

SNO-CAP: DATA MIGRATION, CONSOLIDATION, & VISUALIZATION

Consolidating customer data to analyze demographics

Sno-King Ice Arenas and Hockey Association



Serves around **100,000** people annually



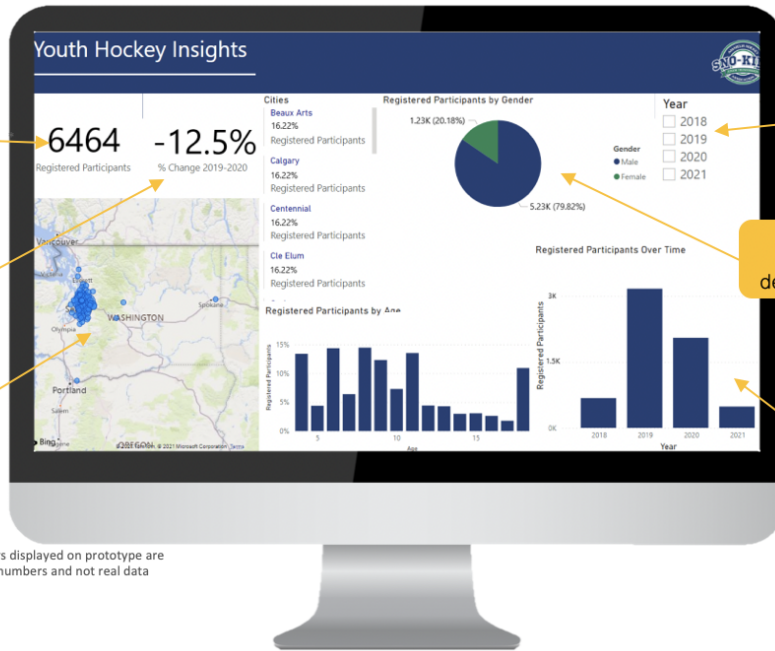
Had to close for **6** months due to COVID-19



Data spread across **7** management systems



Data is **&** inaccessible & unanalyzable



* Numbers displayed on prototype are arbitrary numbers and not real data

Utilize analytics to report to Board of Directors and potential sponsors

Reflect on retention rates

Learn where to market

Filter dashboard by year

Analyze customer demographics

See growth over time

Central Database

Designed, developed, cleaned, and populated a single, central database

Power BI Dashboard

Analyze data and inform business decisions to increase revenue



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