



120 Years of Olympic History

ANALYSING TRENDS, PARTICIPATION METRICS, AND FUTURE CONSIDERATIONS

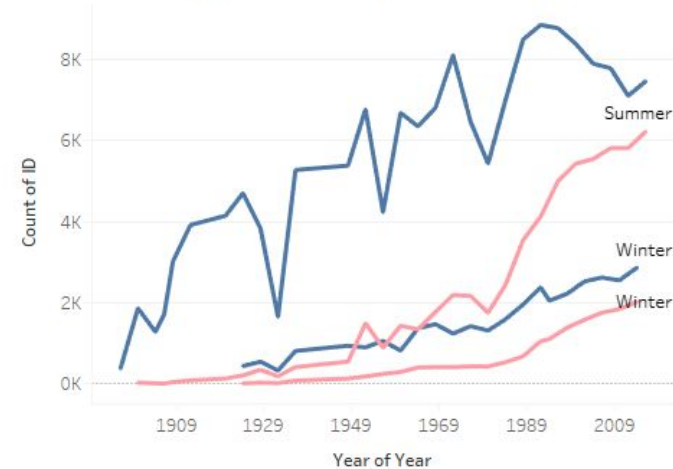
PROBLEM DEFINITION & CONTEXT

The Olympic Strategy

- With Paris 2024 and LA 2028 on the horizon, the Olympic Committee should aim to enhance female participation.
- Hypothesis: A higher presence of successful female athletes from a country positively impacts the participation of women from that country in the Olympics.
- The vision: An Olympics where women's participation is celebrated and encouraged at all levels.
- Main Goal: Increase women's participation and representation across all Olympic events.

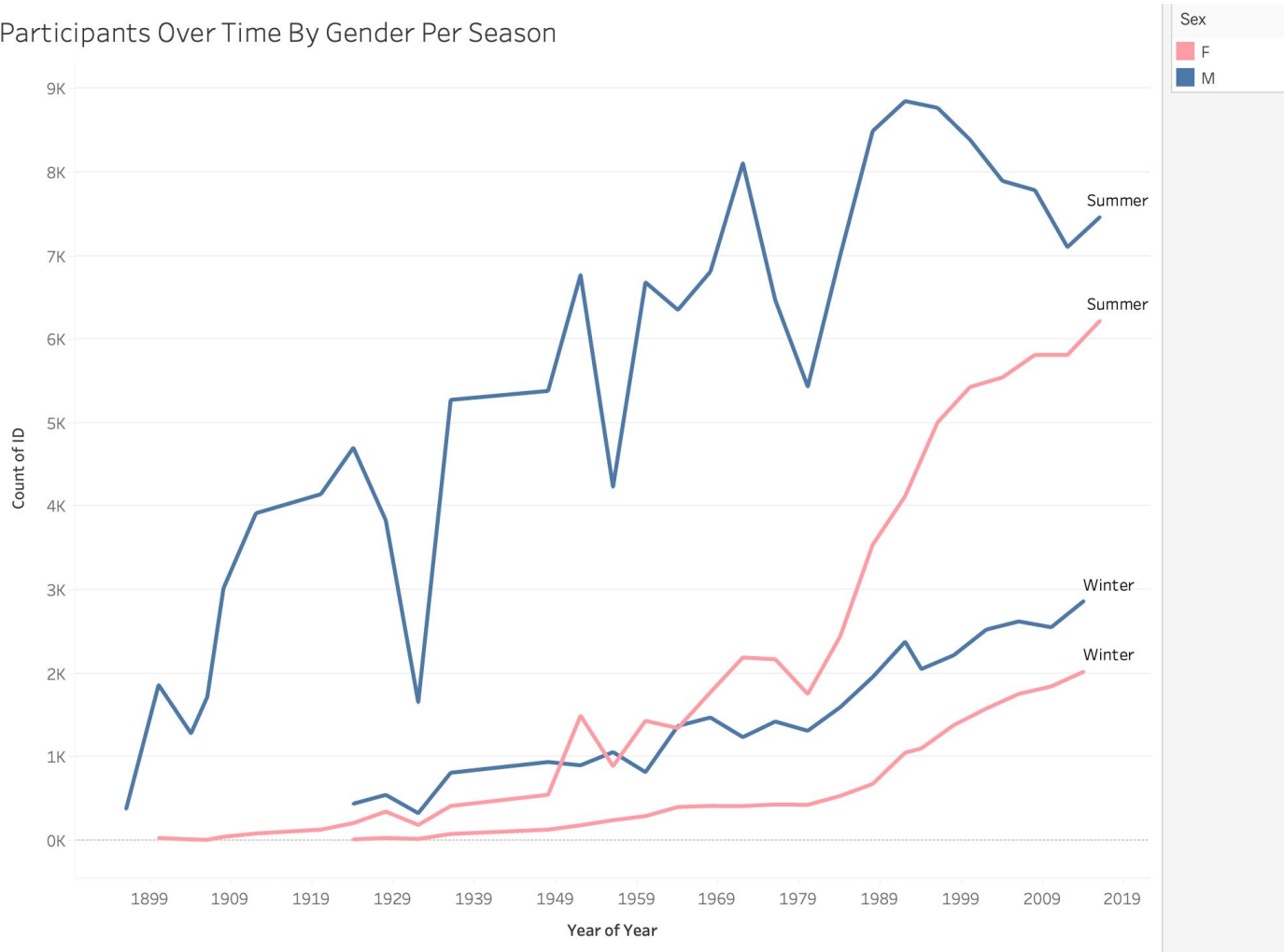


Participants Over Time By Gender Per Season



OUR ASK: IDENTIFY PRIME LOCATIONS THAT OPTIMIZE WOMEN'S PARTICIPATION THROUGHOUT THE OLYMPICS

Participants Over Time By Gender Per Season



DATA SELECTION AND STRATEGIC CLEANING



	▼ Sex	▼ Age	▼ Age Provided	Height	▼ Height Provided	Weight	▼
poulos	M	0	FALSE	0	FALSE	0	
poulos	M	0	FALSE	0	FALSE	0	
ostas" Akrapoulos	M	0	FALSE	0	FALSE	0	
ostas" Akrapoulos	M	0	FALSE	0	FALSE	0	
Andreas Andreou	M	0	FALSE	0	FALSE	0	
Ioannis Andreou	M	0	FALSE	0	FALSE	0	
Nikolaos Andriakopoulos	M	0	FALSE	0	FALSE	0	
Georgios Anninos	M	0	FALSE	0	FALSE	0	
Antelothanasis	M	0	FALSE	0	FALSE	0	
Georgios Aspiotis	M	0	FALSE	0	FALSE	0	
Edward Battel	M	0	FALSE	0	FALSE	0	
Edward Battel	M	0	FALSE	0	FALSE	0	
Edward Battel	M	0	FALSE	0	FALSE	0	
Albert Baumann	M	0	FALSE	0	FALSE	0	
Spyridon Belokas	M	0	FALSE	0	FALSE	0	
Arthur Charles Blake	M	24	TRUE	0	FALSE	0	
Arthur Charles Blake	M	24	TRUE	0	FALSE	0	
Conrad Helmut Fritz Bcker	M	25	TRUE	0	FALSE	0	
Conrad Helmut Fritz Bcker	M	25	TRUE	0	FALSE	0	
Conrad Helmut Fritz Bcker	M	25	TRUE	0	FALSE	0	



GLOBAL PARTICIPATION

Participant Total By Gender

Sex	
F	74,145
M	193,323

YoY Global % Growth - 2000

Sex	Count of Sex	Total % Growth
F	5,431	9.19%
M	8,390	5.25%

YoY Global % Growth - 2016

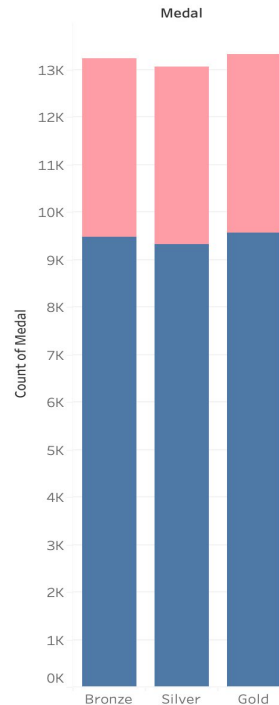
Sex	Count of Sex	Total % Growth
F	6,223	10.54%
M	7,465	4.67%

Countries Supporting Female Athletes - 1904



ATHLETE DIVERSITY

Medal Count Gender



Number of Medals for Female

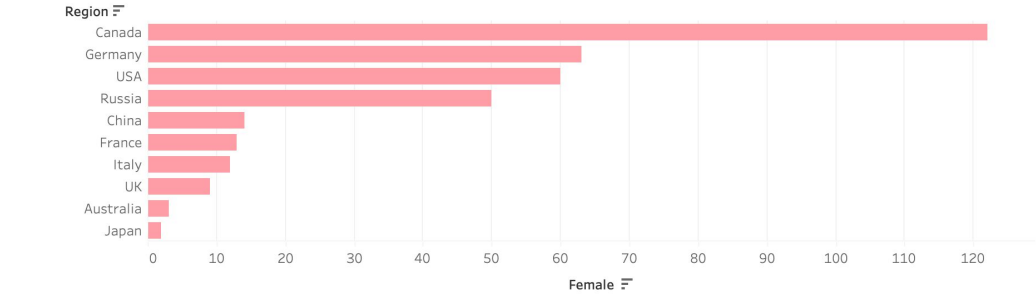
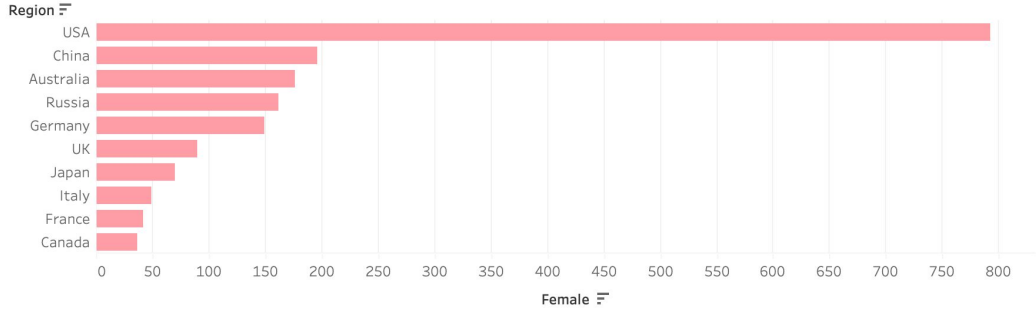
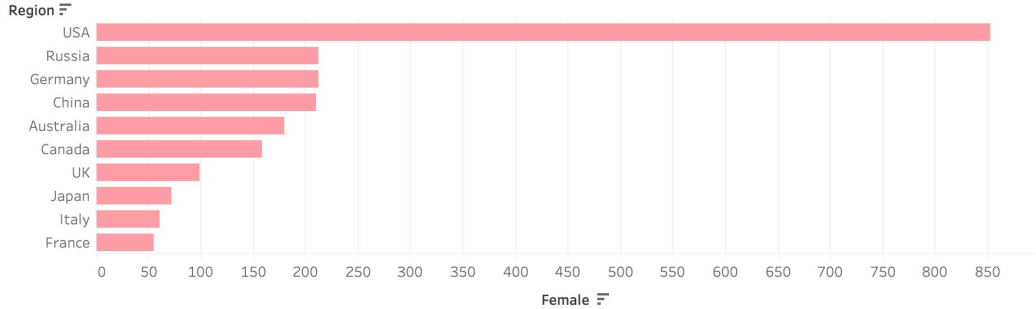
Year of Year	F	Sex / Medal			
		Bronze	Silver	Gold	No Medal
2016		331	320	318	5,254
2012		314	303	301	4,897
2008		319	307	306	4,884
2004		301	299	298	4,648
2000		299	293	288	4,551
1996		256	253	255	4,244
1992		237	224	230	4,487
1988		212	206	199	3,606
1984		182	178	188	2,435
1980		161	162	162	1,701
1976		145	147	148	2,166
1972		94	99	102	2,313
1968		84	87	90	1,932
1964		73	87	86	1,506
1960		60	66	69	1,535
1956		58	59	54	968
1952		52	53	53	1,524
1948		37	38	37	571
1936		33	32	32	400
1924		17	17	17	177



Gender Distribution in Sports

Sport	Sex	
	F	M
Athletics (Track & Field)	11,666	26,958
Swimming	9,850	13,345
Gymnastics	9,129	17,578
Shooting	1,724	9,724
Cycling	1,394	9,433

Top 10 Gold By Season Dropdown



Season

☒ (All)

☐ Summer

☐ Winter

☐ (All)

☒ Summer

☐ Winter

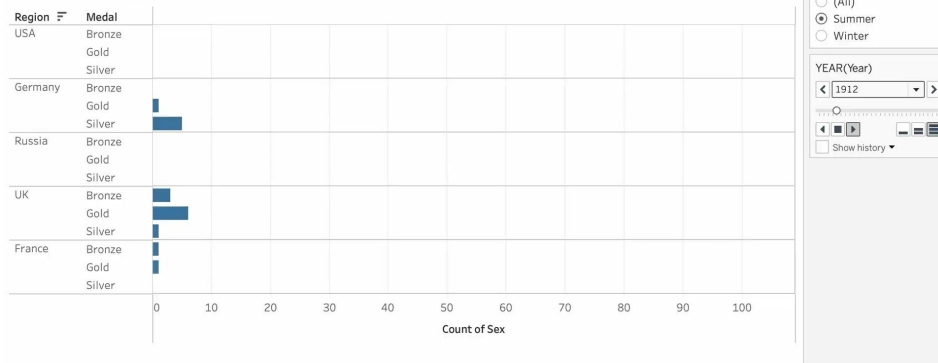
☐ (All)

☐ Summer

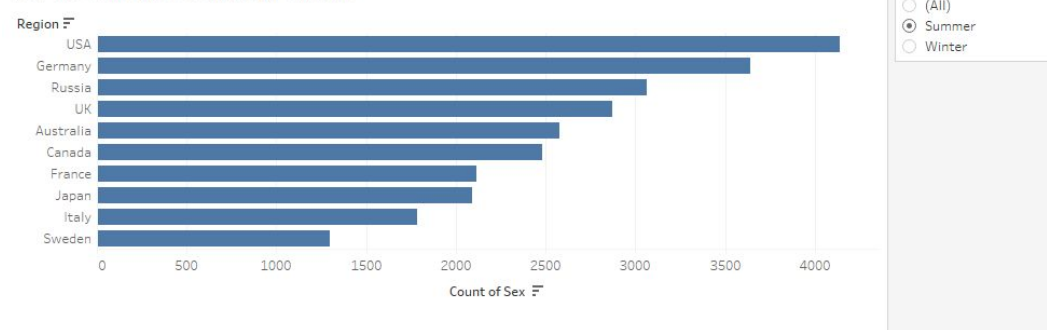
☒ Winter

WOMEN ATHLETES OVER TIME

Medals from Top 5 Countries - 1912



Top 10 Countries Sending Females



Number of Participants By Gender Per Host Country

Year o..	Host City	Sex	
		F	M
2016	Rio de Janeiro	6,223	7,465
2014	Sochi	2,023	2,868
2012	London	5,815	7,105
2010	Vancouver	1,847	2,555
2008	Beijing	5,816	7,786
2006	Torino	1,757	2,625
2004	Athina	5,546	7,897
2002	Salt Lake City	1,582	2,527
2000	Sydney	5,431	8,390
1998	Nagano	1,384	2,221
1996	Atlanta	5,008	8,772
1994	Lillehammer	1,105	2,055
1992	Albertville	1,054	2,382
	Barcelona	4,124	8,853
1988	Calgary	680	1,959
	Seoul	3,543	8,494
1984	Los Angeles	2,447	7,007
	Sarajevo	536	1,598
1980	Lake Placid	430	1,316
	Moskva	1,756	5,435
1976	Innsbruck	434	1,427
	Montreal	2,172	6,469

CONSIDERATIONS

If a country is young in its chronological age, then it is notable that winning a medal at this point may have counted for another country in the past.

Kosovo has one medal, as of 1990, but was previously considered part of Serbia.

War impacts how people are able to compete for their birth country.

120 Years of Olympics History

Analysing Trends, Participation Metrics, and Future Considerations

Participant Total By Gender

Gender	
F	74,145
M	193,323

YoY Global % Growth - 2016

Gender	Count of Gender	Total % Growth
F	6,223	8.39%
M	7,465	3.86%

Count of Gender
1 369

Gender

- F
- M

Year of Year

< 2016 >

Show history

Season

- (All)
- Summer
- Winter

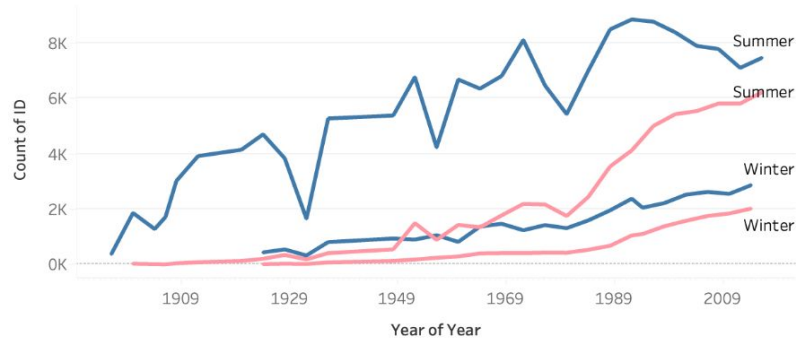
Sport

- (All)
- Aeronautics
- Alpine Skiing
- Alpinism
- Archery
- Athletics (Track ...
- Badminton
- Baseball
- Basketball
- Basque Pelota
- Beach Volleyball
- Biathlon
- Bobsleigh
- Boxing
- Canoeing
- Cricket
- Croquet
- Cross Country Sk...
- Curling
- Cycling
- Divining

Countries Supporting Female Athletes - 2016



Participants Over Time By Gender Per Season



Number of Participants By Gender Per Host Country

Year of Year	Host City	Gender	F	M
2016	Rio de Janeiro		6,223	7,465
2014	Sochi		2,023	2,868
2012	London		5,815	7,105
2010	Vancouver		1,847	2,555
2008	Beijing		5,816	7,786
2006	Torino		1,757	2,625
2004	Athina		5,546	7,897
2002	Salt Lake City		1,582	2,527
2000	Sydney		5,431	8,390
1998	Nagano		1,384	2,221
1996	Atlanta		5,008	8,772

NEXT STEPS & BEST PRACTICES

- Utilize historical data to forecast participation trends for Paris 2024 and LA 2028.
- Analyze the correlation between unique uniform designs and athletic success.
- Determine the relationship of financial investments in Olympic teams and athletic performance.
- Explore the correlation between a country's economic indicators (GDP, population size, etc.) and its success in the Olympics.
- Targeted talent development for promising female athletes.
- Partnerships and sponsorships committed to promoting gender equality in sports.



SEE YOU IN LA 2028

