Project Design Phase-I
Proposed Solution Template

Date	06 May 2023
Team ID	NM2023TMID15525
Project Name	Project - Data-Driven insights on Olympic Sports Participation and Performance

Proposed Solution Template:

Project team shall fill the following information in proposed solution template.

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	The modern Olympic Games or Olympics are leading international sporting events featuring summer and winter sports competitions in which thousands of athletes from around the world participate in a variety of competitions. The Olympic Games are considered the world's foremost sports competition with more than 200 nations participating. The Olympic Games are held every four years, with the Summer and Winter Games alternating by occurring every four years but two years apart. The evolution of the Olympic Movement during the 20th and 21st centuries has resulted in several changes to the Olympic Games. Some of these adjustments include the creation of the Winter Olympic Games for snow and ice sports, the Paralympic Games for athletes with a disability, the Youth Olympic Games for athletes aged 14 to 18, the five Continental games (Pan American, African, Asian, European, and Pacific), and the World Games for sports that are not contested in the Olympic Games. The Deaflympics and Special Olympics are also endorsed by the IOC. The IOC has had to adapt to a variety of economic, political, and technological advancements. As a result, the Olympics has shifted away from pure amateurism, as envisioned by Coubertin, to allowing participation of professional athletes. The growing importance of mass media created the issue of corporate sponsorship and commercialization of the Games. World wars led to the cancellation of the 1916, 1940, and 1944 Games. Large boycotts during the Cold War limited participation in the 1980 and 1984 Games. The latter, however, attracted 140 National Olympic Committees, which was a record at the time. The total number of events in the Olympics is 339 in 33 sports. And for every event there are winners. Therefore, various data is generated. So, by using Cognos Analytics we will analyze this data and find the insights.

2.	Idea / Solution description	The goal is to generate actionable insights that can drive improvements in sports participation rates and enhance athlete performance in Olympic events. It aims to empower stakeholders with evidence-based insights to make informed decisions, allocate resources effectively, identify and nurture talent, enhance performance, promote inclusivity, and drive overall improvements in sports participation and performance in the Olympics.
3.	Novelty / Uniqueness	The combination of comprehensive data integration, advanced analytics techniques, customization to the Olympic sports context, and a focus on informed decision-making and inclusivity sets data-driven insights on Olympic sports participation and performance apart, making them a novel and unique approach in the sports analytics domain
4.	Social Impact / Customer Satisfaction	The social impact of data-driven insights on Olympic sports participation and performance is to foster inclusivity, promote equality, enhance youth engagement, optimize performance, and improve overall customer satisfaction among stakeholders involved in Olympic sports.
5.	Business Model (Revenue Model)	The specific revenue model will depend on various factors, including the target market, the level of customization and complexity of the insights, the value proposition, and the competitive landscape. It may be necessary to combine multiple revenue streams or explore additional opportunities as the business evolves and the market demands.
6.	Scalability of the Solution	Performance can effectively handle increasing data volumes, user demand, and evolving requirements as it grows and expands its reach.