Strategy>Model>Process>System

What?

Create the Fan Partner MLS.

Why?

Because of the increasing of interest in soccer, the MLS board of directors decide to launch a new project starting with Real Salt Lake, with the goal of increasing the number of fans, and their proximity with their teams, this project will allow fans to pay a monthly premium subscription to have special discounts in tickets, in the team store, exclusive items, and travel packages for their away games.

How?

Key Business Intelligence System Components

- A dashboard accessible through desktop or mobile.
- An extract, transform, load process that gathers required data points

Data

- Create a data warehouse for RSL, with our support fans data
- Integrate with RSL app, to obtain data to offer subscription plans to RSL fans
- Load in a weekly basis during season, monthly basis off season

Tools

- Microsoft Power BI for the dashboard
- Microsoft Office 365 applications
- SQL Server as the backend database
- SQL Server Management Studio for backend and middle tier (business logic) development
- GitHub for code repository

SMPS Research Q and A:

Q1: Existing systems: Do we already have one?

A1: Yes, we already have a RSL data warehouse with the data of all fans that buy tickets for our games.

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Q2: Feasibility: Any known data or functionality gaps?

A2: See below... Data Gaps - None exist today, the data points being requested all exist in team data warehouse. Functionality gaps - None, we have the software licenses and tool expertise in house to perform this work.

Q3: Sustainability: Ongoing resource requirements? Cycle?

A3: Hardware - Server for the Datawarehouse

People - Initially one data engineer will be able to act as the DBA, Data Architect, and Data Engineer. Depending on growth, additional staff and division of labor may be required in the future.

Cycle - The expectation is that this application will be updated every week when in season, and monthly when off season. The cycle is therefore a weekly or monthly refresh of the backend data.

Q4: Stability: What might threaten the things existence once it is built?

A4: Server outages and hardware issues are the most likely threat. Data availability from team data warehouse appears very stable as they are existing systems with significant dependencies and robust resiliency.

Q5: Vendor options: Are any being considered?

A5: Microsoft Azure is being considered as a cloud bases solution for hosting the SQL Server database. A cost/benefit analysis will need to be performed.

Q7: Vertical dependencies: Anyone else involved? Especially someone higher up?

A7: Yes - the team owner and the team manager are both stakeholders in this process. In addition, the team DBM need to be integrated into this project.