

# THE VERNAL VELOCIRAPTORS





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*Pride of NE Utah  
Established 2015,  
Proud Member of USSF*

Mission: to attract and entertain soccer fans of all ages,  
encouraging healthy behaviors for youth and adults.

## MEET THE BI ANALYSTS

*Romit Shah | Robert Han  
Jeff Watson | Elizabeth Bandy*

# QUICK AGENDA FOR TONIGHT

- ▶ **Strategic Objectives**
- ▶ **Need for Data Warehouse**
- ▶ **Prioritized Requirements**
- ▶ **Bus Matrix**
- ▶ **Sample Data Description**
- ▶ **Administrative Features**
- ▶ **Logical Model**
- ▶ **ETL Process**
- ▶ **Tableau Screenshots**



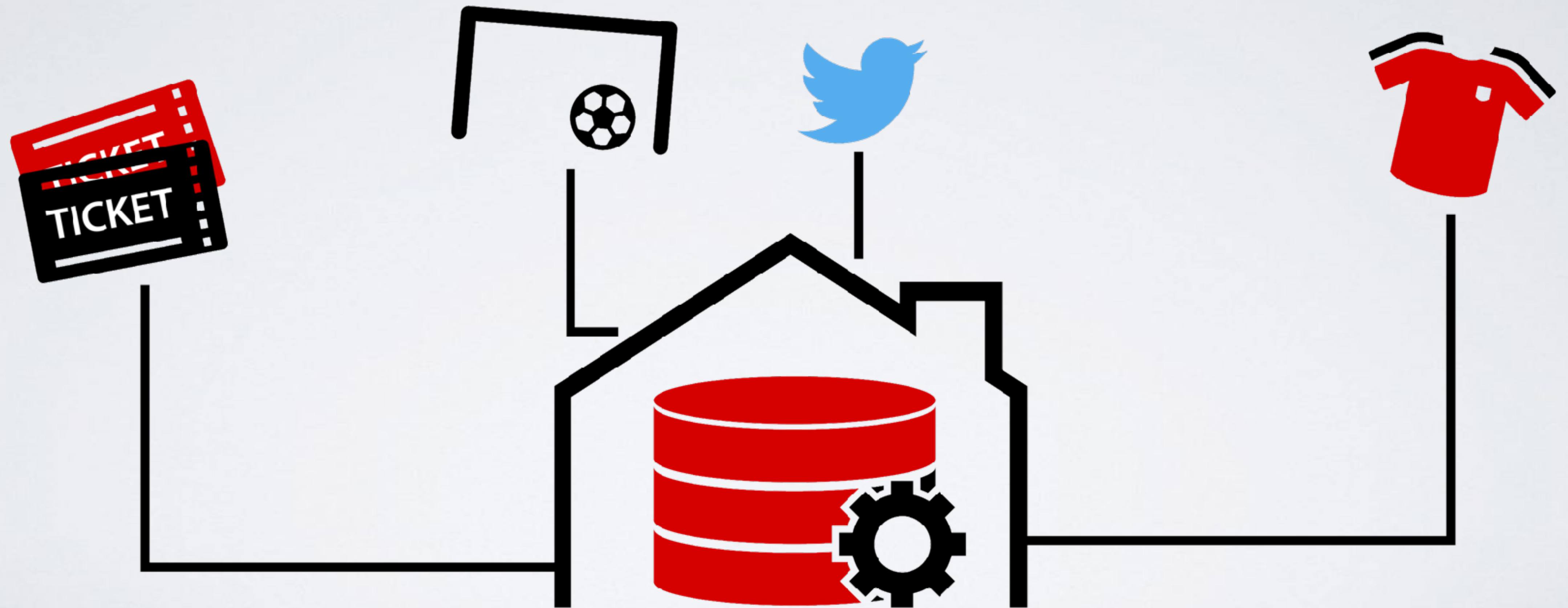
# OUR PRODUCT IS ENTERTAINMENT.



**Winning games** has a large **impact** on **revenue** and **fan loyalty**.



# NEED FOR DATA WAREHOUSE



# PRIORITIZED REQUIREMENTS



**99.99%**  
**Up-Time**



**Secure**  
**File Transfer**



**Extract**  
**Automation**



**Data**  
**Stewardship**



**Tiered Access**  
**and Permissions**



# BUS MATRIX

Business processes	Date	Time In Game	Player	Location	Event	Status
Entertain fans						
Winning game	✓		✓		✓	Completed
Offensive production	✓	✓	✓	✓	✓	Planned for future
Manage injuries						
Substitution	✓	✓	✓		✓	Needs refinement
Manage player personnel tactics						
Player performance	✓	✓	✓	✓	✓	Planned for future
Manage game/opponent tactics						
Formation	✓		✓	✓		Data not available
Manage fitness	✓		✓		✓	
Prepare for season	✓				✓	
Prepare for match	✓				✓	
Manage player personnel strategy						
Acquire	✓		✓		✓	
Divest	✓		✓		✓	

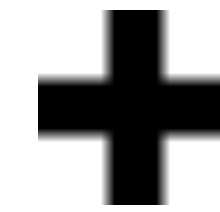
# SAMPLE DATA DESCRIPTION

Column Position	Header Name	Data Type	Description
1	game_date	yyyy-mm-dd	Date of Match
2	v_team_ID	Var Char (20)	Visitor Team ID
3	h_team_ID	Var Char (20)	Home Team ID
4	period	Int	1st or 2nd Half
5	time_from_zero	Double	Duration (in tenths of seconds) from start time at which event occurred
6	event_type	Var Char (64)	Type of event
7	player_1_ID	Var Char (8)	Player ID who caused event
8	player_1_team_ID	Var Char (8)	Team ID of player who caused event
9	player_2_ID	Var Char (8)	Player ID to whom event was directed, if applicable
10	player_2_team_ID	Var Char (8)	Team ID of player to whom event was directed, if applicable



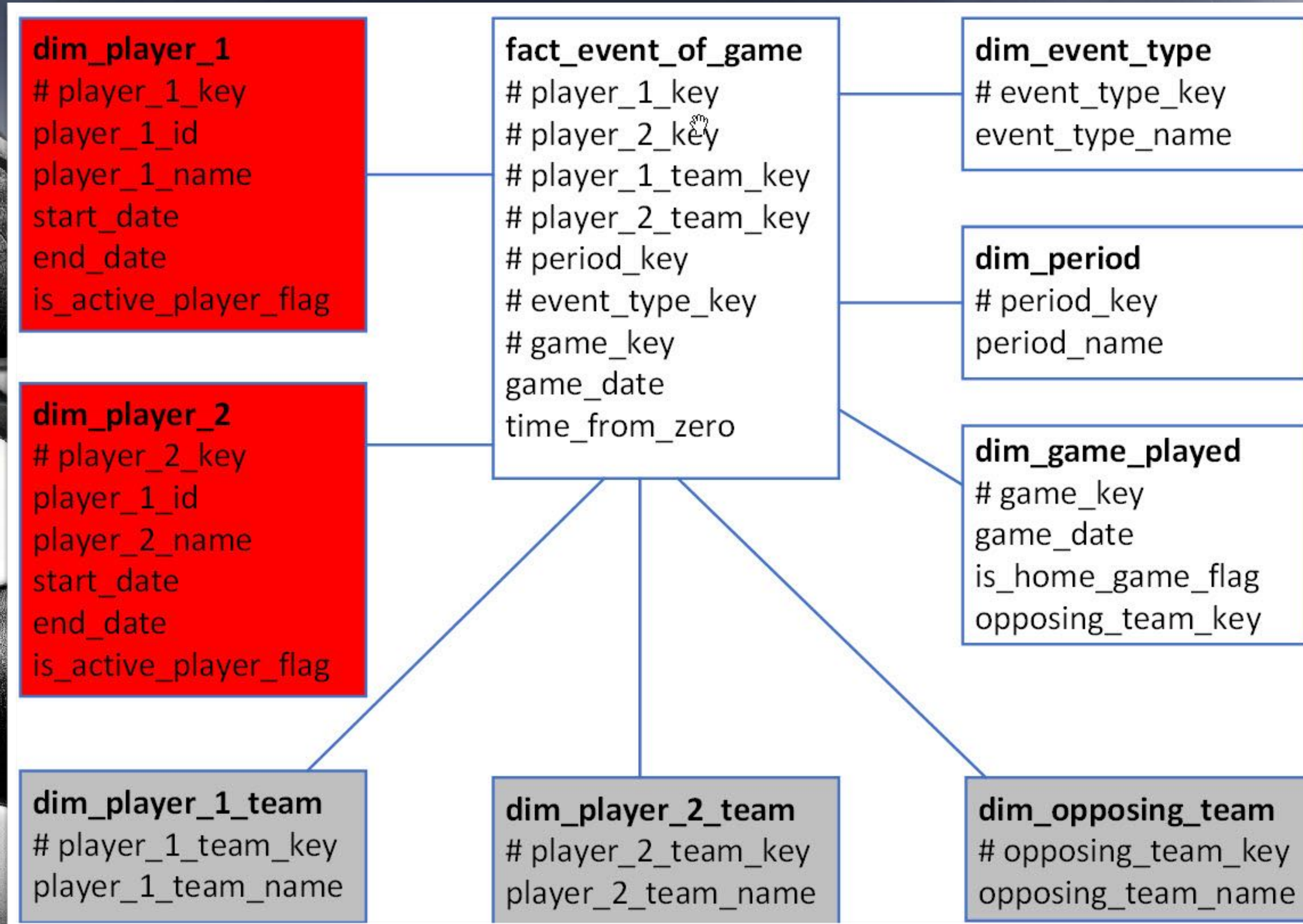


# ADMINISTRATIVE FEATURES



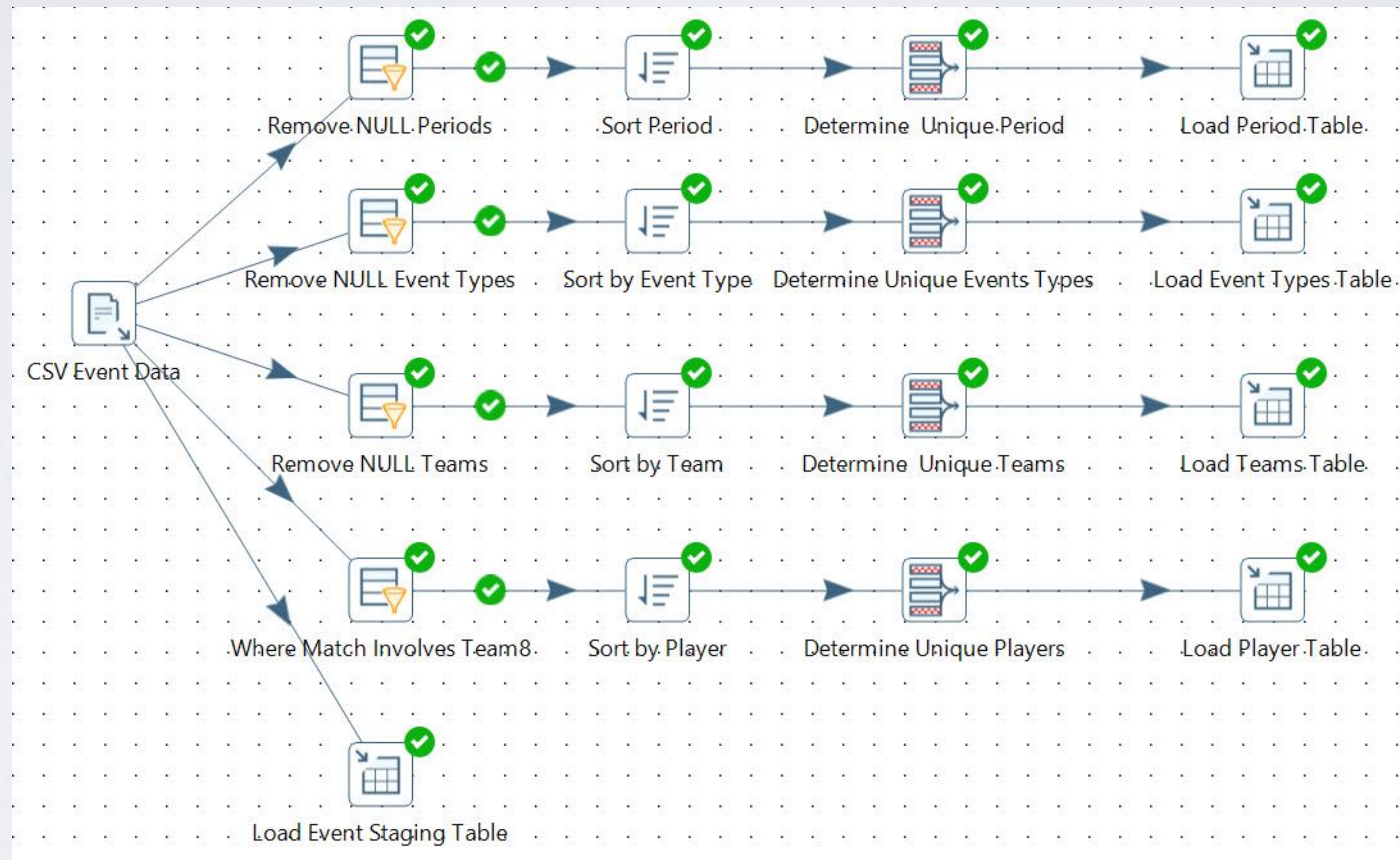


# LOGICAL MODEL



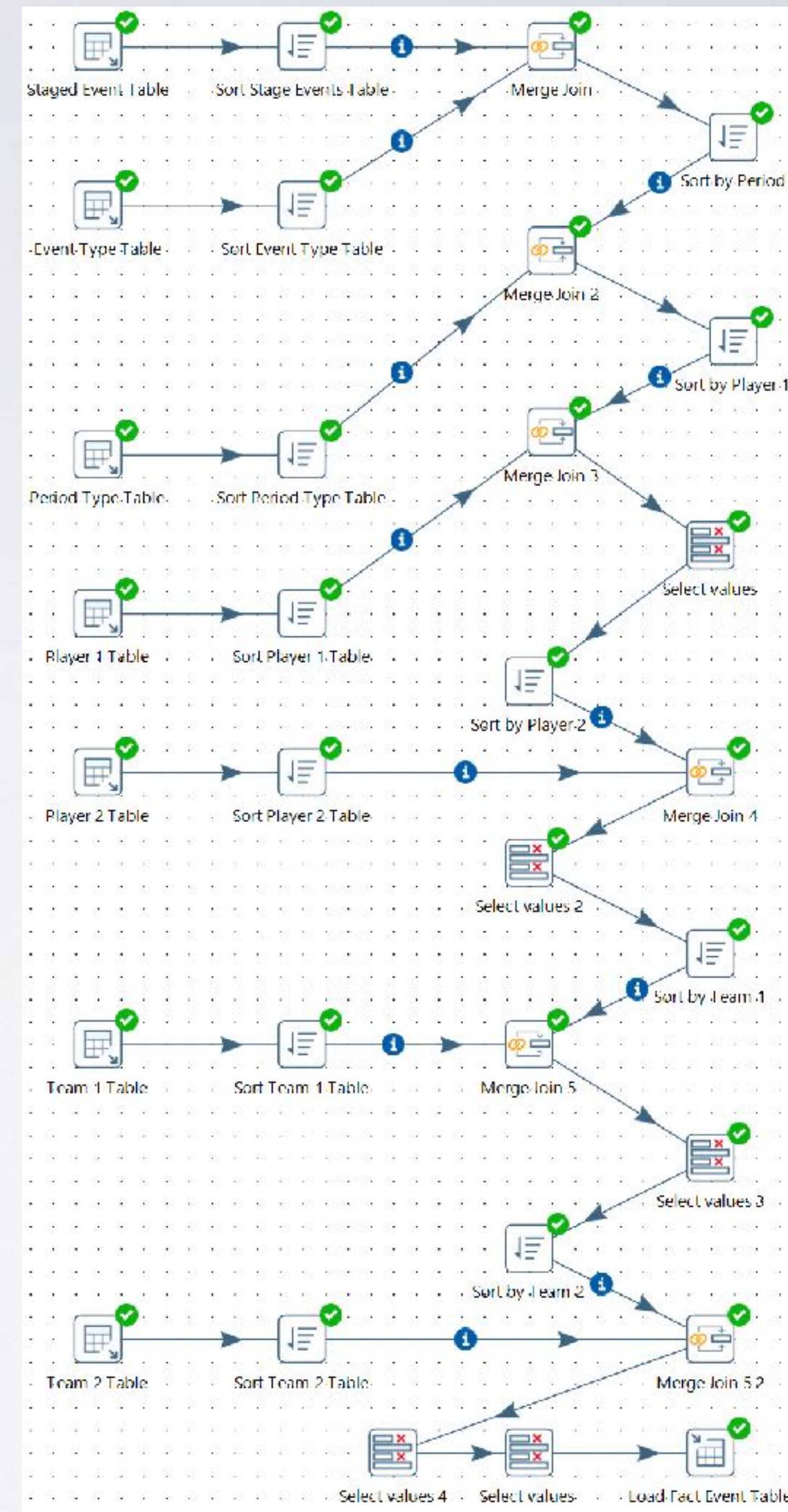


# ETL PROCESS TO LOAD THE DIMENSION TABLES





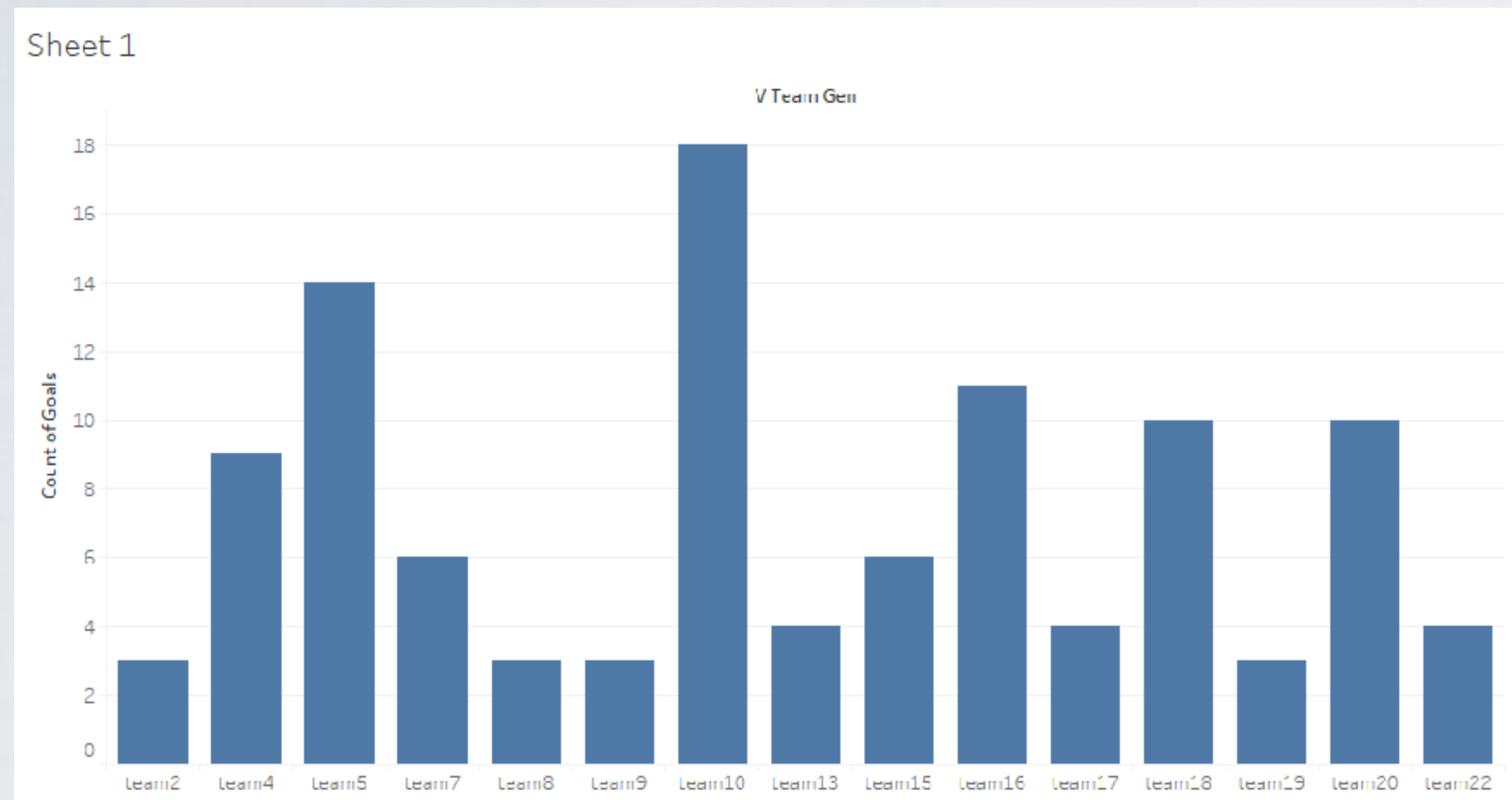
# ETL PROCESS TO LOAD THE FACT EVENT TABLES



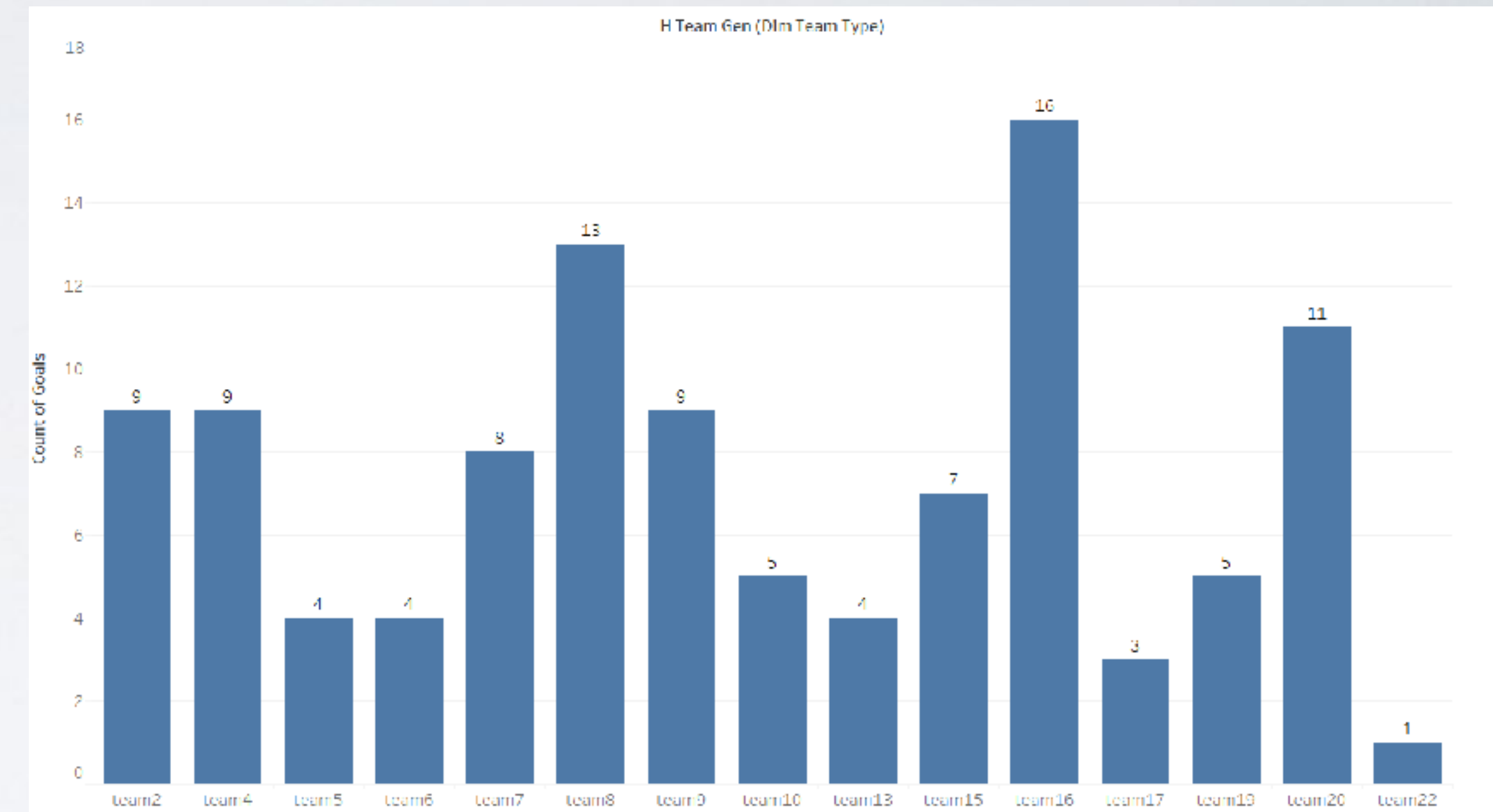


# TABLEAU SCREENSHOTS

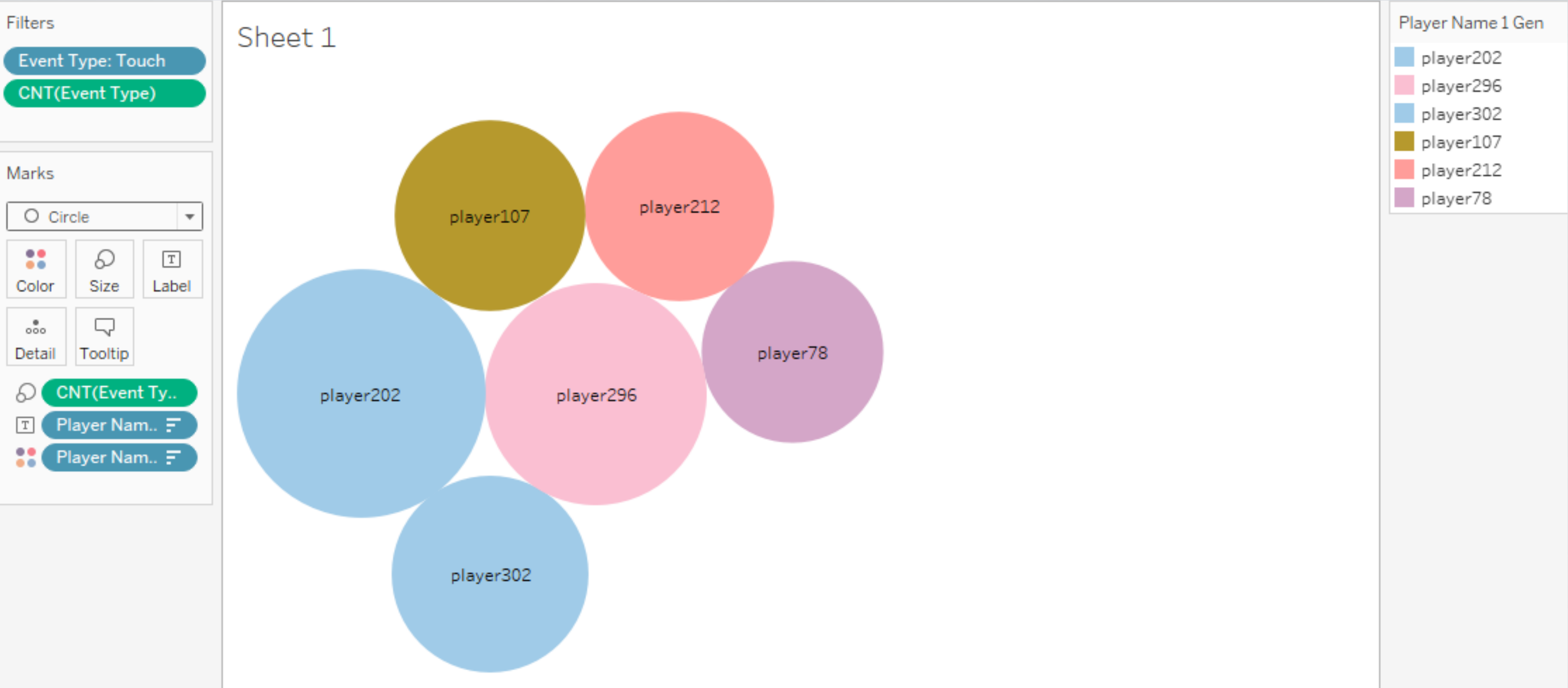
Visitor Team



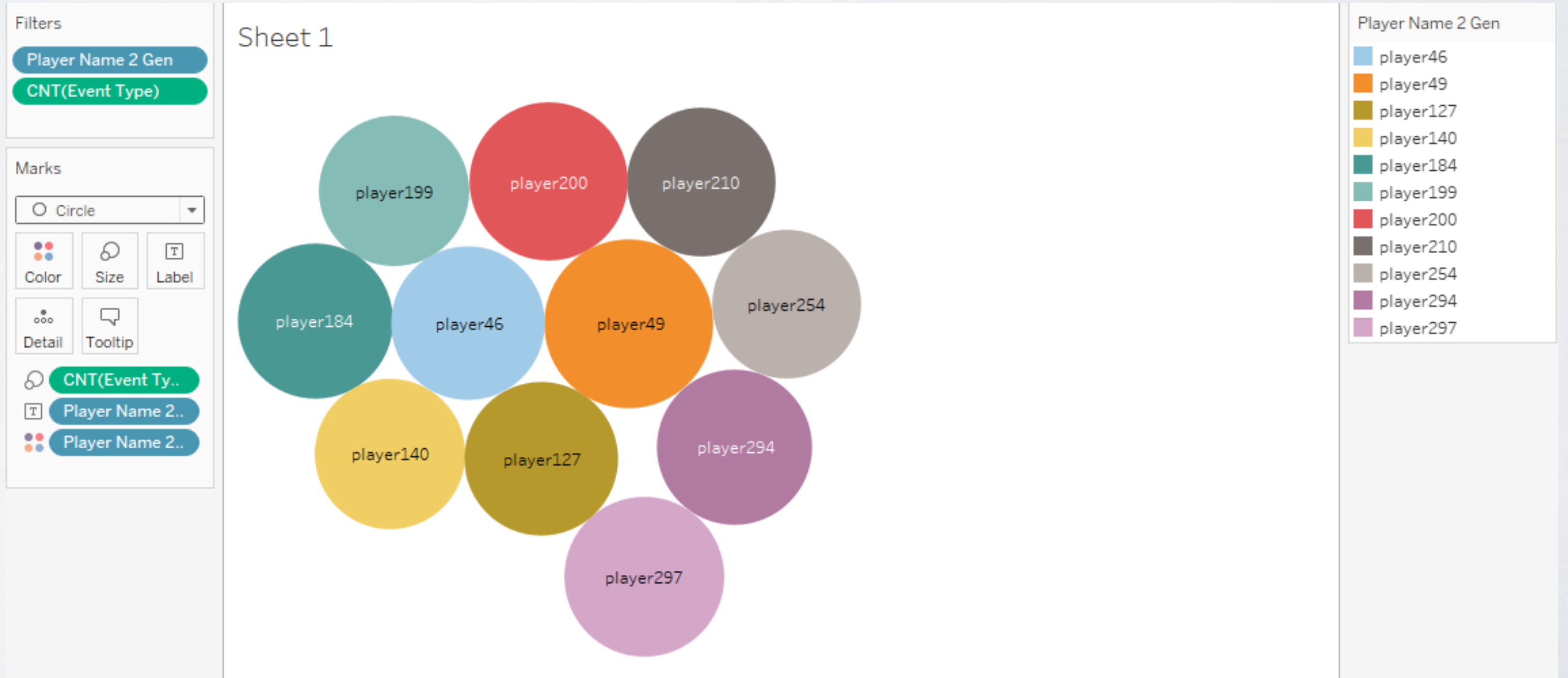
Home Team



# EVENT: TOUCHES PLAYER 1

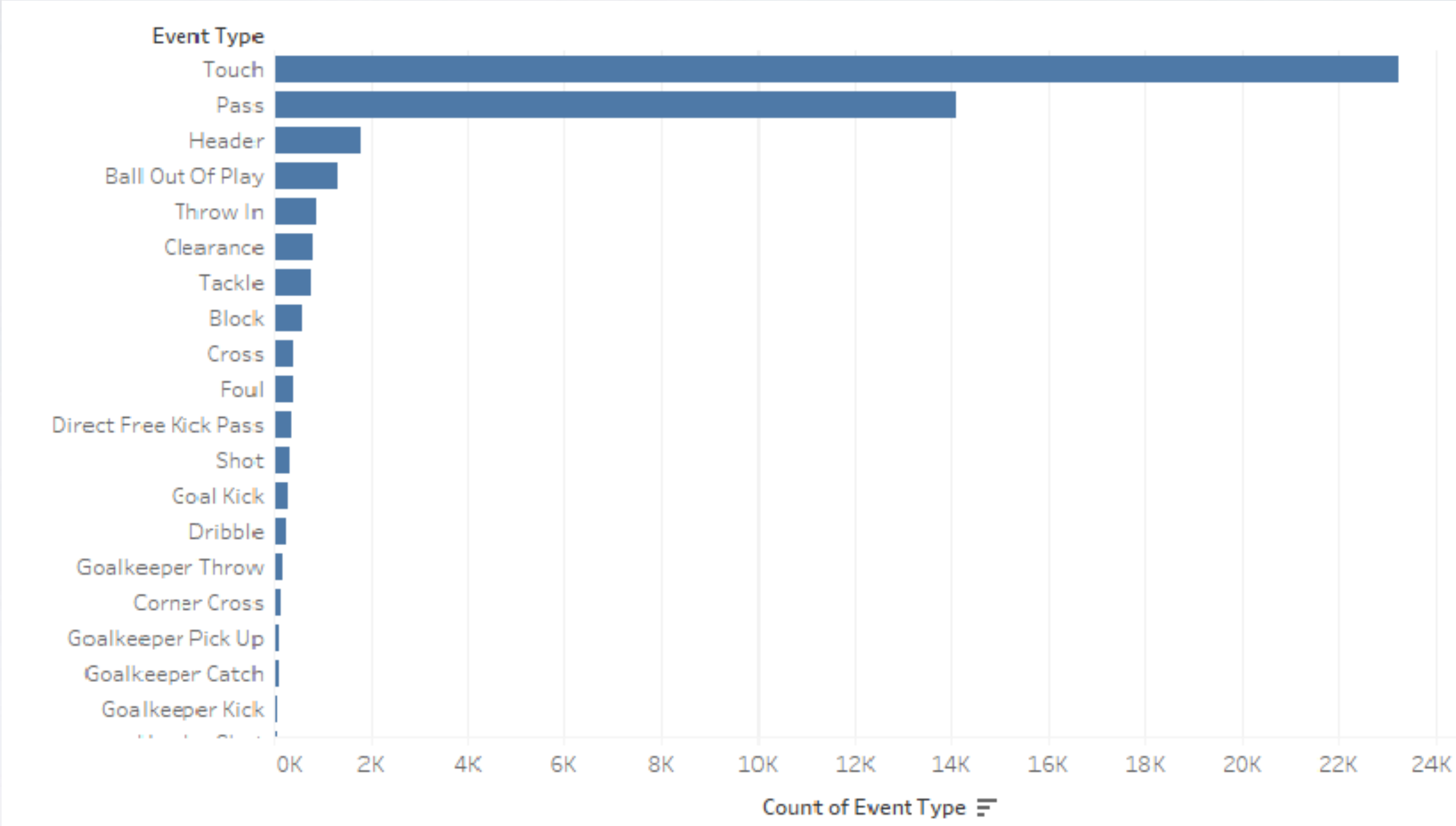


# EVENT: TOUCHES PLAYER 2





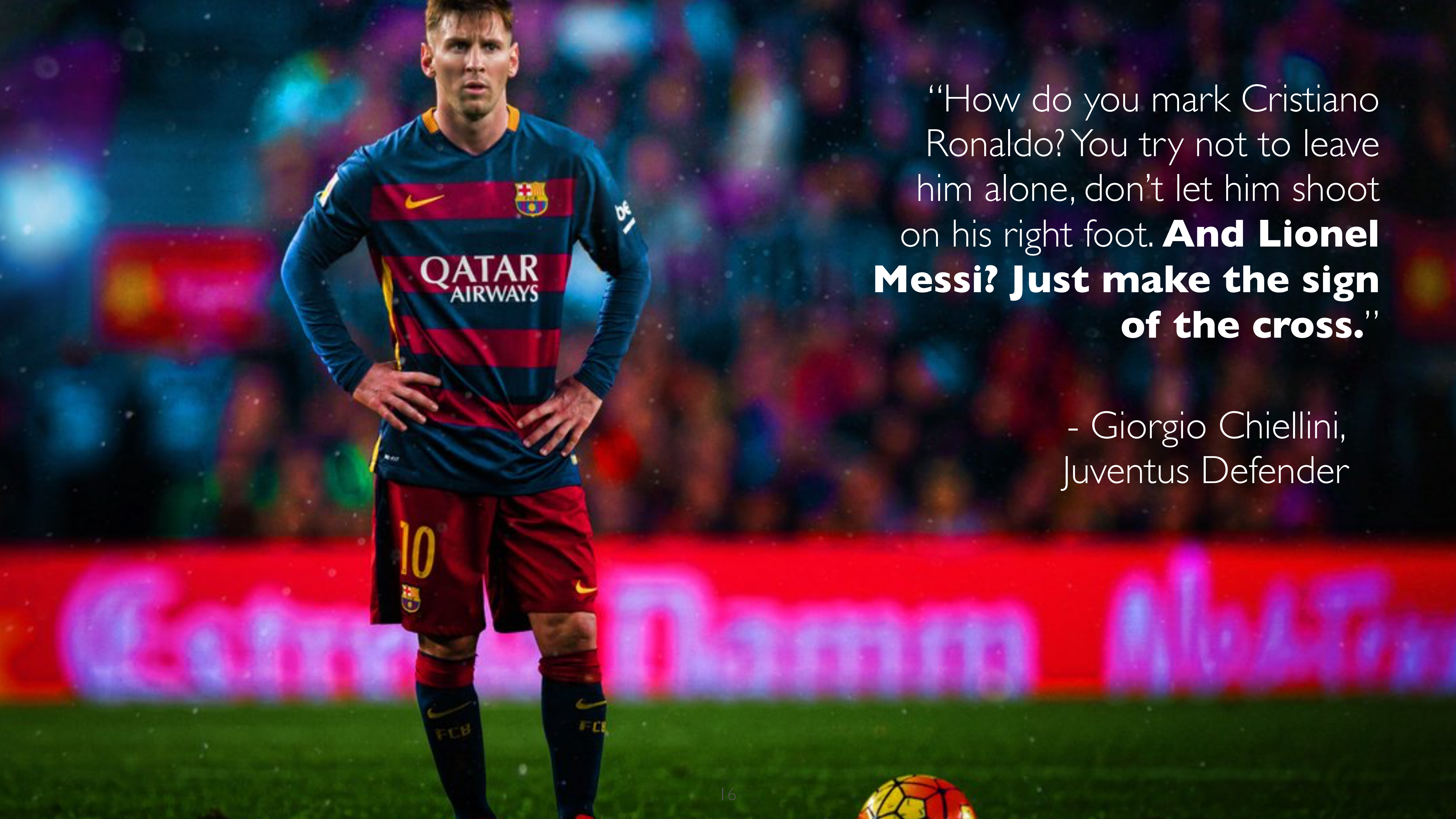
EVENTS SORTED BY TYPE



GOALS BY PERIOD







“How do you mark Cristiano Ronaldo? You try not to leave him alone, don’t let him shoot on his right foot. **And Lionel Messi? Just make the sign of the cross.**”

- Giorgio Chiellini,  
Juventus Defender