ENFUSE 2024 INTER7'S

MSC In Data Analytics

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ABOUT INTER7S

Inter7s organizes seven-a-side football tournaments and leagues for players of all skill levels. Their platform provides a fun and competitive environment for football enthusiasts to come together, play matches, and build connections with players. Whether participants are a seasoned player or just starting out, Inter7s offers a space to enjoy the game you love while fostering a sense of community among participants.

PROBLEM STATEMENT

How can Inter7s effectively expand its leagues outside Dublin for growing their Dublin leagues and expanding their funding to mental health initiatives. Additionally, refining their marketing efforts to support league expansion.

OBJECTIVE

To identify and extract key topics, and keywords related to Inter7s from a collection of text data, including website content, social media posts, and discussions.

GOALS

IDENTIFY RELEVANT TOPICS

Use topic modeling techniques to uncover the main themes and subjects discussed within the Inter7s community.

EXTRACT KEYWORDS

Extract significant keywords associated with each identified topic to capture the essence of discussions and content related to Inter7s.

REFINE MODEL ACCURACY

Adjust the topic modeling algorithms to improve accuracy in identifying relevant topics and extracting meaningful keywords.

EVALUATE INSIGHTS

Analyze the results of topic modeling to gain insights into the interests, preferences, and trends within the Inter7s community.

OPTIMIZE CONTENT STRATEGY

Utilize the extracted keywords and identified topics to inform content creation, marketing strategies, and community engagement initiatives related to Inter7s.

METHODOLOGY –CRISP-DM

BUSINESS UNDERSTANDING

Defining a problem statement to access the current situation, set objective and produce project plan

DATA UNDERSTANDING

Initial data creation and collection and methods required for acquiring data.

DATA PREPARATION

This is the process of preparing data for modelling. Selected , constructed and integrated data for Topic Modelling

MODELLING

Selected model technique to be used based on the nature of the problem. Generated test designs for training, testing and evaluating the model. Assess the model based on the test design.

EVALUATION

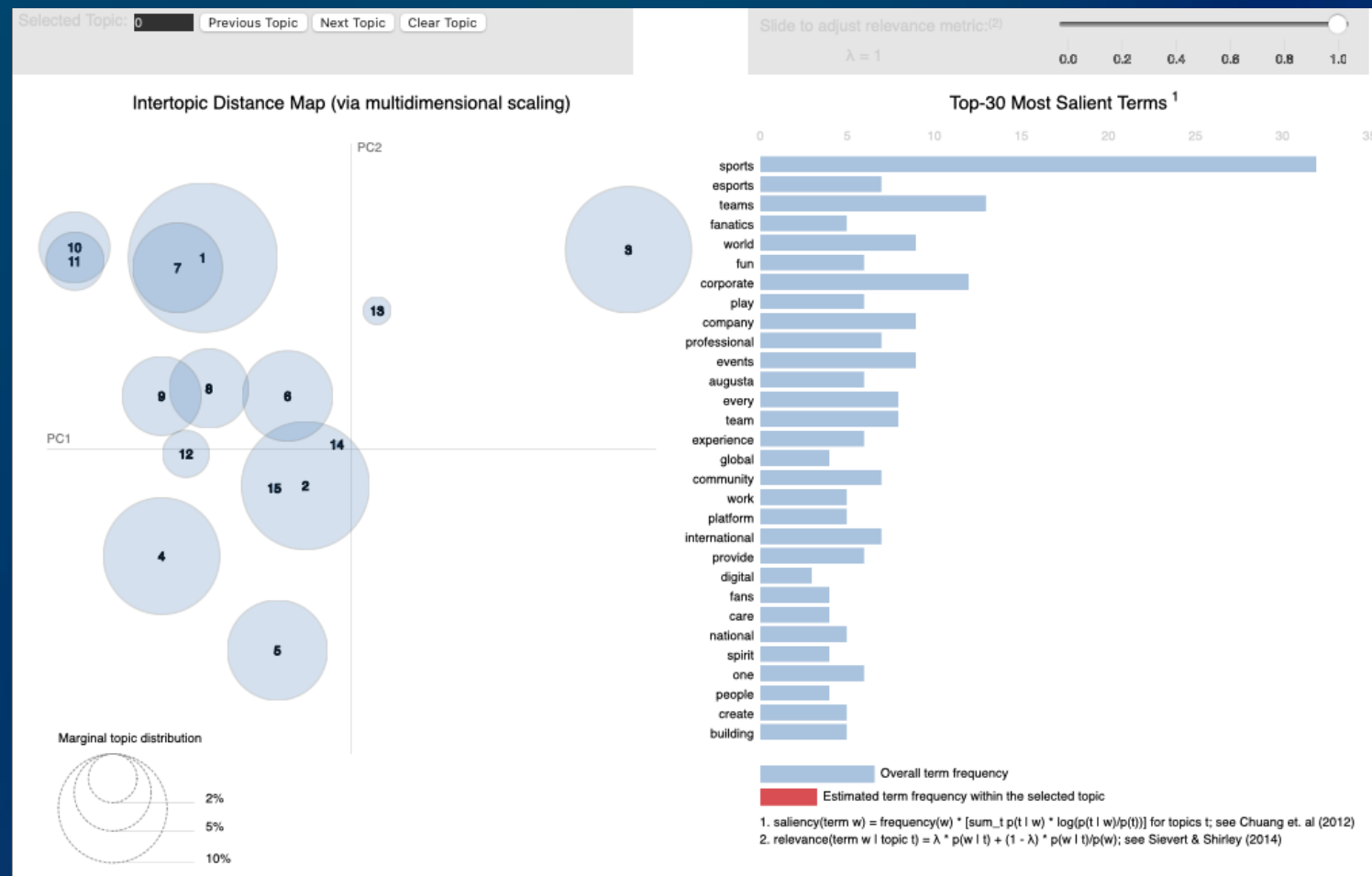Assessing model interpretability, and robustness in relation to the problem statement.

METHODOLOGY

DATA SOURCE

CONTEXT

Lack of a pre-provided dataset necessitated self-driven data collection

INITIAL STRATEGIES AND CHALLENGES

Social Media (Twitter, Facebook): Utilized APIs but retrieved irrelevant data.
Web Scraping: Encountered anti-scraping barriers, making data collection ineffective.

CURRENT STRATEGY

Manual Data Collection: Relied on extensive manual searches using search engines to filter and collect data relevant to our project needs.

BUSINESS MODEL

PREDICTIVE ANALYTICS

- Anticipate future trends and emerging topics.

MARKETING OPPORTUNITIES

- Development of tailored marketing campaigns based on key topics/themes.

SWOT ANALYSIS

STRENGTHS

Targeted Leads/Partnerships.
Companies that align closely with
Inter7's interests are identified.

WEAKNESSES

- Limited data availability

OPPORTUNITIES

- Market expansion
- Opportunity to diversify partnerships

THREATS

- Market volatility – fluctuations in demand

NEXT STEPS

- Employ topic modelling again with the extended dataset that contains the mix of company information related to sports, well-being, and mental health as well as not.

- Add company ID that can help us to give connection from findings.

THANK YOU