

DATA MANAGEMENT PLATFORM

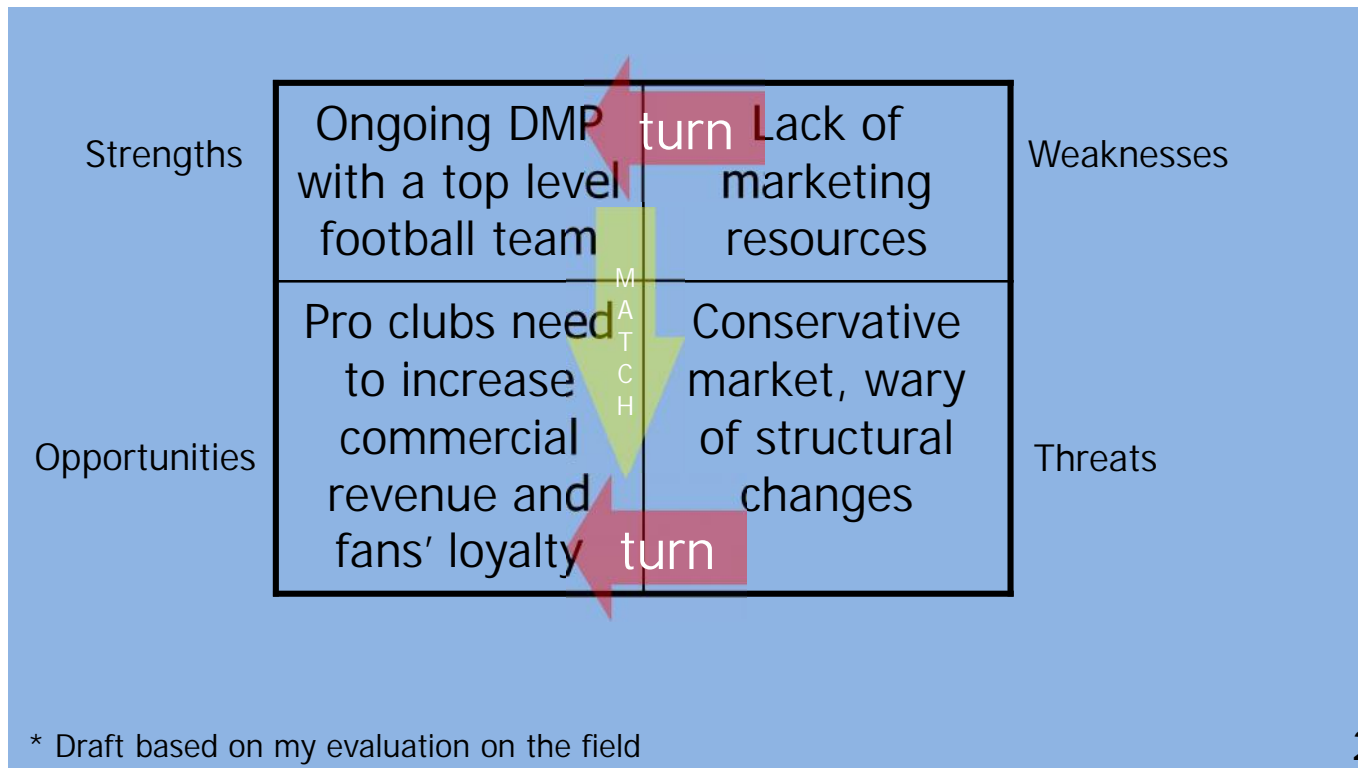
Revenue Increase
And Fans Engagement
Through Data Analysis

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Milan, May 4th, 2016

BACKGROUND TO THIS PRESENTATION

SWOT ANALYSIS ON THE ITALIAN MARKET*



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OUTLINE OF THIS PRESENTATION

A Win⁴ Situation
and Timeline

Project Goals,
Methodology and Tools

- Plan in a glander
- Step by step actions

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PROJECT GOALS

- Database setup and management (step 1)
- Fans behaviours' statistics based research (step 2)
- Implementation and analysis of the outcome (step 3)

METHODOLOGY, TOOLS AND SERVICES

- From the clients' lists to the clients' database, growing only with unique entries
- Focus only on solid variables, no surveys, no opinions asked to fans: we believe in econometrics
- Regression analysis to find patterns and clusters
- Hand in hand with the clients during the marketing activations and interpretation of the outcome

OUTLINE OF THIS PRESENTATION

Project Goals,
Methodology and Tools

A Win⁴ Situation
and Timeline

- Business Model
- Project Timing

A WIN⁴ SITUATION

Pro Sport Teams

- No fee entrance deal
- Maximize their ARPU

Pro Teams' Partners

- May use a wealth of profiled data

Fans

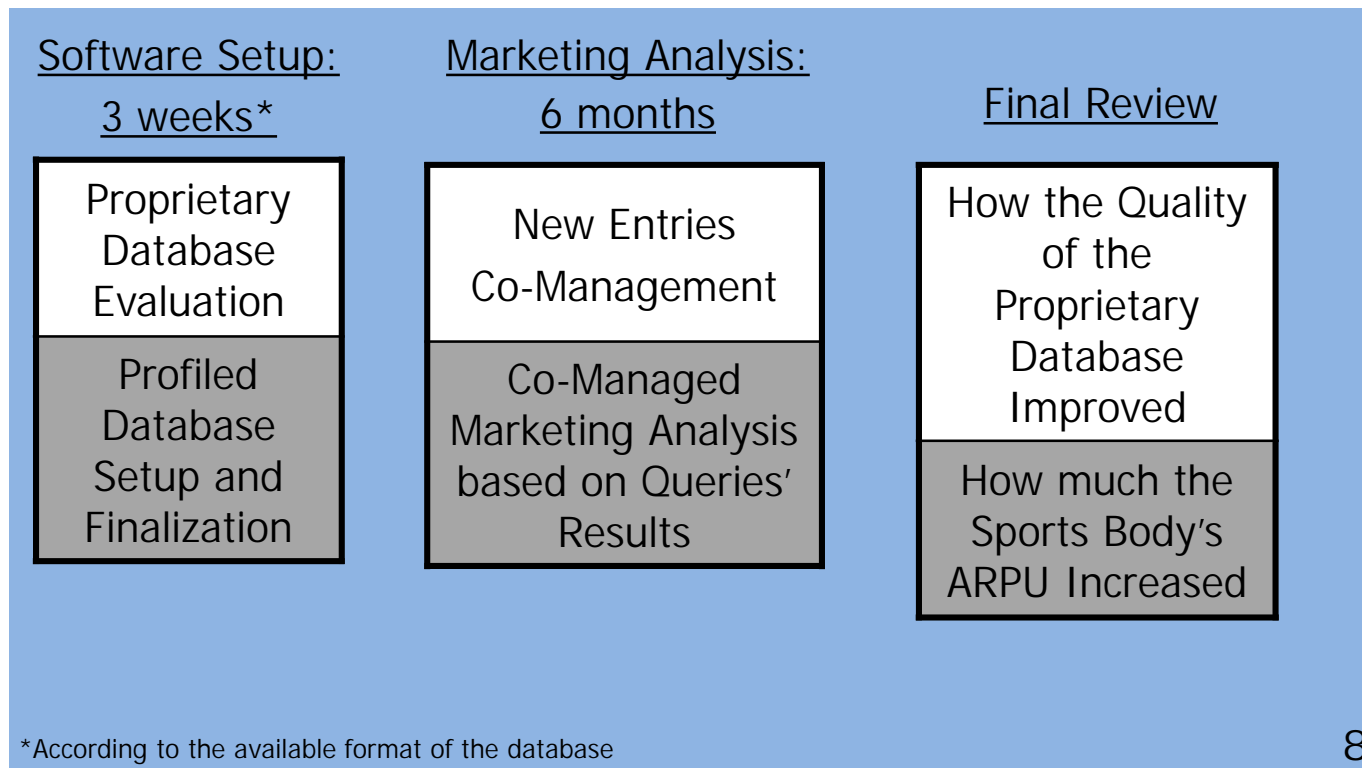
- Deal with solicited requests

Sports Agency

- Improve its marketing offer and gain on commissions



TIMELINE



*According to the available format of the database