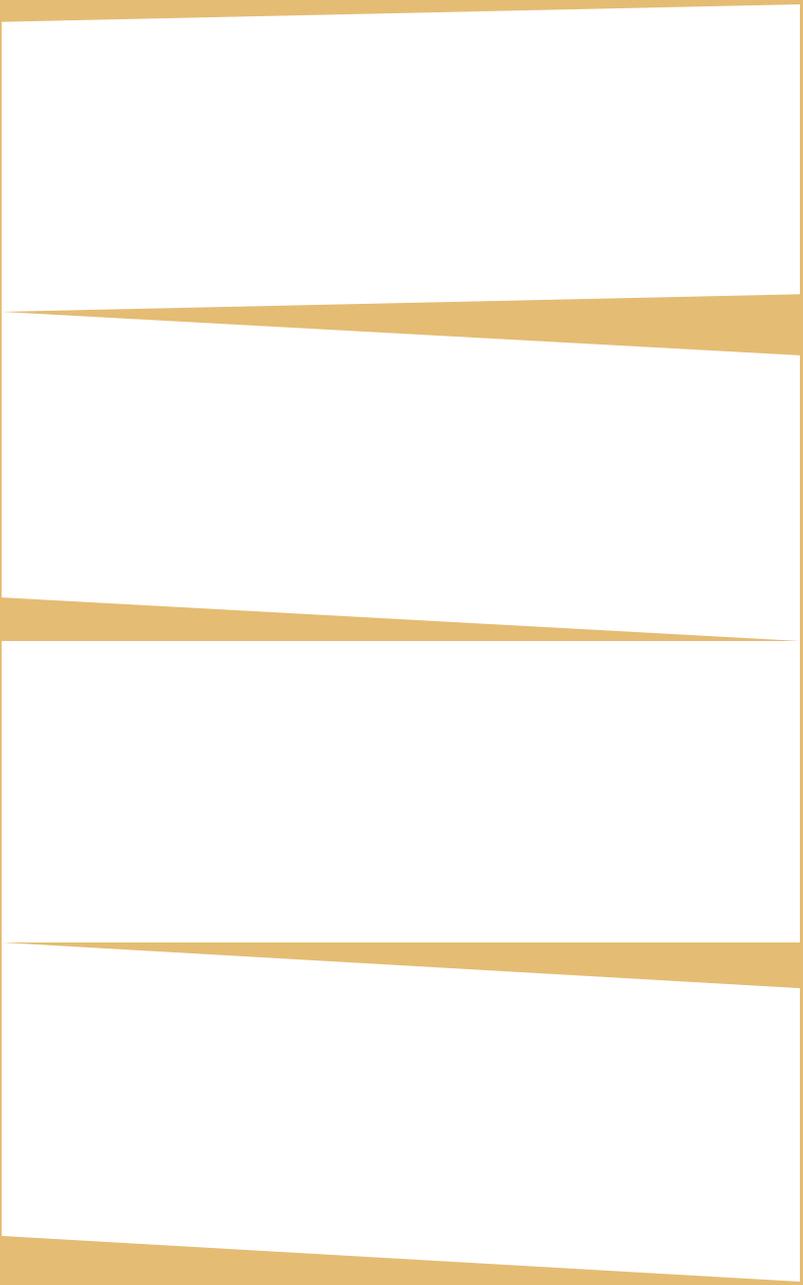




ECOMM ANALYTICS & DASHBOARDS KICK OFF

Warner Media Technology Operations
GIMO – Business Intelligence
FEBRUARY 18, 2020

- **ECOMM STRATEGY AND ROADMAP**
- **ECOMM CONSOLIDATED LANDSCAPE**
- **GBE RETAIL ANALYTICS OBJECTIVES**
- **GBE RETAIL ANALYTICS ROADMAP**
- **EDS DATA ENGINEERING UPDATE**
- **ECOMM ANALYTICS DEMO –DC AND WWD**
- **REQUIREMENTS GATHERING AND PRIORITIZATION**
- **NEXT STEPS**



ECOMM OBJECTIVES

KRISTEN ARON

NA E-COMMERCE LANDSCAPE TODAY

Today

2021

Harry Potter Shop
 Wizarding World
 NY Flagship
 Platform 9 ¾
 The Making of HP
 WB Shop*

Harry Potter Unified (US&UK)

Shop DC Ent.
 DCU
 WB Shop*

DC Shop

WB Shop*

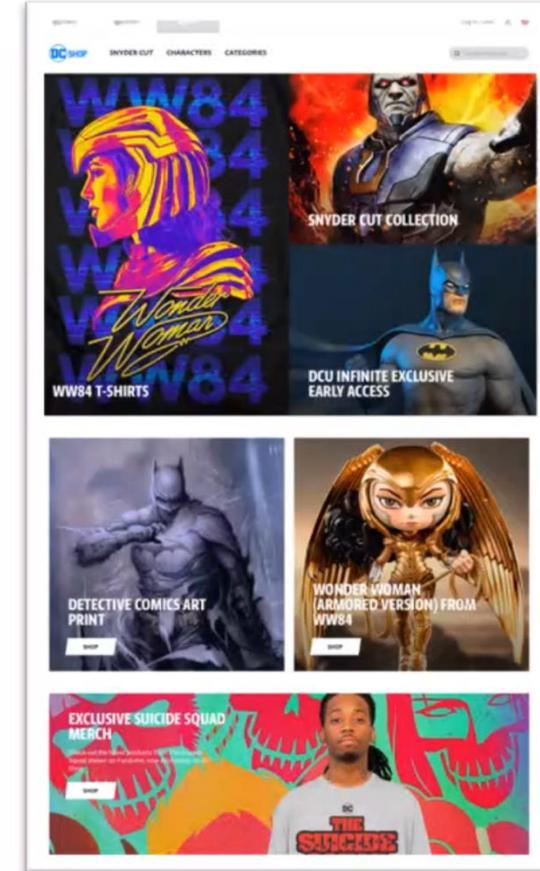
Looney Tunes / Classic Animation

WB Shop*

HBO
 Cartoon Network
 Tru TV
 TBS
 Hobbit Shop

Shop WarnerMedia

HBO Max
 WB
 HBO
 Cartoon Network
 Tru TV
 TBS



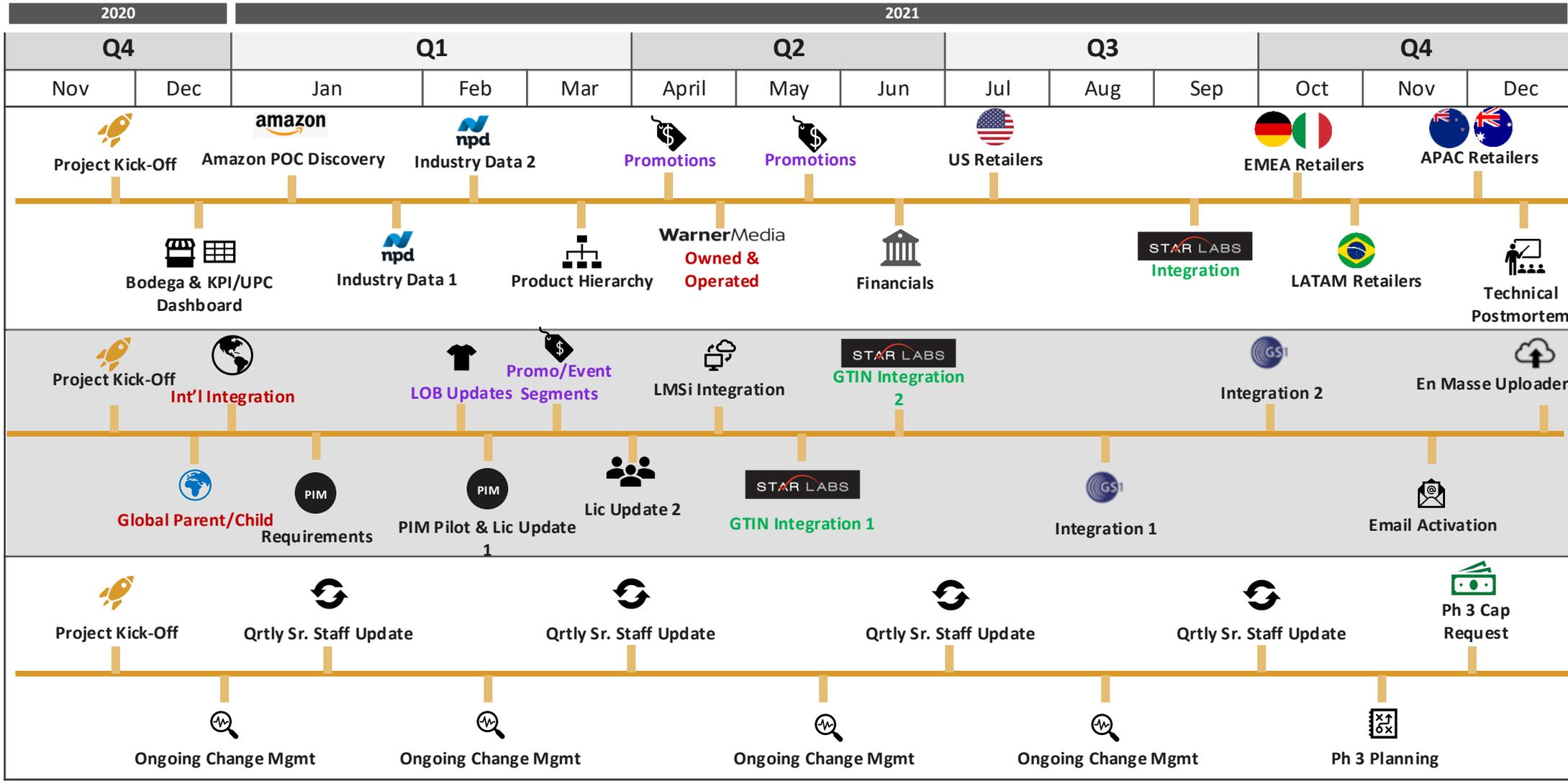
* The WB Shop of the future will no longer carry brands or franchises that have dedicated O&O Shops

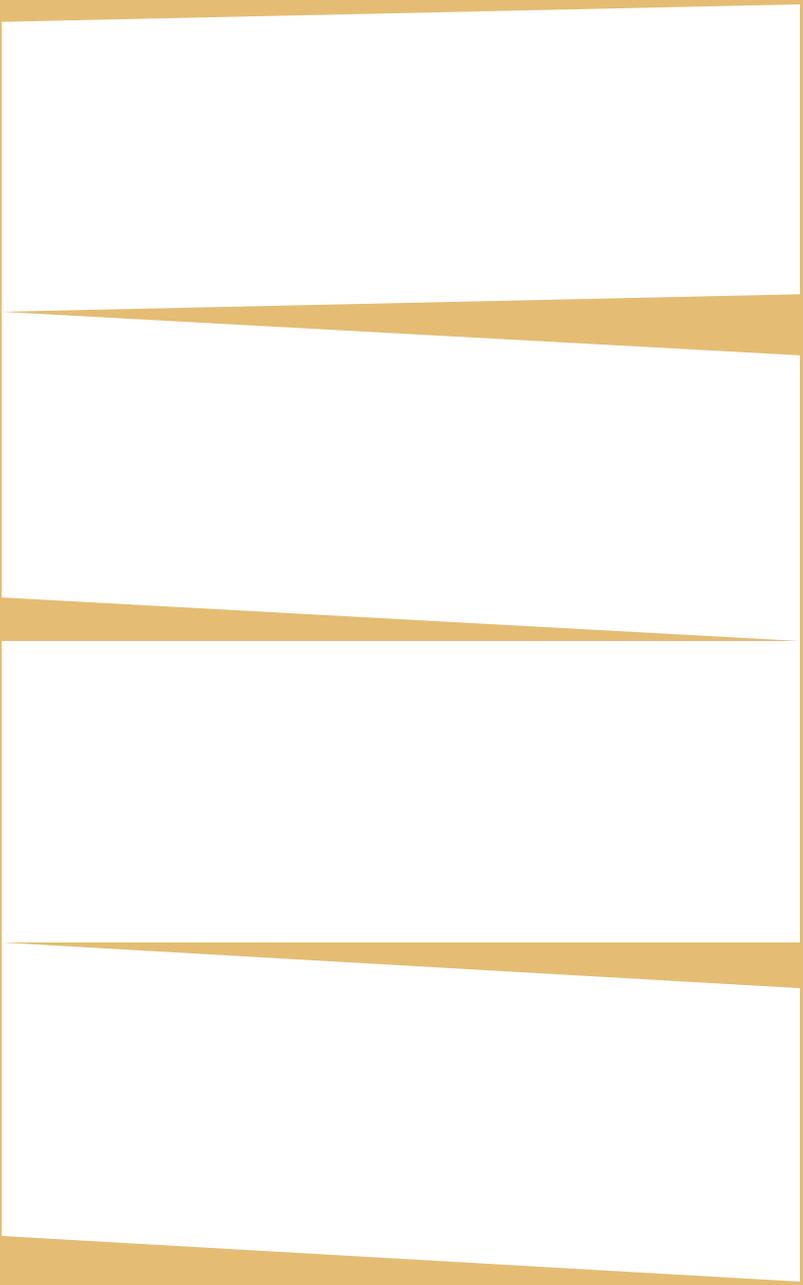


GBE & ECOMM ANALYTICS OBJECTIVES

FRANK FISHER

PHASE 2: ANALYTICS ROADMAP





EDS DATA ENGINEERING

RITESH DEDHIA, CRAIG MASER

DATA ENGINEERING UPDATE – CRAIG, RITESH

NEW eShops:

- **HP Unified Shop US/UK** – Ingested via Segment to CIDW SF. Will publish a view to CP SF
- **DC Shop** – Ingested via Segment to CIDW SF. Will publish a view to CP SF

LEGACY eShops:

- **WWD Araca Shop** – Ingested via Segment to CIDW SF. Expanding history from 4/1/2012
- **DCU Shop** – Ingested via Segment to CIDW SF
- **CN Shop** - WIP
- **HBO Shop**- WIP
- **Hobbit Shop** - WIP
- **TBS Shop** - WIP
- **TruTV Shop** - WIP
- **WB Shop** - WIP
- **Horror Shop** – Not in scope yet. Should we include it?



ANALYTICS DEMO AND REQUIREMENTS GATHERING

TERRENCE CHUI

eComm Analytics Objectives:

- Optimize eCommerce business based on data and get actionable insights out of the analytics
- Expand on the GBE CP data cloud / CIDW data cloud footprint to include high value O&O, product, promotion, CRM, 1st and 3rd party data to understand consumer spend, users' behavior and detect areas of improvement
- Standardize data collection, architecture and the technology stacks
- Rationalize and create a standardized suite of eComm reporting across O&O eShops
- Create a data driven culture, while we can reduce reporting time, focus on the analysis and insights
- Share analytics and streamline communication between teams

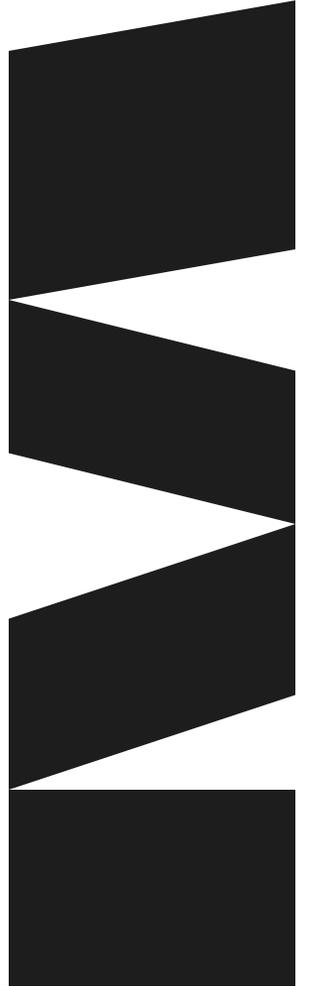


Tableau Dashboards Demo

1

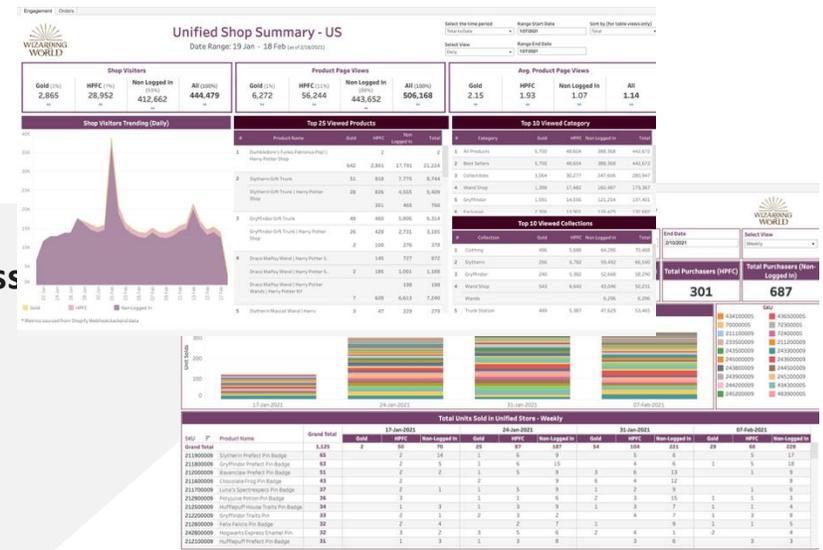
Harry Potter
Unified - US & UK

NEW

- US and UK Engagement and Order Dashboard – In Progress
- Unified Shop Order Details
- Unified Store Pins Program
- Unified Funko Pop Purchase Analysis

LEGACY

- Historical US Shop Summary (Nov 2019 to Jan 2021)
- Araca Shop Email Campaign Data Analysis



2

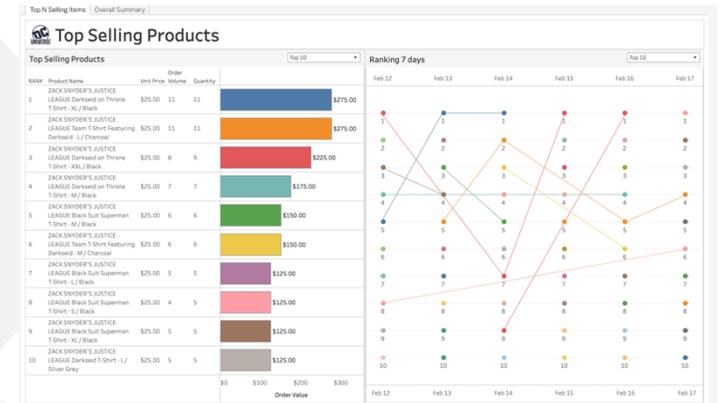
DC Shop

LEGACY

- DCU Shop Top Selling and Product Summary

UPCOMING

- Executive Dashboard
- DC Shop Engagement



3

Animation/
WM Shop (Future)

- TBD

ANALYTICS REQUIREMENTS

GBE eComm Strategy – Kristen

- TBD

GBE Retail Analytics – Frank

- TBD

ANALYTICS REQUIREMENTS

DC Shop Product Team – Imran, Eunice, Nikhil

- DC Shop-centric reporting for the business unit.
- Provide the business a self-serve report that they can pull ad-hoc with information similar to the daily/weekly reports we currently generate:
 - Executive Data Analysis Reports
 - Campaign-specific Data Analysis Reports
- Include budget costs and item costs to be able to calculate the following:
 - Cost Margins
 - Customer Acquisition Cost
 - Customer Lifetime Value
 - Revenue to Cost
- Nice-to-have: Predictive Modeling Metrics
 - Be able to build a predictive model so that steps can be laid out in order to meet OKRs

ANALYTICS REQUIREMENTS

HP Unified Shop Product Team – Alex P., Justin's team

- US and UK Engagement and Order Dashboard
- Unified Shop Order Details
- Unified Store Pins Program
- Unified Funko Pop Purchase Analysis

POTENTIAL ECOMMERCE ANALYTICS AREAS (CHERRY PICK AND PRIORITIZE)

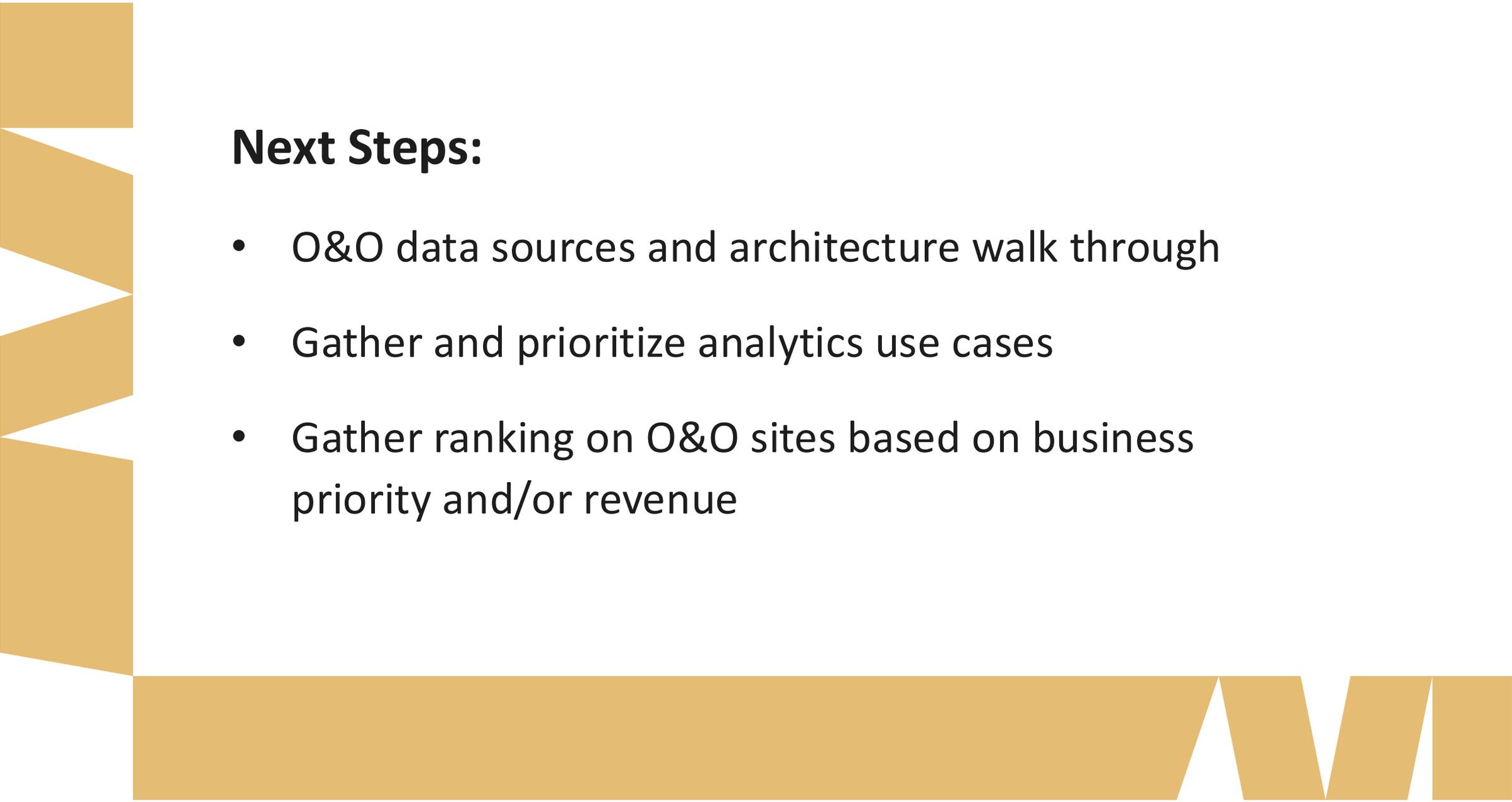
- **Product Analytics**
 - Revenue, Margin – WoW, YoY
 - Ave Order Value
 - Top and Worst Products – WoW, YoY
 - Product detail, Active Products
 - Product Profitability
 - Product Conversion Rate
 - Product reviews
 - Product Bundling
 - Optimize inventory and product portfolio
 - Order Fulfillment
 - Post Promotion (Discount Program) Analysis
 - Competitor Comps

POTENTIAL ECOMMERCE ANALYTICS AREAS (CHERRY PICK AND PRIORITIZE)

- **Consumer Intelligence**
 - Cohort Analysis
 - Customer Personas – lifestyle, concerns, interests
 - Audience Report – Demographic, Geographic
 - Social Listening
 - Customer Lifetime Value
 - Product Market Fit
- **Marketing Analytics**
 - Acquisition Metrics – Visitors, Transactions, Revenue, AVG Order Value, Conversion, CAC, ROAS
 - Marketing Channel Funnels
 - Social Media Marketing
 - Email Marketing
 - Referral / Direct Traffic
 - Search
 - Promotion and Customer Profitability Analysis

POTENTIAL ECOMMERCE ANALYTICS AREAS (PRIORITIZE)

- **Conversion Optimization**
 - Conversion Rate
 - Bounce Rate
 - Cart Abandonment Rate
 - Page Load time
 - Funnel Analysis and Checkout Optimization
 - Customer Journey
 - Attribution Model
 - AB Testing Tracking
 - Measure User Experience



Next Steps:

- O&O data sources and architecture walk through
- Gather and prioritize analytics use cases
- Gather ranking on O&O sites based on business priority and/or revenue



THANK YOU!

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