

# Performance of Norwegian Athletes in International Olympics (1896 – 2016)

## Context and Importance of the Study

Olympiatoppen, Norway's esteemed National Olympics organization, plays a crucial role in fostering and nurturing the country's athletic talents. Its mission is to promote excellence in sports and ensure that Norwegian athletes compete at the highest levels internationally. To assess the impact of their strategies and initiatives, it is essential to analyse the historical performance of Norwegian athletes in the Summer and Winter Olympic Games from 1896 to 2016.

## Objectives of the Study

The primary objectives of this study are:

1. To analyse the trends in Norway's Olympic performance from 1896 to 2016.
2. To identify the key factors contributing to periods of success and decline.
3. To compare Norway's performance in the Summer and Winter Olympics.
4. To provide insights and recommendations for future strategic planning by Olympiatoppen.

## Significance of the Analysis

Understanding Norway's Olympic performance over such an extended period will provide invaluable insights into the effectiveness of sports policies, training methodologies, and investment in athlete development. It will also highlight the evolution of sports in Norway and how it has responded to global competitive pressures. The findings from this analysis will help Olympiatoppen refine its strategies to maintain and enhance Norway's standing in the global sporting arena.

## Explanatory Text on Analysis Made

### Data Preparation

- Duplicate rows were taken out.
- The data types of columns were crosschecked with some changes being made {Year: Date, ID: text}.
- "M" and "F" in the Sex column were changed to "Male" and 'Female' respectively to enhance readability.
- "NA" in the Medal column was changed to "No Medal", giving an appropriate term for instances where no medals were won.

## Insights

For this section, please refer to the Power BI file (.pbix)

- The first visual (top left) on Report Pg1 indicates that Norway is the 12th ranked country based on the total number of medals won between 1896 and 2016.
- In Visual 2 (top right) on Report Pg 1, the sport, cross country skiing, is identified as the country's stronghold for medal acquisition.
- Visual 3 (bottom left) on Report Pg1 highlights that 57.12% of the 1033 medals won by Norway were acquired in the summer season. What about winter/summer makes it not favourable/favourable for Norwegian athletes?
- In terms of specific events, Visual 4 (bottom right) helps us identify ten (10) of the most fruitful based on total medals won, with "Women's Handball" leading.
- Out of the 1,033 medals won by Norway, 137(13.26%) were won in the year 1920. This stands out as an outlier (as seen on the dashboard), and as such, further investigation into the factors that affected performance of Norwegian athletes in that year could prove beneficial.

## Recommendations

- Investing in the key influencers of medal acquisition such as cross-country skiing, or women's handball could help Norway's overall statistics. Also, the country needs to improve performance in sports and events that fetch little to no medals.
- Summer seems to be a very good season for Norwegian athletes. This could be leveraged. Factors affecting winter performance need to be investigated and improved upon.
- Lessons definitely need to be learned from Norway's performance in 1920, and if practical, applied in subsequent games.
- Norwegians make up only 1.84% of athletes globally. An increase in participation could lead to an increase in medals won.