

Database Project Assignment 1: Business Idea

The company I will be making a database for is called Kise Enterprise. They are a multinational enterprise that collects data on basketball players from around the world. They have different main branches for each country they are collecting data on. Some of the countries include the USA, Spain, Japan, Greece, etc. They also have other departments in which they compare data from all players globally. This would include databases for who they consider the top current players, top of all time, current/predicted sleeper picks, past generations of underdog players, etc. It is possible they will want me to work on a variety of the countries, however, I would assume the primary country of focus for me would be the USA since I live here. They also have databases for introducing fictional basketball players, such as Ryota Kise, who their corporation is named after. I could possibly work on those as well.

The main purpose for their corporation is in applying the data they collect in useful ways that help their patrons excel in the basketball world. The type of person that would purchase help from this company would be those who own professional basketball teams or entire countries for their Olympic team. These are obviously high-ticket buyers, meaning the price is not cheap. The data they collect and process is extremely valuable because properly managing a team is extremely important. Owners who do not take draft picks and team composition seriously will not win games. The Bulls would never have gotten Michael Jordan and Scottie Pippen off draft picks if the infamous Jerry Krause did not have the scouting ability that he did. Thus, Kise is able to be the personal Jerry Krause for each and every team that hires them. Providing their clients with current players that have high potential, in, or out of, the league, future hidden draft picks, etc.

The main location for their corporation is in Kyoto, Japan, however, they have physical locations all around the world. They started in Japan with only 5 employees that created small databases and complex algorithms to rank and sort players, and now have expanded to around the world with thousands of employees. They still have algorithms and a team of experts to sort and process data into applicable formats, however, they have hired me as a consultant to help create another section of their databases.

The possibilities for this company are vast and expandable. Applying some of the data myself is a possibility. Such as making my own ranked list of world, or local, players with accompanying stats. I could also make recommendation bases in which I combine the data I have collected and my personal opinion in order to apply it.