



Drive digital transformation by developing a sports digital platform recommendation system with ML

CHALLENGES

A global technology company was looking to drive digital transformation at sports organizations through a customized customer content recommendation system. They wanted to drive better fan engagement through at-scale personalization. Also, they wished to transform its sport's digital strategy and promote meaningful user interaction.

SOLUTIONS

The customer worked with Neal Analytics to create a cloud-based recommendation system and Azure data pipeline automation to close the gap between information collection and analysis and present users with valuable suggestions. Also, we used customer segment data to understand users better.



RESULTS

Neal's solution helped create an integrated digital platform by combining multiple data sources for better insights. The customer developed a product recommender that suggested digital products within the platform. The customer was able to understand the users & their engagement using defined customer segmentation.