



## BIG DATA ANALYTICS FOR ACTIVE LIVING INDEX 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

Qatar obesity rank falls 4th in the MENA region and 15th in the world with obesity affecting **35.1% of the adult population**. (WHO, 2020)

##### Target Users

- Residents
- Citizens
- Athletes
- Insurance companies , Healthcare providers

#### 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 medial purposes. Moreover, the population suffers from high rates of chronic diseases in part due to low involvement in recreational and professional sports.



#### PROCUREMENT CYCLE



##### Identification Stage

The opportunity will be tendered in 2022.

#### TIMESPAN



Total duration of 2 – 3 years including implementation, testing and operations.



#### ADJACENT OPPORTUNITIES

- Active Lifestyle Social Dashboard
- Digital Senior Vitality Solutions

#### STAKEHOLDERS

- Ministry of Culture & Sports (MCS)
- Aspire Zone Foundation (AZF)
- Private Sector



#### OWNER AND SECTOR

**Owner** Ministry of Culture & Sports (MCS)

**Sector** Sports



#### BUDGET ACROSS BIG DATA ANALYTICS ECOSYSTEM

The Qatar market for Big Data Analytics is projected to reach **USD 820 million** by 2026, at a compound annual growth rate (CAGR) of 12% from 2022 to 2026.

