

# ARENA SPORTS:

Data Pipeline  
Modernization

C H E R R Y   B A L L S



# Da Team



Cartman



D



Big K



Philly



Ty Dolla \$ign

## Data Variability

- Discrepancies between data sources



## Inaccurate Data

- Talend does not retain historical data



## Manual Process

- Sponsor has to manually input data and create visualizations



## Lack of Integrations

- Sponsor has to wait extended periods of time to move data and use it

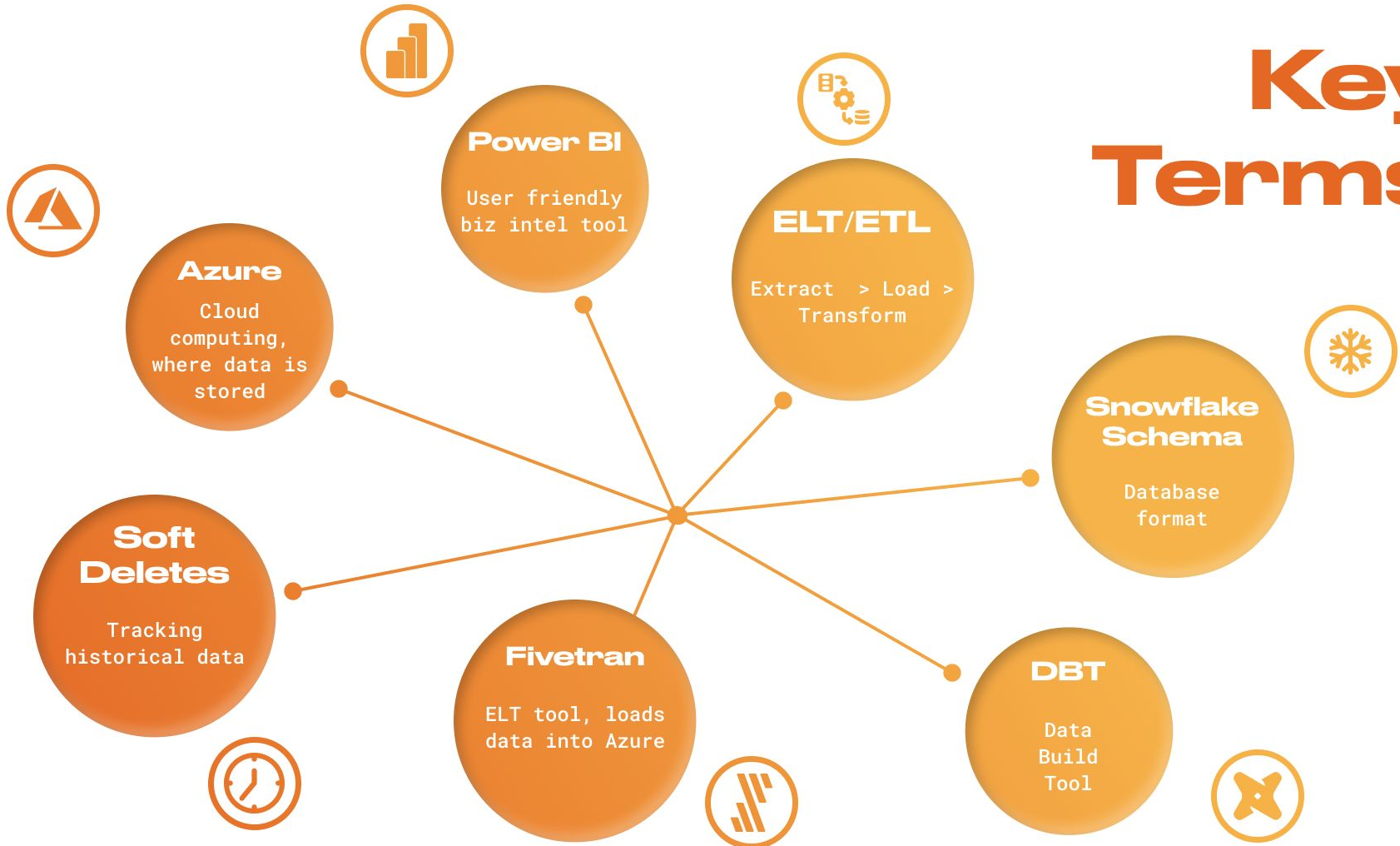


# Problem Context



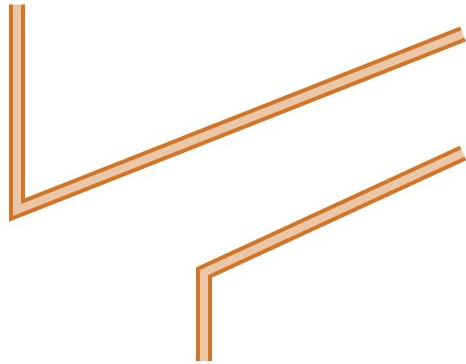
**“How might Arena Sports improve reporting and business analytic practices in order to **increase operational efficiencies and reduce user pain points** for internal stakeholders?”**

# Key Terms

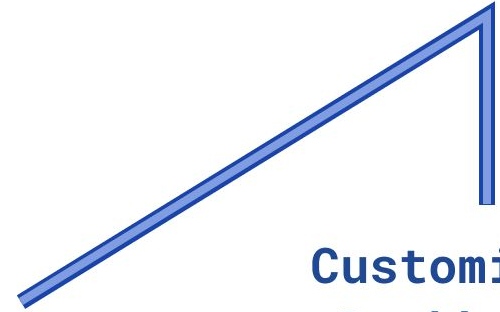
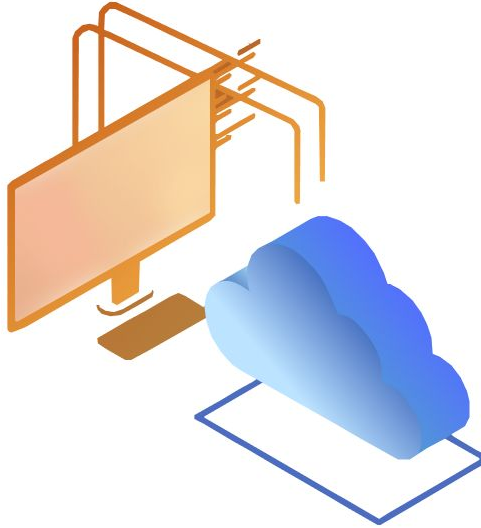


# Research Insights

Data Integrity  
Soft Deletes



Nightly Syncs  
Automation



Customizable  
Dashboards  
"3/10"

T  
I  
M  
M  
Y



# Personas



J  
O  
S  
H  
Y



tech proficiency



duration of scope



executive level



Laborious ETL and Data Analysis

"Dashboards will help us gauge quarterly registration and revenue"

Wants to Leverage Data

"I want to know how many kids are sticking around after their first Lil' Kickers class"

# Solution

  
**Datamarts**

  
**ETL/ELT**

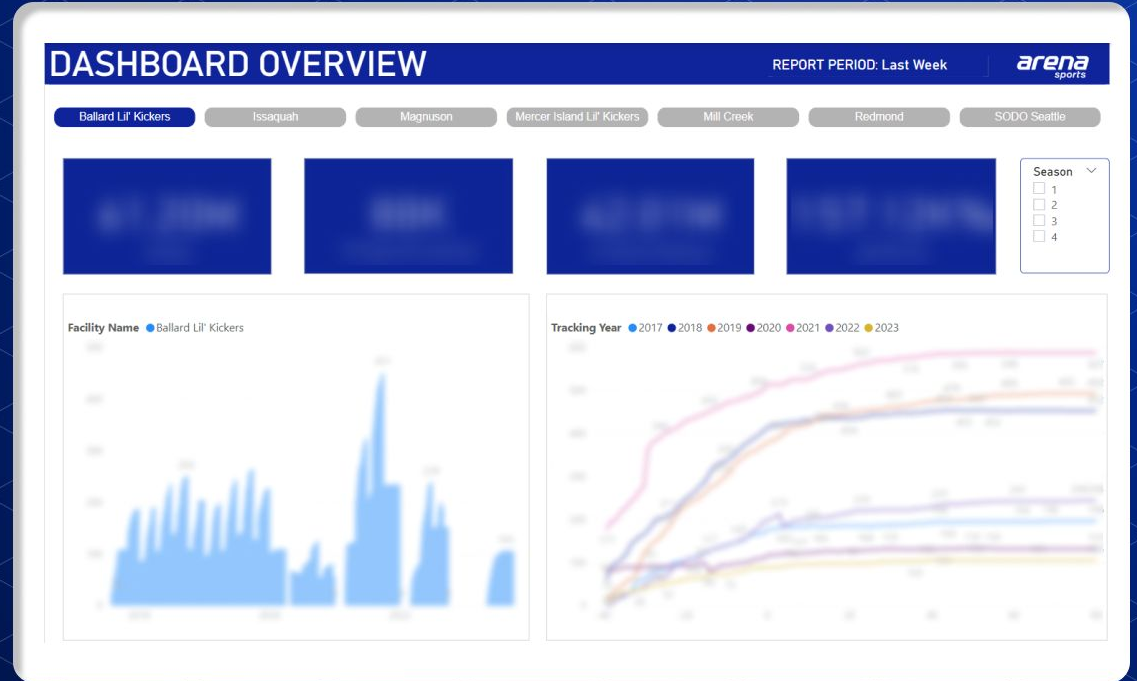


**Reporting** 

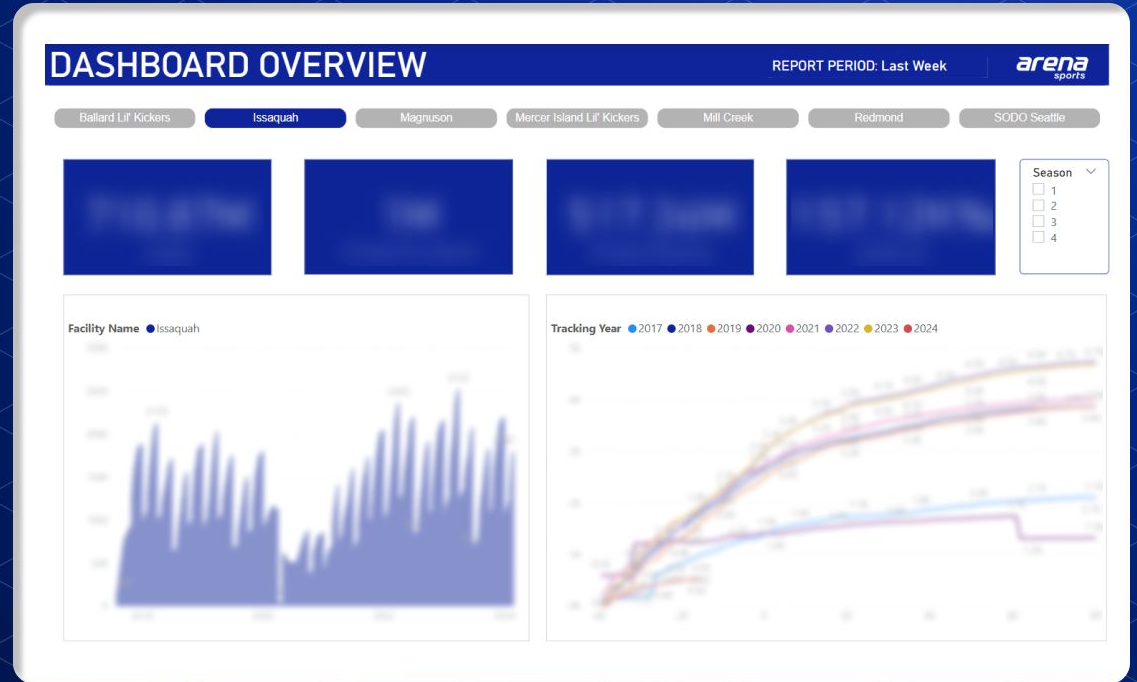
**Warehouse** 



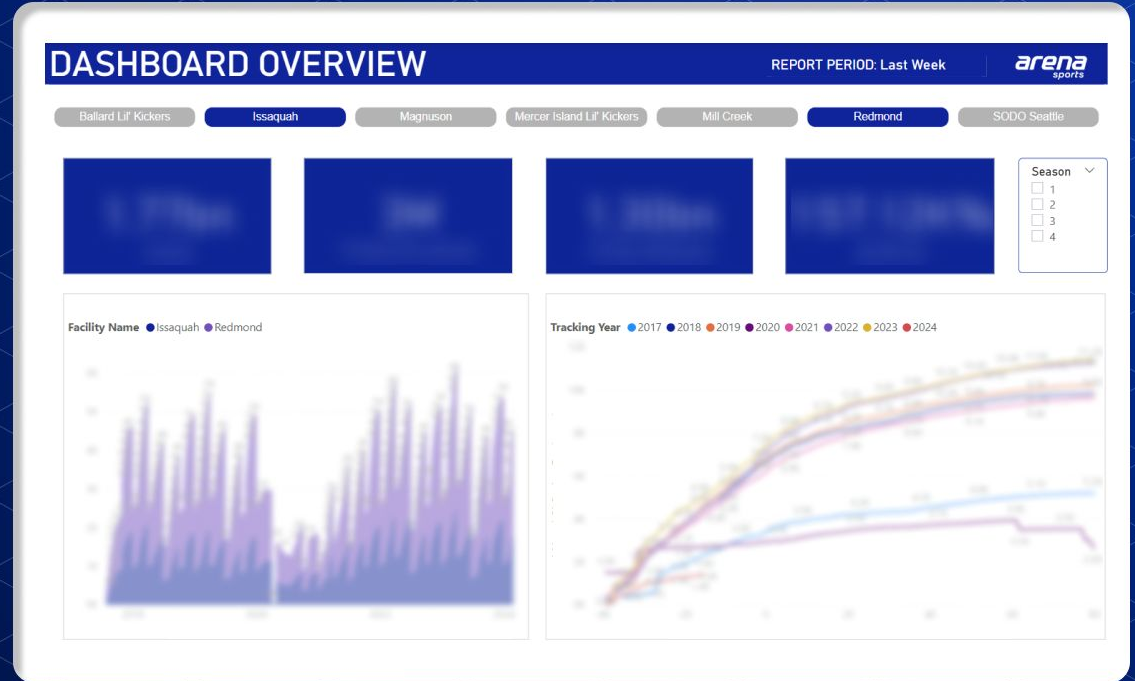
# Dashboards



# Dashboards



# Dashboards



# User Validation

## Concepts Tested

## Insights Learned

## Design Pivot

### Data Migration Front

New warehouse properly receiving transformed data

Still needed to convert metrics to handle transformed data

Worked with sponsor to convert metrics to standard SQL syntax, then dbt syntax

### BI Reporting Front

Which dashboard platform to utilize when considering cost of adoption

Limited budget for dashboarding, different metric needs for different departments

Chose PowerBI, started work on dashboards that all parties could adopt into their workflow

**Demo**



Target Destination:  
Data Warehouse  
&  
Data Mart



## Ethical Concerns:

Careless treatment  
leads to  
compromised PII

## Decision Making:

Avoid extracting  
sensitive info



## Values:

Awareness at  
every step

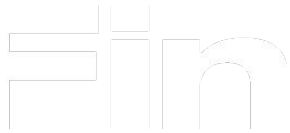
# Ethics



# Fin







# Appendix

Video Link for Demo:

<https://youtu.be/xIBMWOXjdrc>