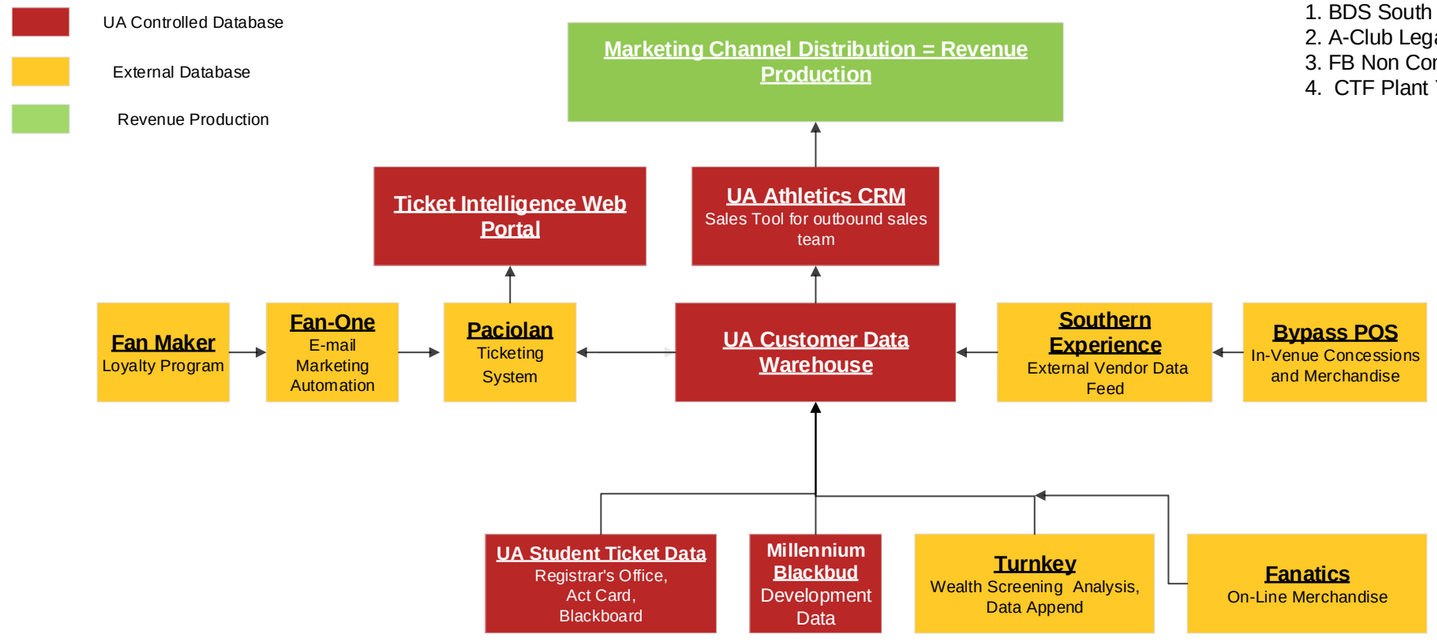
UA Athletics Business Intelligence Strategy Proposal Draft2v1 4-2-2015

Men's Basketball Customer Profile - Scored Rating Prospect List (Last 3 Seasons)							
Rating	Name	Customer ID	CTR Scans	Season Ticket	Merchandise	Concessions	Giving History
★★★★★	Snyder, Bobby	179798	45	Yes	None	$220	$1,000
★★★★	Jarnigan, Julie	240197	39	Yes	$25	$200	$2,000
★★★	Hill, Randy	271918	37	No	$70	$190	$3,000



Business intelligence **(BI) is a technology-driven process for analyzing data and presenting actionable information to help corporate executives, *business* managers and other end users make more informed *business* decisions**

Business Intelligence Goals

1. Enhance Donor Prospecting Capabilities to Increase Athletics Donations
2. Enhance Ticket Sales Prospect Targeting Capabilities to Increase Ticket Sales Revenue
3. Improve Customer Profiles to Deliver Custom Offers
4. Identify and Use Most Effective Communication Channels Preferred By Customers
5. Grow Customer Database to Expand Marketing Opportunities

Big Data Strategy 2015 Objectives

1.Execute Data Hygiene Process for Paciolan Customer Profiles
2.Consolidate Athletics Mission Critical Data Into Data Warehouse
3. Upgrade Data Analytics Reporting Ability (Full-Time Analyst)
4. Articulate Revenue Success Achieved through Analytics Effort
5. Confirm Pac Client Data Flow with 3rd Parties – Two Way Communication
6. Define Internal report generation method (Business Intelligence)
7. Run customer data through national database to determine living status
8. Append 18,000 new customer to Paciolan generated from *Plant Your Flag Campaign*

Data Integration Priorities

1. Turnkey Acxiom Wealth Screening Customer Data
2. UA Student-Ticketing Customer Data
3. In-Venue Merchandise/Concessions Customer Data
4. Fanatics On-Line Merchandise Customer Data
5. Fundraising Millennium/Blackabud Donor Data
6. Fan Maker Loyalty Customer Data
7. Fan One Marketing Automation – Pac -CRM Integration
8. Southern Experience

Data Analytics Success

1. BDS South Field Suit Target Analysis
2. A-Club Legacy Locker Initiative Wealth Screening and Prospect Ranking
3. FB Non Conference Game Ticket Prospecting/Group Ticket Prospecting
4. CTF Plant Your Flag Campaign New Customer Data Appends (Pending Approval)

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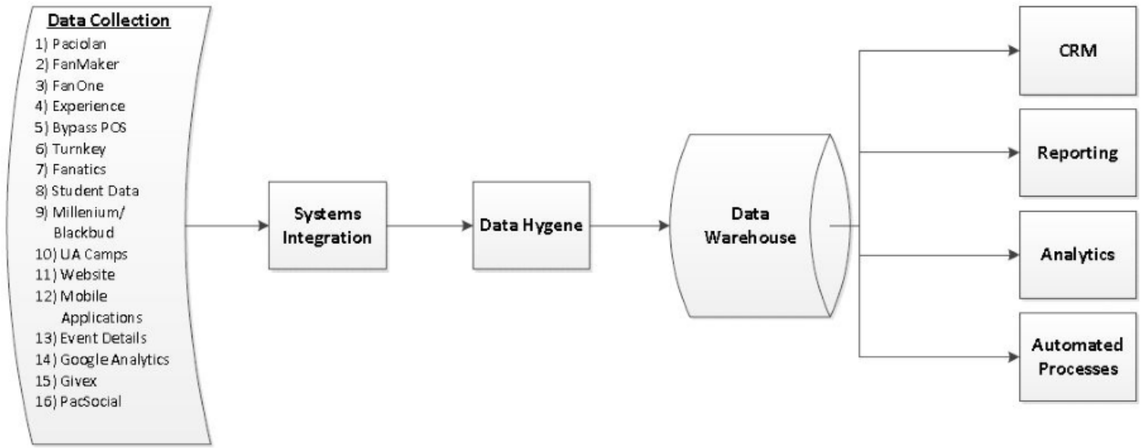
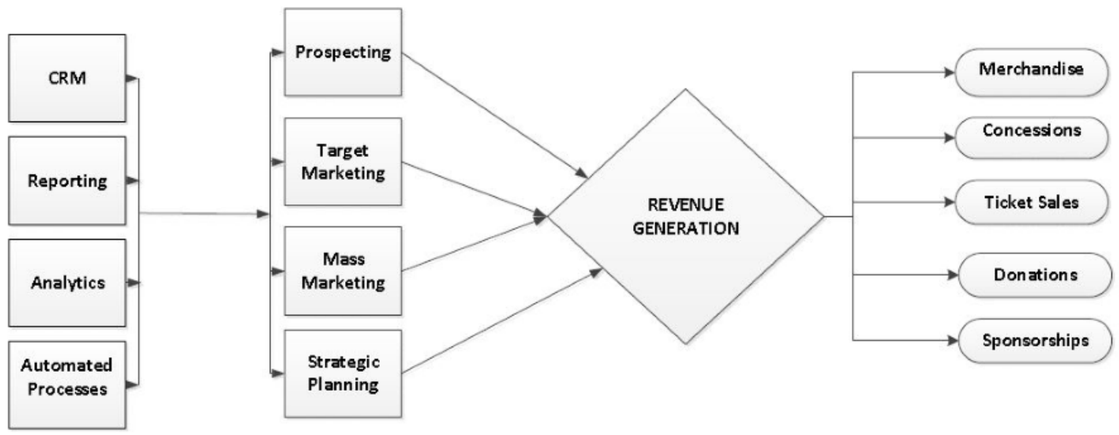
Brad's Data Flow and Data Bucket Priorities





Data Collection System Integrations

Data Collection
1) Paciolan
2) FanMaker
3) FanOne
4) Experience
5) Bypass POS
6) Turnkey
7) Fanatics
8) Student Data
9) Millenium/ Blackbud
10) UA Camps
11) Website
12) Mobile Applications
13) Event Details
14) Google Analytics
15) Givex
16) PacSocial

Paciolan
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Millenium/ Blackbud
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UA Camps
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