

BIG DATA ANALYTICS FOR NATIONAL SPORTS EHUB

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 | NATIONAL SPORTS EHUB

This project aims to fully integrate sports portal that connects individuals to the sports ecosystem, enabling them to check all events and facility information, book classes and facilities, buy sports merchandise, and track their upcoming commitments.

TARGET MARKET

Target Market

There are **291 sports facilities** in Qatar. (Planning Statistics Authority – Sports 2019/2020)

Target Users

- Citizens, Residents
- Sports Tourists
- Visitors



ADJACENT OPPORTUNITIES



- Digital Sports Community
- High Performance Facilities Platform
- Active Lifestyle Dashboard
- Digital Fitness Coach

STAKEHOLDERS

- Ministry of Culture & Sports (MCS)
- Qatar Olympic Committee (QOC)
- Qatar Sports For All Federation (QSFA)
- Aspire Zone Foundation (AZF)
- Qatar Museums
- Facility Operators
- Local Event Organizers



KEY PROBLEM STATEMENT | NEED

Citizens, residents, sports tourists and visitors fail to exercise often despite the growing landscape of the Qatari Sports sector. This is mainly because of the complex/ineffective processes put in-place to find and access all sports facilities, events, and apparel users seek anytime, clarifying the low adoption rates across the mentioned ecosystems.



OWNER AND SECTOR

Owner Ministry of Culture & Sports (MCS)

Sector Sports & Healthcare



PROCUREMENT CYCLE

Identification Stage

The opportunity will be tendered in 2021.



TIMESPAN



Total duration of 3 – 4 years including implementation, testing and operations.

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.

