DATACOST FUSION: BIG DATA-DRIVEN EFFICIENCY FOR PRODUCTION AND ADVERTISING

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Data is a new oil in the digital transformation era, but it also comes with high costs and challenges. Data costs include not only the expenses of data acquisition, storage, and processing, but also the opportunity costs of data quality issues, data silos, and data-driven decision-making. To address these challenges, this project proposes Datacost Fusion. This cloud- based platform integrates AI and big data technologies to provide end-to-end data quality management and analytics solutions for production and advertising businesses. Datacost Fusion can connect and collect data from various sources and systems, apply automated and intelligent data quality processes, and provide a user-friendly interface and dashboard for data access, exploration, visualization, and analysis using different algorithms and programming languages python and Jupyter, and generate actionable insights using power BI and recommendations that can help users improve product quality and yield, optimize operations and performance, enhance supply chain management, increase marketing and advertising effectiveness, foster innovation and growth, and can reduce data costs, optimize data quality, and enhance data-driven decision-making across various departments and functions in production and advertising.

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