



# KSU Athletics Data Warehouse

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# Identifying Our Goals

- Enhance Student Participation in KSU Athletic Events
- Maximize Ticket Revenue Streams
- Establish the Foundation for Future KSU Software Initiatives
- Foster a Data-Driven Organizational Culture

# Business Opportunity

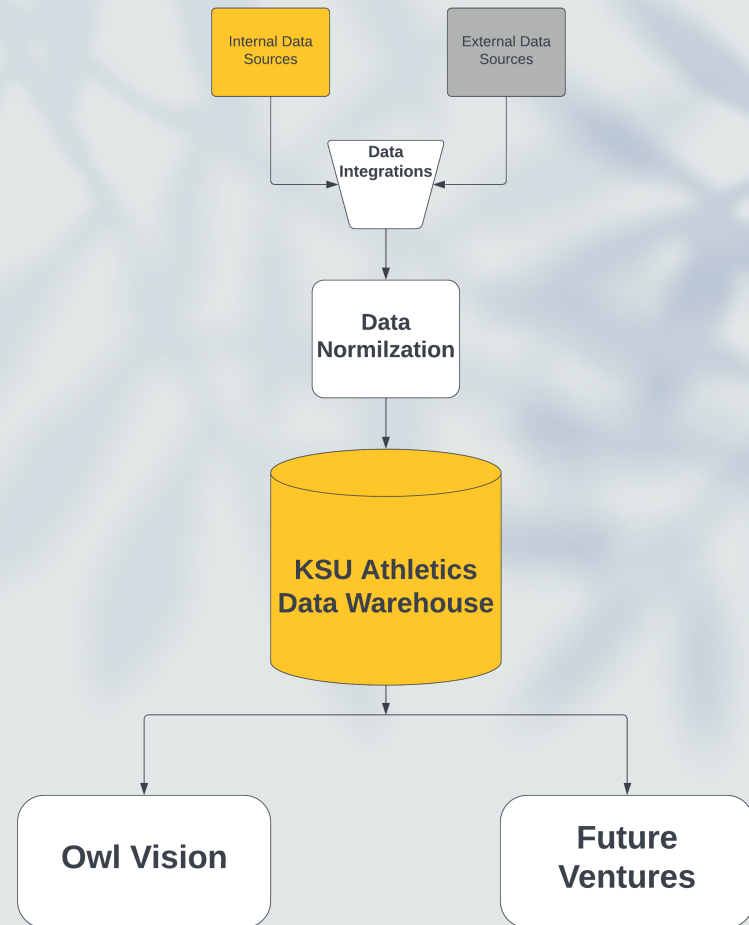
- Comprehensive Solution: Offer a one-stop tool for identifying various fan categories.
- Efficiency & Automation: Streamline the identification process, saving staff time.
- Data Hub: Serve as a stepping stone to a future data warehouse for KSU.
- Customizability: In-house development ensures flexibility for department-specific needs.

# Business Objectives

- Increase Revenue: Systematically identify and target potential ticket purchasers.
- Cost Savings: Reduce operational expenses by automating the identification process.
- Boost Attendance: Meet and exceed attendance goals as KSU transitions into C-USA.
- Insight into Trends: Offer rapid analysis of fan behavior and preferences.

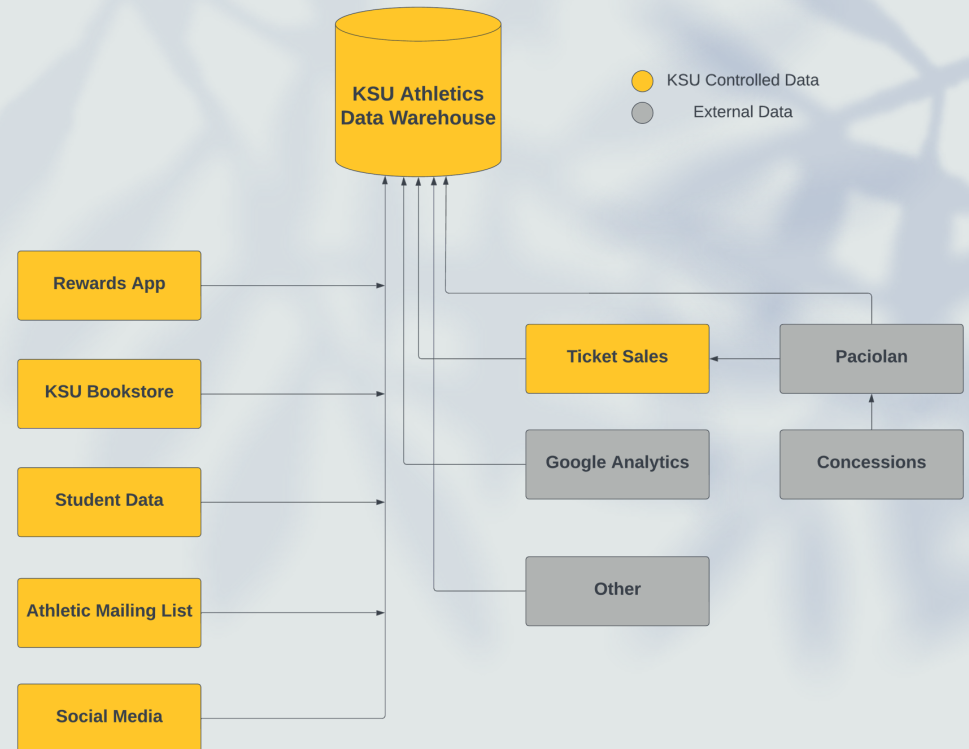
# Data Pipeline

- Data Sources
- Data Normalization
- Data Warehouse



# Data Sources

- Internal Sources
- External Sources
- Architect to Expand



# How do we accomplish this?

- **Trend Identification:** Recognize initial patterns from persistent data sources for actionable insights.
- **Infrastructure Development:** Construct a sustainable architecture and processes designed for long-term utility.
- **User-Centric Design:** Develop an intuitive interface that caters to the needs of business users, ensuring smooth integration into existing workflows.
- **Continuous Improvement:** Regularly review and adapt based on feedback, ensuring our system remains relevant and efficient.