BIG DATA ANALYTICS IN SPORTS

Big Data Analytics provides insights that help governments and businesses enhance their operational efficiency, decision making and promote economic growth

OPPORTUNITY DEFINITION | BIG DATA ANALYTICS | ACTIVE LIVING INDEX

Use a scoring algorithm that helps aggregate activity levels into one score that can be leveraged across different stakeholders. The Active Living Index helps individuals understand their potential and provides recommendations accordingly. The index can also be extended to serve the ecosystem such as healthcare providers and insurance companies.

TARGET MARKET

Target Market
Total number of healthcare visits – **2.6 million**
(MDPS' Health Services Statistics 2016)

Target Users
> Residents
> Citizens
> Athletes
> Insurance companies
> Healthcare providers

ADJACENT OPPORTUNITIES

> Active Lifestyle Social Dashboard
> Digital Senior Vitality Solutions

STAKEHOLDERS

> Ministry of Culture and Sports
> Aspire Zone
> Private Sector

KEY PROBLEM STATEMENT | NEED

Despite Qatar's efforts to promote the benefits of an active lifestyle, physical activity amongst the population is remarkably low.

An active living index would allow individuals to gain recommendations for physical activity as well as keep records for future medical purposes.

OWNER AND SECTOR

Owner Ministry of Culture & Sports
Sector Sports

PROCUREMENT CYCLE

Request for Proposal (RFP)
The opportunity is in a RFP stage.

TIMESPAN

Total duration of 1-2 years including implementation and testing

BUDGET ACROSS BIG DATA ANALYTICS ECOSYSTEM

The Qatar market for big data analytics is projected to reach **USD$108 million** by 2022, at a compound annual growth rate (CAGR) of 20% from 2019 to 2022.