



**Sports & Entertainment
Case Study**

80 Hours Of Time Saved Through Data Analysis Strategy

The Challenge

Today, sports and entertainment organizations are striving to improve the customer experience while increasing profits at sporting events. Many organizations in this industry see data analytics, such as using real-time and historical information as the most effective way to make decisions that result in satisfied customers and increased profitability. The challenge many of these organizations face, including our client, is how to analyze this meaningful data about customer behavior that results in time and cost efficiency.

The Solution

Our client had four different systems for managing their information, which posed a challenge. It was thought that because there were different operating systems for each of the data sources that the process of integrating them into one platform couldn't provide a complete solution. However, Cadeon successfully created a custom analytics platform that visualized all of these sources in real-time.

The Result

- Increased data accuracy and real-time business information saved approximately 80 hours of work time per sporting event
- Enhanced the ability to react quickly to real-time events, improving efficiency

"We have been able to provide our leadership team with live information during our events which allows us to react in-game to enhance our fans' experience and eliminate almost all of our report creation after each event."

About Cadeon

Cadeon is the trusted authority on how to turn information into money. It exists to equip organizations with the ability to leverage pertinent information in critical times and support data driven decision-making. Cadeon is passionate about unlocking the hidden value in data and supporting client growth to an analytically experienced organization with high-quality data.

To learn more about data analytics, visit our [blog](#).