Problem Statement

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Provide Insights to a Business Magazine by Analysing the Economic and Social Impact of the IPL

Domain: Sports C Entertainment   **Function:** Research Analytics

"Business Basics" is a business blogging company that has established a strong following in the business content space. Considering the negative sentiment from viewers on the fact that more than 50% of the IPL advertisements are occupied by fantasy apps and pan masala ads, they want to release an edition focusing on the dual impact of IPL 2025: its massive economic footprint and its potential social/health implications. This magazine aims to provide a balanced analysis of how IPL drives economic growth while also examining the potential consequences of certain advertising practices during the tournament.

The chief editor **Tony Sharma** oversees this publication and believes that a comprehensive understanding of IPL's impact requires looking beyond just cricket statistics to the business ecosystem and social responsibility aspects. He has reached out to **Peter Pandey**, a journalist in his team who specializes in business analytics. Peter has received preliminary unstructured data scraped by using tools like perplexity.

Task:

Imagine yourself as Peter Pandey and perform the following tasks:

1. Begin your analysis by referring to the provided datasets, you can make these datasets more structured and cleaner as required for your analysis. Please refer to the "data sources" document to understand the data in depth.

   o   fact_ipl_advertisers.xlsx

   o   fact_revenue_demography.xlsx

   o   fact_summary_demography.xlsx

   o   fact_ipl_central_contracts.xlsx

   You can use any tool of your choice (Python, SQL, Power BI, Tableau, Excel, PowerPoint) to analyse and answer these questions.

2. Design a minimal report/dashboard with your metrics and analysis. The report/dashboard should present a balanced view of IPL's economic contributions alongside potential social and health implications of certain brand partnerships.

3. You can use additional data based on your own research to support your analysis and recommendations.

4. Be creative with your presentation; audio/video presentations will have more weightage.

Other Resources Provided:

- The dataset required to answer the preliminary analysis question
- Metadata
- Primary and secondary insights pointers
- Supporting documents (Data Sources)