

55 helped a French leading theme park company define and prioritize marketing Data Science use cases and build a 12-month implementation roadmap

French leading theme park company

“How can we leverage our datalake and marketing tools through Data Science use cases?”



Challenge

- The company had **built a datalake** with a portion of their data and upskilled an employee to become a **Data Scientist**
- The company needed help to **define marketing Data Science use cases** for a chosen pilot theme park and to know **how to implement** them within a 12-month roadmap



Solution

- 55 led **7 interviews** to define business needs and understand the existing marketing ecosystem
- 55 **audited the datalake** to understand and qualify the available data sources
- 55 led a **workshop to prioritize use cases** according to their business impact and implementation complexity



Results

- 55 **defined and mapped 15 use cases** overall
- 55 **designed a 12-month roadmap with 10 use cases**, sequencing 5 quick-win use cases and 5 long-term use cases
- 55 issued a **gap analysis regarding data sources** implementation in the datalake
- 55 issued for each use case **detailed implementation instructions**