



CUSTOMER INSIGHTS FOR SPORT INDUSTRY

1 Week Proof of Concept

ABOUT CUSTOMER INSIGHTS

CUSTOMER INSIGHTS is an intuitive and flexible customer data platform (CDP) to unlock insights and power personalized customer experiences. Unify all your customer data across the full range of sources to get a single view of customers in real time.



Deliver personalized experiences with a 360-degree view of your customers

- > Get a holistic view of customers
- > Discover insights and take action
- > Rely on a productive and trusted platform

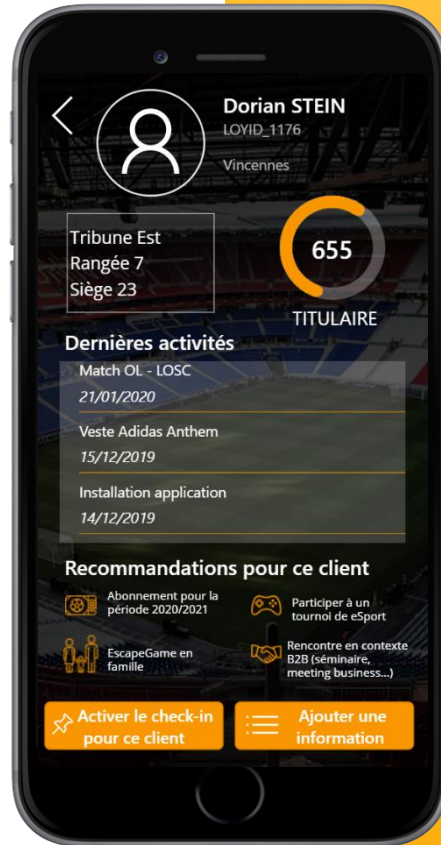
**AND YOU, WHERE DO
YOU STAND TODAY?**



OUR OFFER

Using the Dynamics 365 Customer Insights platform to boost fan engagement by providing a complete view of your fans through behavioral, transactional and demographic data. To provide the most relevant view possible, it is necessary to identify the data sources that are most faithful to the fan's background regardless of their formats.

Unify, transform, formalize and enriching all of your data into a unique model to provide a unique view of your supporters. We will provide you with a complete directory of all your fans indexed to the criteria of your choice or dynamic segmenting.

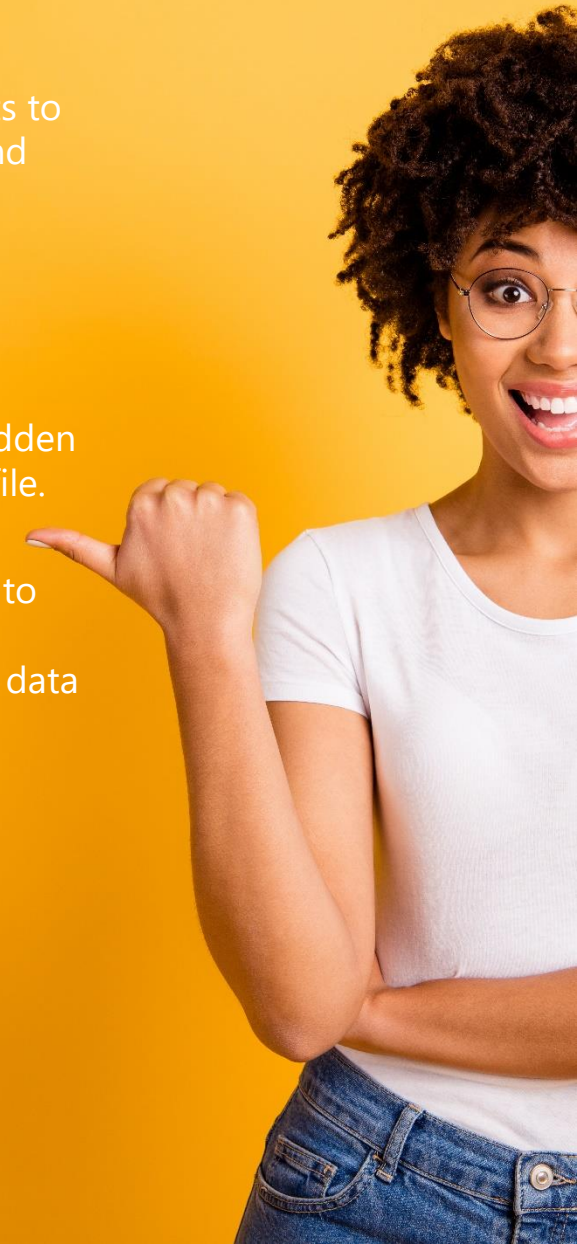


BASED ON THIS UNIQUE MODEL, WE WILL BE ABLE TO PROPOSE :

- **Power BI** application that connects to this data for further exploration and discovery.
- **Microsoft's exclusive integrated machine learning** capabilities to match sources across a variety of critical dimensions and find the hidden links that uncover each single profile.
- **Power Automate & Power Apps** to give citizen developers access and enable the implementation of rich data exchange within the organization

PRICE : 5 400 €

DELAY : 5 DAYS



SERVICES PROVIDED IN THE OFFER



Environment initial **configuration**



Connectivity to up to 3 **data sources**, natively through Customer Insights where available



Unify (Map, Match, Merge) all data sources into Fans 360 profiles



Measures & Attributes established for **your fans profiles**



Fan **Segments** creation



Power Automate & PowerApps **workflows** examples



Power BI application connected to Fans 360 profiles (Web & Mobile)



Simple **machine learning** set up



AGENDA 5 DAYS



ASSESSMENT & DATA COLLECTION

DAY 1



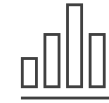
SETUP ENVIRONMENT & CONFIGURATION

DAY 2



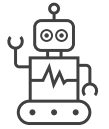
FINALIZE CONFIGURATION

DAY 3



POWER BI

DAY 4



POWER APPS & MACHINE LEARNING

DAY 5

- Assessment of current processes
- Collection of demo data
- Determination of potential automation
- Determine indicators

- Deploy Sandbox environment
- Load sample data
- Configuration

- Setup 360° fans view
- Create Measures & Attributes for your fans profiles
- Data enrichment

- Develop Dashboard & Power BI application
- Web & mobile usage

- Power Apps & Power Automate integration
- Deploy Machine Learning Web Service Example



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*Human makes projects
successfull...*

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