Architecting a Modern Data Stack for Commercial Analytics in Football

INTRODUCTION & GOAL

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Goal of this presentation

We want to share a generic approach on how to get started building data capabilities

01 Data Platform

ARCHITECTURE PRINCIPLES

1. CODE FIRST APPROACH

Ensure version control for Data Stack elements prioritizing transparency, reversibility, reproducibility.

2. MAINTAINABILITY MANDATE

Data Stack should be architected for easy maintenance, minimizing key-person dependencies.

3. EVENT DRIVEN WORKFLOWS

Prioritize event-driven data pipelines to reduce complexity, scheduling delays.

4. PRINCIPLE DRIVEN ARCHITECTURE

Base architecture decisions on foundational principles over tool or technology trends.

5. OPEN-SOURCE STRATEGY:

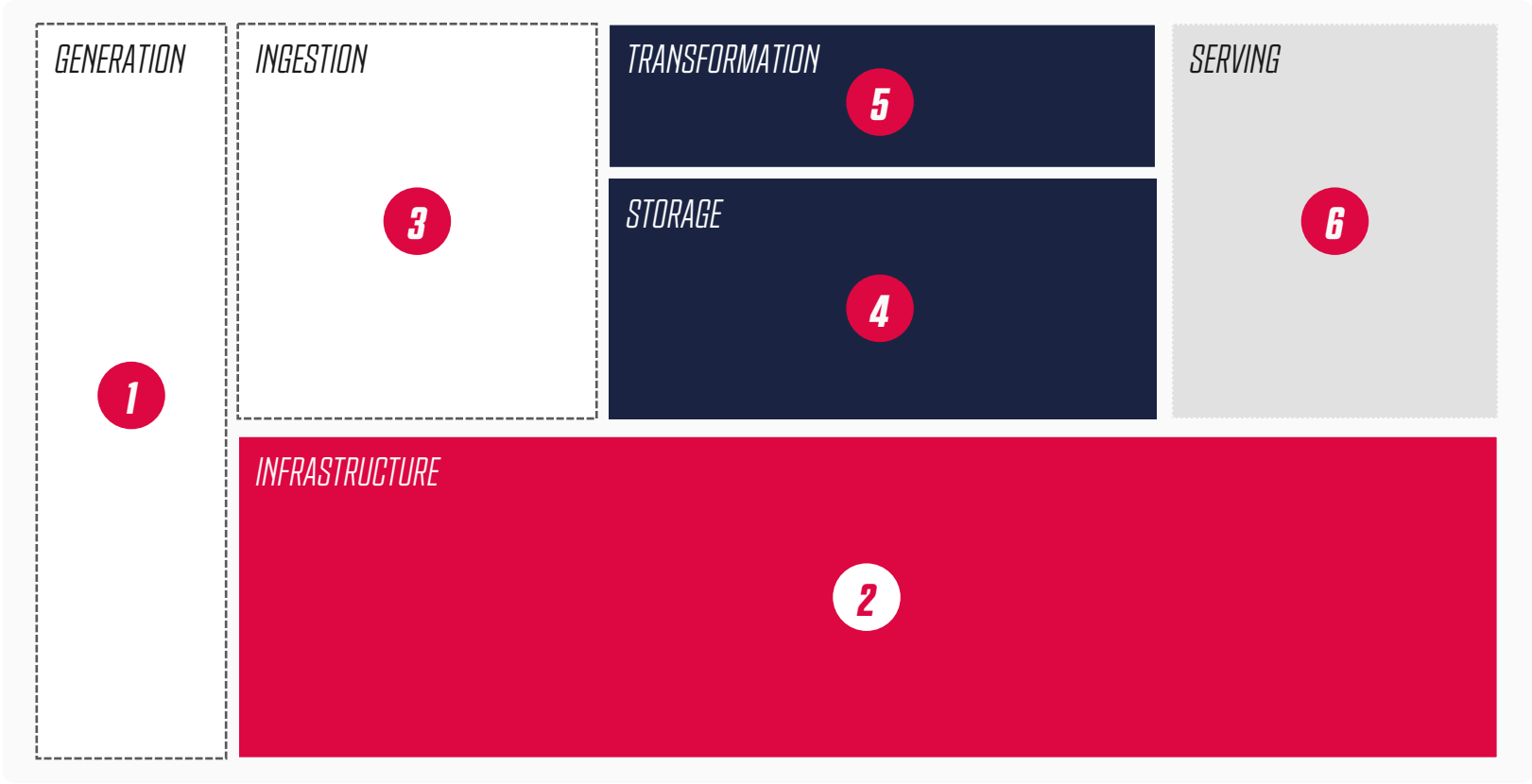
Opt for actively maintained OSS and prioritize managed over self-hosted services.

6. CONTINUOUS SIMPLIFICATION:

Regularly evaluate and streamline architecture, favoring commercial solutions over custom development.

DATA PLATFORM COMPONENTS

A TECHNOLOGY AGNOSTIC ARCHITECTURE BLUEPRINT



Generation
Source Systems creating business relevant data points

Infrastructure
Resources used by all platform components

Ingestion
Component responsible for extracting and loading data

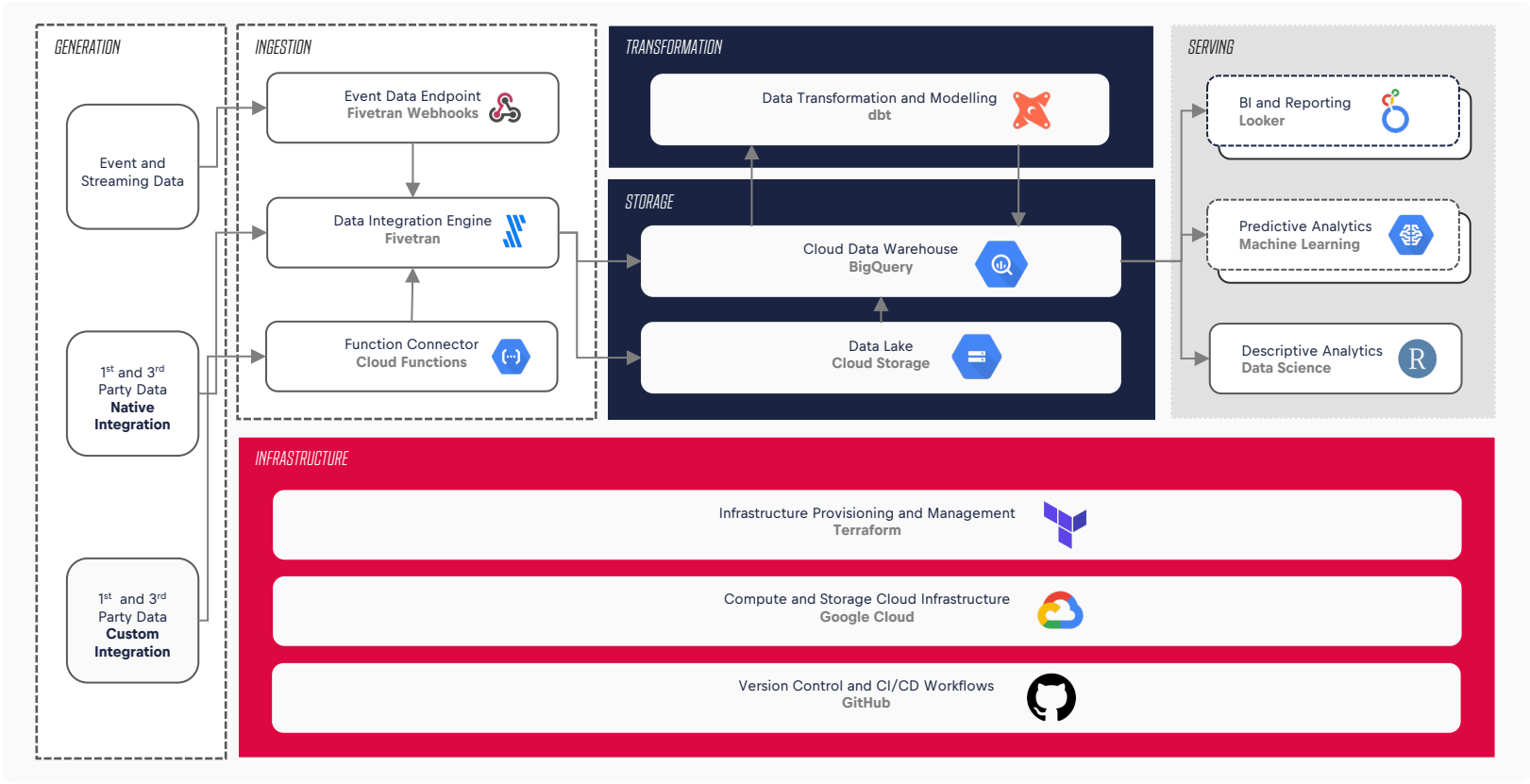
Storage
Data Storage and compute enabling reads and writes

Transformation
The layer enabling business specific data modelling

Serving
Components enabling data consumption for the business

DATA PLATFORM ARCHITECTURE

EXEMPLARY PLUG & PLAY ARCHITECTURE



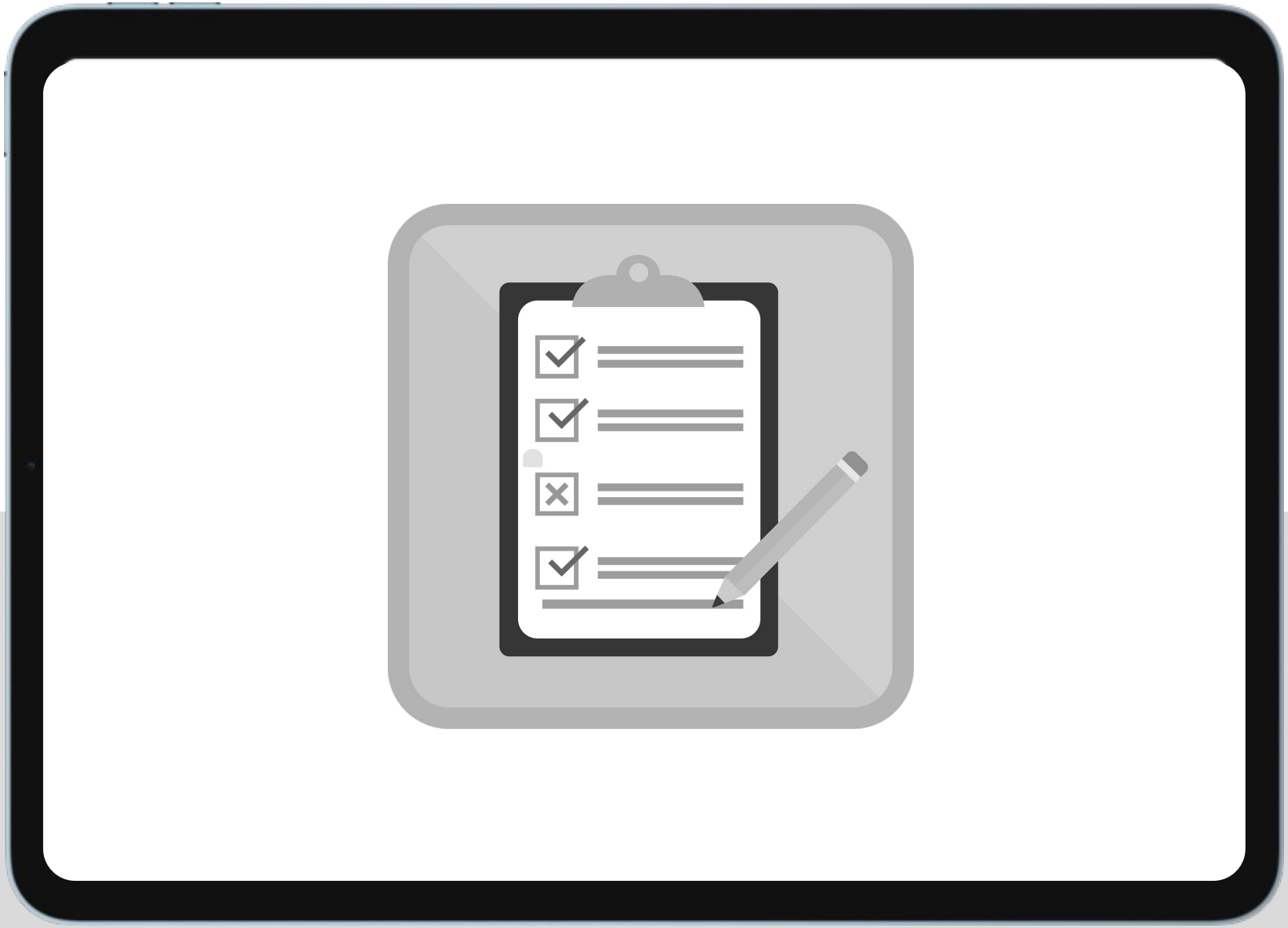
Best-of-Breed
A modular architecture with services that are considered best of breed.

Tried-and-True
Architecture components have a proven track record of being battle tested.

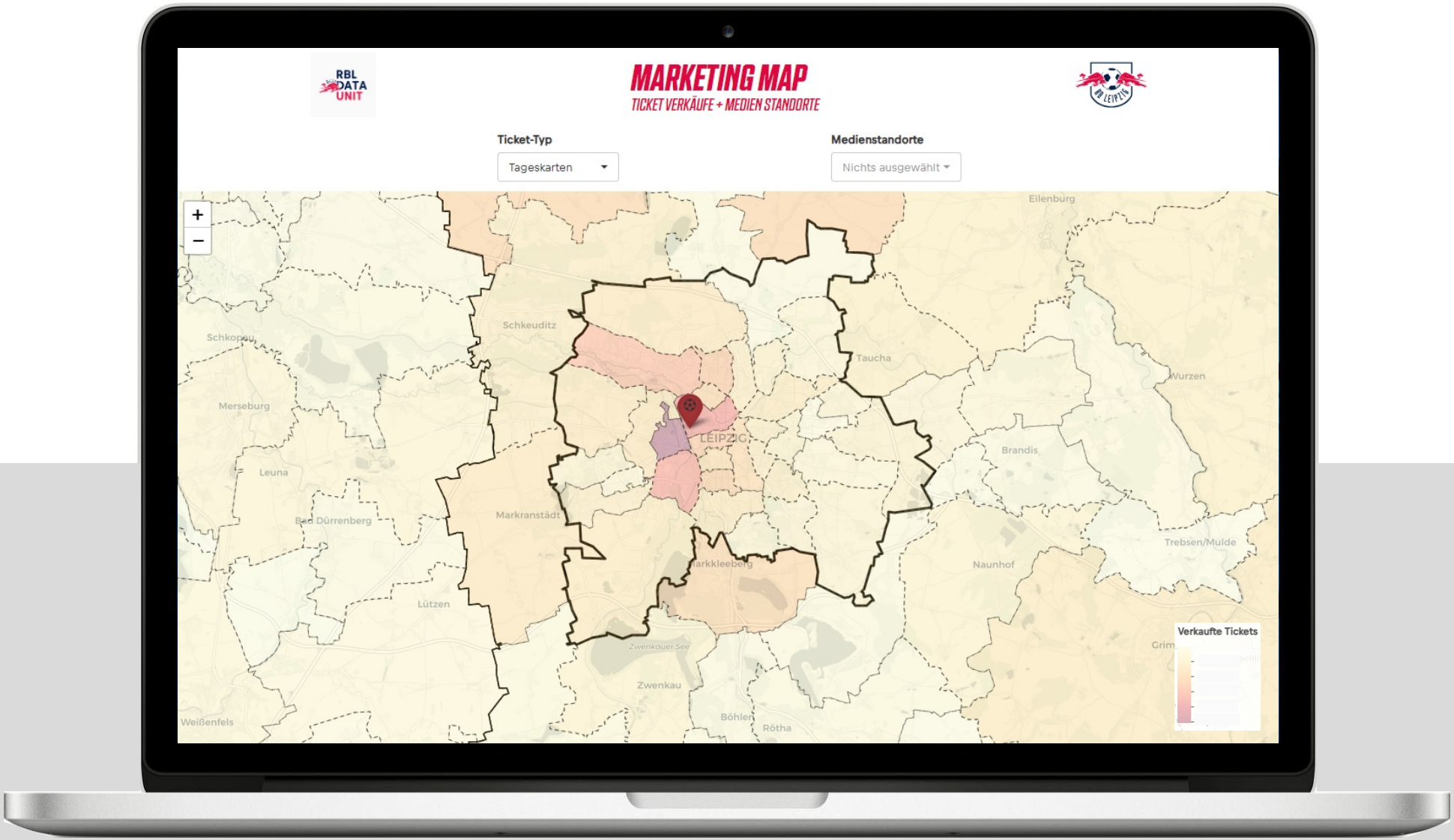
Seamless Integration
All components of the Data Stack ensure a high level of integration.

02 Data Products

SUMMARISE FAN FEEDBACK



TARGETED MARKETING CAMPAIGNS



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