

# 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

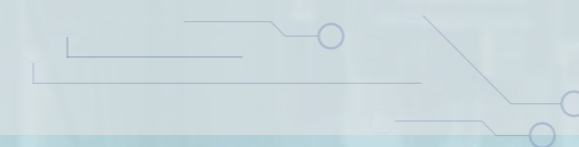
### STAKEHOLDERS

- 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 2022.



### 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 820 million** by 2026, at a compound annual growth rate (CAGR) of 12% from 2022 to 2026.

