CAYLENT

MediaLake on AWS

Quickly implement a serverless, low-code data lake for media analysis, segmentation, forecasting & personalization

Media, entertainment, and gaming companies need to meet demanding user expectations, keep up with high-volume data flows, reduce costs, and outpace competitors. By modernizing their infrastructure on AWS, these firms are significantly boosting their content delivery, audience interaction, and overall operational effectiveness. Caylent's experience in transformation, from infrastructure to data platform migrations to GenAI adoption addresses these challenges with an agile, data-centric strategy.

Caylent's data experts will partner with you to build a modern data platform that is ready to enable audience segmentation, media analysis, improved monetization, and personalized recommendations. Our MediaLake solution will shorten your time to value and set you up to easily grow your data platform by scaling ingest sources through low-code solutions.

Key Activities

Discovery & Planning

Through a discovery workshop, we'll discuss your data sources, data lake foundation, and data exploration needs, then capture your requirements on data ingestion and access patterns

Design & Implementation

Based on your requirements, we'll design the baseline infrastructure, data ingestion routines, and security model; build a data lake in your production account; and import up to 3 single schema sources

Enablement

We'll then conduct an exploratory data analysis (EDA) lab so your team can gain hands-on experience using AWS Glue DataBrew and Lake Formation for data exploration, cataloging and governance

Engagement Details

Initial Deliverables

- Data landscape educational workshop and requirements documentation
- Architecture diagram of data lake and data workflow designs
- MVP Serverless Data Lake
- EDA enablement lab on data wrangling and data stewardship
- All diagrams and documentation developed during the engagement including source code, scripts, templates, and other technical artifacts

Future Enhancements

- Audience Analytics Platform - analytics platform using database engines to store data and provide audience insights.
- Content Consumption Analysis Tool - analyze content consumption patterns to provide viewer insights.
- Advertising Analytics System - analyze advertising data for business intelligence and visualization.
- Customer 360 View - integrate various data sources (social, streaming, media) to create a 360-degree view of the consumer.