

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	06 May 2023
Team ID	NM2023TMID15525
Project Name	Data-Driven Insights on Olympic Sports Participation and Performance
Maximum Marks	4 Marks

Problem Statement:


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 commercialisation 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 analyse this data and find the insights.

Step-1: Team Gathering, Collaboration and Select the Problem Statement

Template



Brainstorm & idea prioritization

By using Brainstorm and Idea prioritization we find insights in our project.

🕒 10 minutes to prepare
🕒 1 hour to collaborate
👤 2-3 people recommended

➡

Before you collaborate

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

🕒 10 minutes

A

Team gathering

We gathering information about Olympic games in which year they conduct the games, how many events were conducted, details about the winners, sponsors information and how many countries were involved in this and to find the hidden problem in the game.

B

Set the goal

The goal is to generate actionable insights that can drive improvements in sports participation rates and enhance athlete performance in Olympic events.

C

Learn how to use the facilitation tools

Use the Facilitation Superpowers to run a happy and productive session.

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1

Define your problem statement

To generate actionable insights that lack in sports participation rates and enhance athlete performance in Olympic events. Lack of knowledge among stakeholders involved in Olympic sports.

🕒 5 minutes

PROBLEM

We generate actionable insights that can drive improvements in sports participation rates and enhance athlete performance in Olympic events. Lack of knowledge among stakeholders involved in Olympic sports.

2

Key rules of brainstorming

To run a smooth and productive session

🗣️ Stay in topic.

💡 Encourage wild ideas.

⏸️ Defer judgment.

👂 Listen to others.

🗣️ Go for volume.

👁️ If possible, be visual.

Step-2: Brainstorm, Idea Listing and Grouping

2

Brainstorm

Evaluating and collecting the data will be difficult. Geo-graphical trend, socio economic factors, athlete development, sports participation and youth engagement, talent migration.

🕒 10 minutes

Harini R

- Data Availability
- Data Quality
- Strategic Decision Making

Mugila S

- Data Integration
- Statistical Analysis
- Hosting and Legacy Impact

Varshini R

- Talent Identification and Development
- Gender Disparities
- Performance Enhancement

3

Group ideas

Improves participation and performance is to foster inclusivity, promote equality, enhance youth engagement, optimize performance, and improve needs by driving insights with help of participants data, events information and overall Olympic details.

🕒 20 minutes



Step-3: Idea Prioritization

4

Prioritize

With the help of importance and feasibility of the task to do complete one by one in a sequence to make the process easy.

🕒 20 minutes

