Modern Data Platform

Data Acceleration Services

The Trace3 Data & Analytics business unit developed a comprehensive data strategy, architected a modern data platform, and integrated data sources that were once viewed independently to create the capability of a real-time customer analytics portal.

TRACE3 DATA & ANALYTICS

CUSTOMER CHALLENGE

The Detroit Lions needed a way to improve customer experience in and around game days by leveraging a variety of data, but they didn't have a way to centralize it or integrate the disparate data sources to extract any insights.

SOLUTIONS & USE CASE

Trace3 developed a data strategy that included a future state reference architecture. From there we designed and engineered a complex set of of integrations from external data sources into a centralized cloud data lake that allowed for real-time visualization and reporting. We designed and built out an Analytics War Room at Ford Field which allows for the Lions to bring resources together to strategically address opportunities to improve customer experience in real time through a dedicated space with a 12-monitor configuration.

OUTCOME

The Trace3 team built an accurate, scalable, and centralized data system which has enabled the Detroit Lions to:

- Influence attendance patterns.
- Understand marketing campaign impacts.
- Gain insight into fan sentiment.
- Discover new utilization drivers.
- Provide dynamic offers to fans.

ARCHITECTURE