

## DATA-DRIVEN PERFORMANCE BOOST FOR NBA FRANCHISE

**Customer Challenge:** An NBA franchise struggled with a legacy system's slow data processing and incomplete reporting, missing crucial real-time information on player performance. The outdated reporting tool lacked the capability for on-the-fly data filtering, hindering timely and strategic decision-making.

### Solutions Implemented by Tangonet Solutions:

#### Data Architecture Optimization:

- Deployed a team of ETL specialists to streamline data flow.
- Scheduled ETL processes for peak efficiency.

#### Database Enhancement:

- Engaged a DBA to fine-tune the database engine and modify indexes and partitions for maximum performance.

#### Advanced Reporting Tools:

- Developed "Player Performance" and "Health Index" dashboards enabling instant access to key performance indicators (KPIs), real-time filtering, and sophisticated court overlays.

#### Communication Application Revamp:

- Enhanced a .Net-based internal communication web application to support keyword subscriptions and notifications for relevant updates.

#### Results Achieved:

- Accelerated data processing by 83%, reducing time from 3 minutes to 15 seconds.
- Synchronized processes to facilitate real-time data visualization.
- Tableau dashboards provided in-depth, actionable insights into player and team performance.
- Improved internal communication, allowing stakeholders to stay informed on targeted subjects efficiently.

#### Technologies Leveraged:

- **Back-end:** SQL Server DB, SQL Server Integration Services, JSON
- **Front-end:** .NET, Javascript, CSS
- **Business Intelligence:** Tableau
- **Data Sources:** NBA, SportVU, Second Spectrum, Team Internal

