



Data & BI Engineering for a Major US Sports League



Background & Challenges

The current football analytics reporting pipeline suffered from significant structural and operational inefficiencies. There was no standardized Gold Layer architecture, reporting structures changed frequently in response to stakeholder requests, and heavily customized scripts required constant manual intervention. This diverted skilled resources away from predictive analytics and advanced modeling.



Objectives

To build a sustainable, automated solution that consolidates fragmented reporting into a structured Modern Data Stack powered by GenAI automation.



Approach

- **Establish the Gold Layer:** Migrated disparate analytical logic into 18 robust, standardized production tables to create a single source of truth.
- **Consolidate with a Unified Reporting View:** Created a unified master view that preaggregates and joins Gold Layer tables while abstracting complex business logic.
- **Automate with GenAI Query Generation:** Leveraged GenAI to instantly generate or adjust downstream reporting scripts for distinct reports using the unified master view.



Process Flow

- **Source Intelligence:** Collected and analyzed existing data sources and reporting dependencies.
- **Data Integration:** Mapped and merged raw datasets into a unified reporting structure.
- **Gold Layer Standardization:** Established reusable Gold Layer tables to support reporting consistency.
- **Reporting and Processing:** Enabled report generation and processing through a unified reporting framework.
- **Consumption and Reporting:** Delivered standardized outputs for business users through reporting interfaces.

Benefits

Reduced manual reporting effort.

Improved agility to reporting changes.

Accelerated report delivery.

Enhanced data accuracy and consistency.

Enabled focus on advanced analytics and predictive insights.



About Straive

At Straive, we operationalize Data Analytics and AI for global enterprises and work with several Fortune 500 companies. We don't just build top-tier data analytics and AI solutions— we integrate them seamlessly into your core workflows. This approach drives enhanced efficiency, improves user experience, and boosts client revenue, setting you apart from the competition.

Straive serves clients in various industries, including Banking and Financial Services, GCC, Retail and CPG, Media, Sports and Entertainment, EdTech, Science and Research, Logistics and Supply Chain, Education, and Pharmaceutical and Life Sciences.

Our strategically positioned resource pool operates in ten countries: the Philippines, India, the United States, Nicaragua, Vietnam, the United Kingdom, Singapore, South Africa, UAE, and Canada.