Open Data in practice

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eversport

Problem

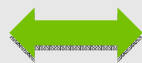There is no **online market place** for sport activities.

No easy way exists for:

•**sport enthusiasts** to search, compare & book sport activities.

•**sport providers** to offer, promote & administrate sport activities.

Solution

Sport Providers ↔ **eversport** ↔ Sport Enthusiast

Tools
to offer, promote & administrate

Courts
Courses & Camps

Platform
to search, compare & book

Product

Product

Product

eversport

LTM Tennis
Weitere Informationen zur Sportstätte

05.03.2015

Heute

Tennis

AKTION: Clubkarten Besitzer bezahlen täglich für die erste und letzte Stunde (ausgenommen samstags) nur € 12!

Donnerstag, 05.03.2015

	8	9	10	11	12	13	14	15	16	17	18	19	20	21
Alle Plätze anzeigen ⌄												Frei	Frei	Frei

Freitag, 06.03.2015

	8	9	10	11	12	13	14	15	16	17	18	19	20	21
Alle Plätze anzeigen ⌃	Frei	Frei	Frei	Frei	Frei	Frei	Frei	Frei			Frei	Frei	Frei	Frei
Platz 01 (Halle) ⓘ														29 €
Platz 02 (Halle) ⓘ	22 €							22 €						29 €
Platz 03 (Halle) ⓘ				22 €									29 €	29 €
Platz 04 (Halle) ⓘ				22 €	22 €								29 €	29 €
Platz 05 (Halle) ⓘ		22 €	22 €	22 €	22 €							29 €	29 €	29 €
Platz 06 (Traglufthalle) ⓘ		20 €				20 €						27 €	27 €	27 €
Platz 07 (Traglufthalle) ⓘ				20 €	20 €								27 €	27 €

Business Model

Advertising

Online Payment

Loyalty

1) Onboard sport providers with **free B2B tools**

2) Convert sport providers to **online payment**

3) Upsell premium products like **modules, reward system**

Marketing Strategy

SEO

Offline promotion

Online promotion

1) **Top position** at most relevant search combinations **at google**

2) **Promotion at sport facilities** to convert their actual customers to online booking

3) **Online marketing** to acquire new customers

SEO Ranking factors

|	
Content	1) High **quality** & **relevant** content (related terms in context, media enrichment ..)
Technology	2) well **optimized** technical performance (robust site, internal links, speed ...)
Backlinks	3) **Quantity** & **quality** of backlinks
Social & User Signals	4) **Click-through rate**, **bounce rate** and time on site

http://www.searchmetrics.com/knowledge-base/ranking-factors/

Eversport traffic
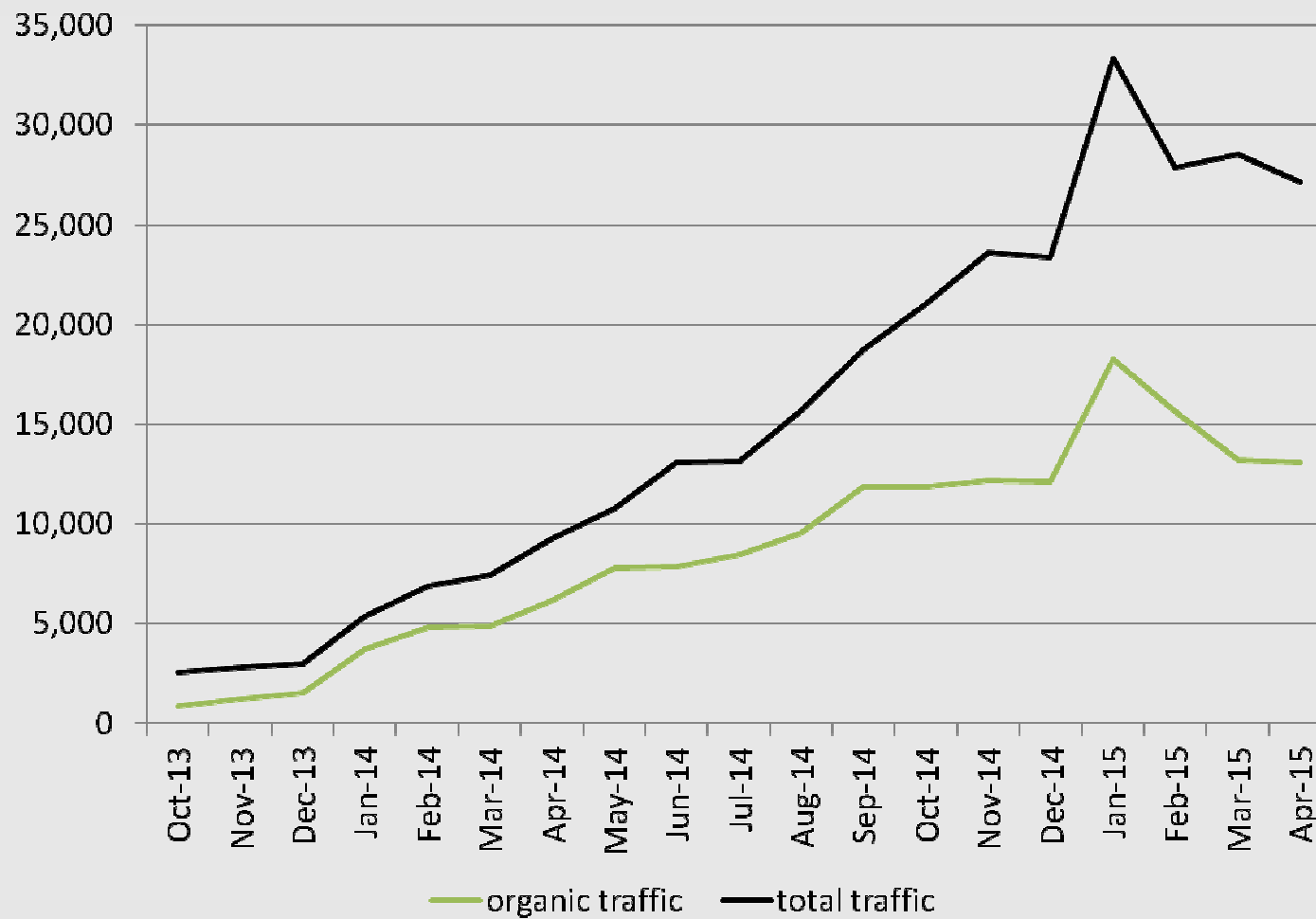
What happened?
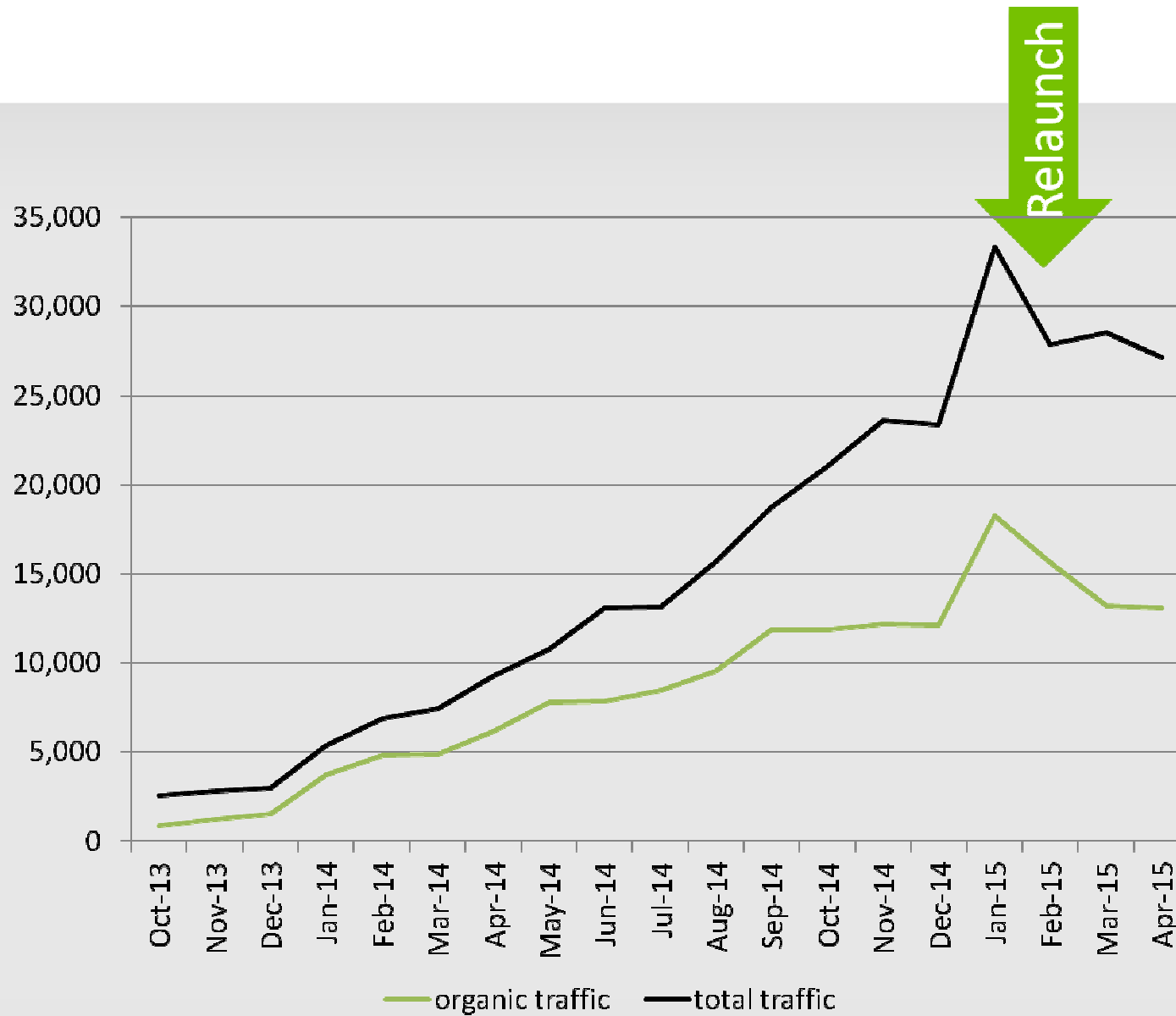
What changed?

Content

1) 20% of content was **NOT transmitted**

Technology

2) **improved**
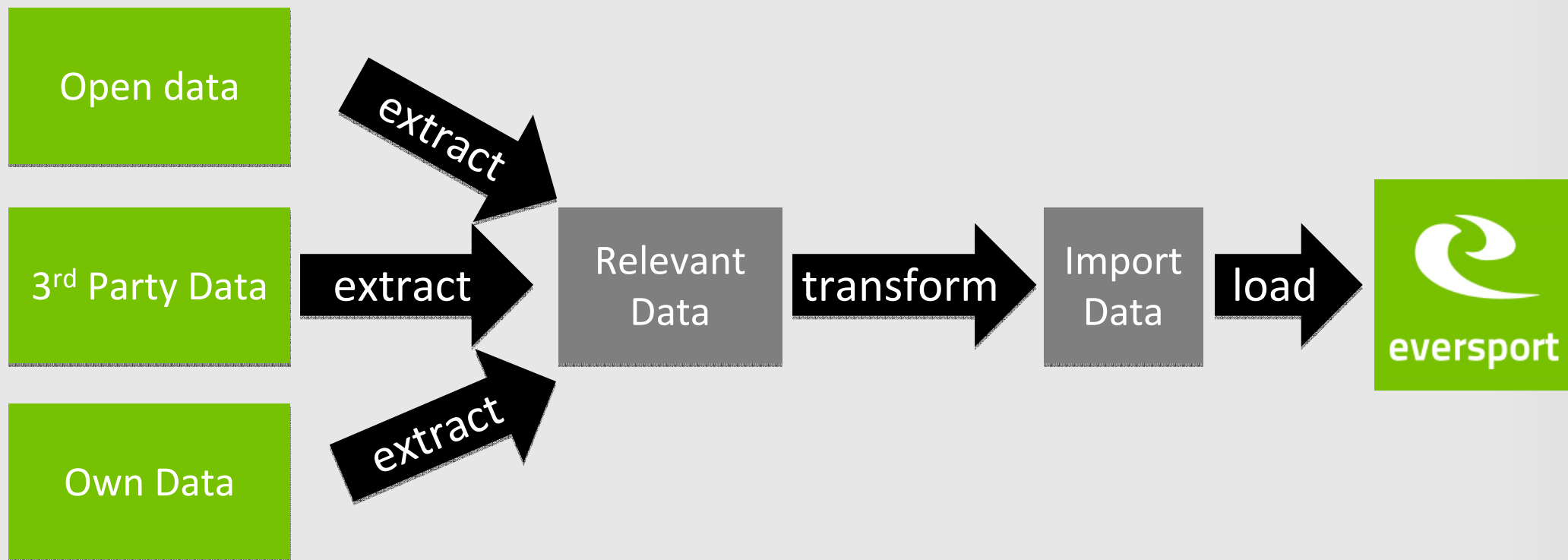
Social & User Signals

3) **Got worse** (e.g. bounce rate)
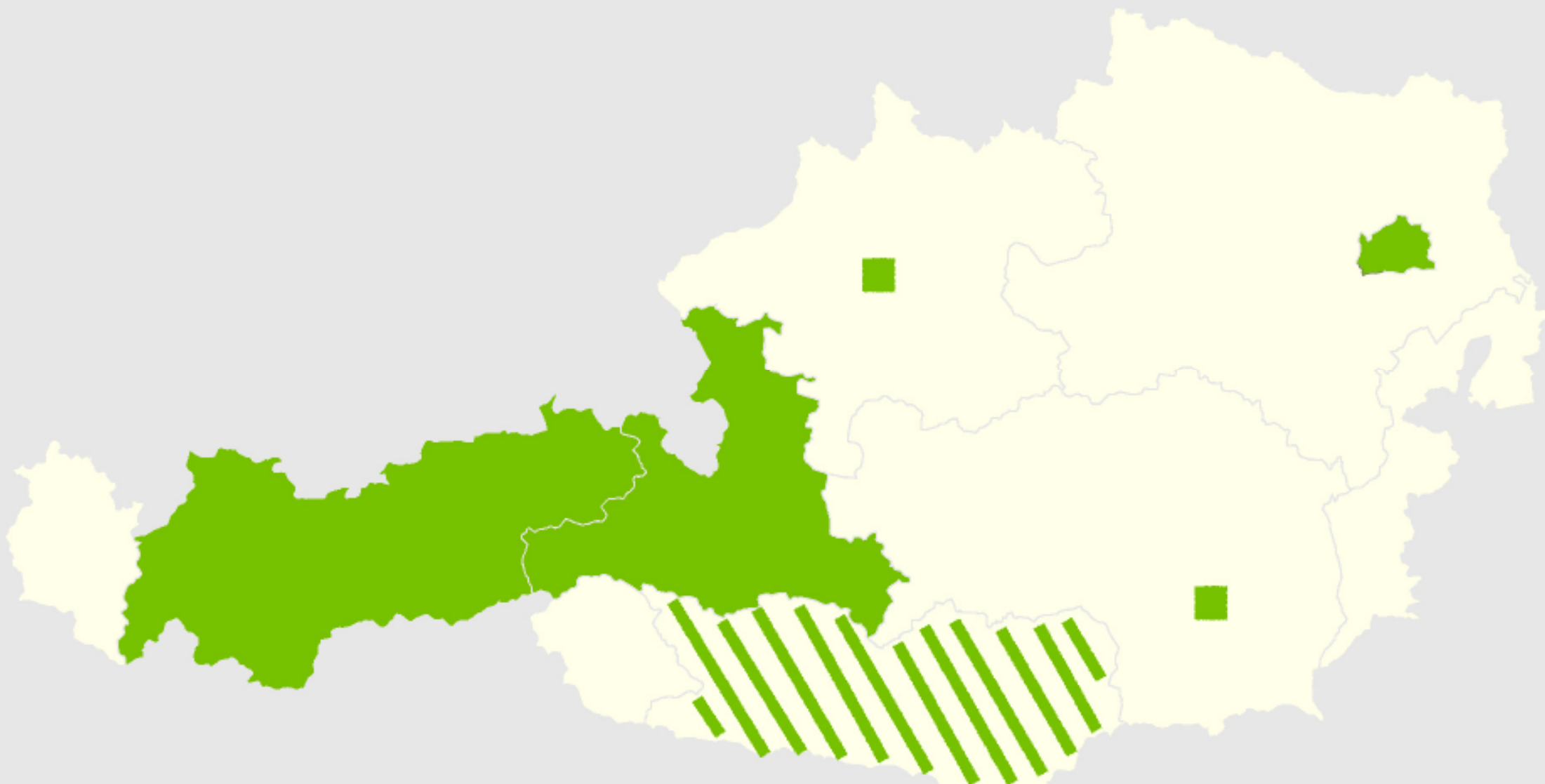
Content Strategy

Open data $+$ 3rd Party Data $+$ Own Data $=$ eversport

ETL Process

Challanges

1) **No data**

Open sport facility data in Austria

1) No data

2) **Old/Wrong data**

1) No data

2) Old/Wrong data

3) **Different data types**

Data types
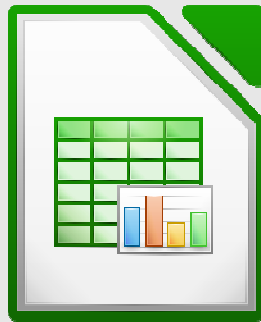
XLS / CSV   **DBF**   **QGS**

1) No data

2) Old/Wrong data

3) Different data types

4) Technical limitations

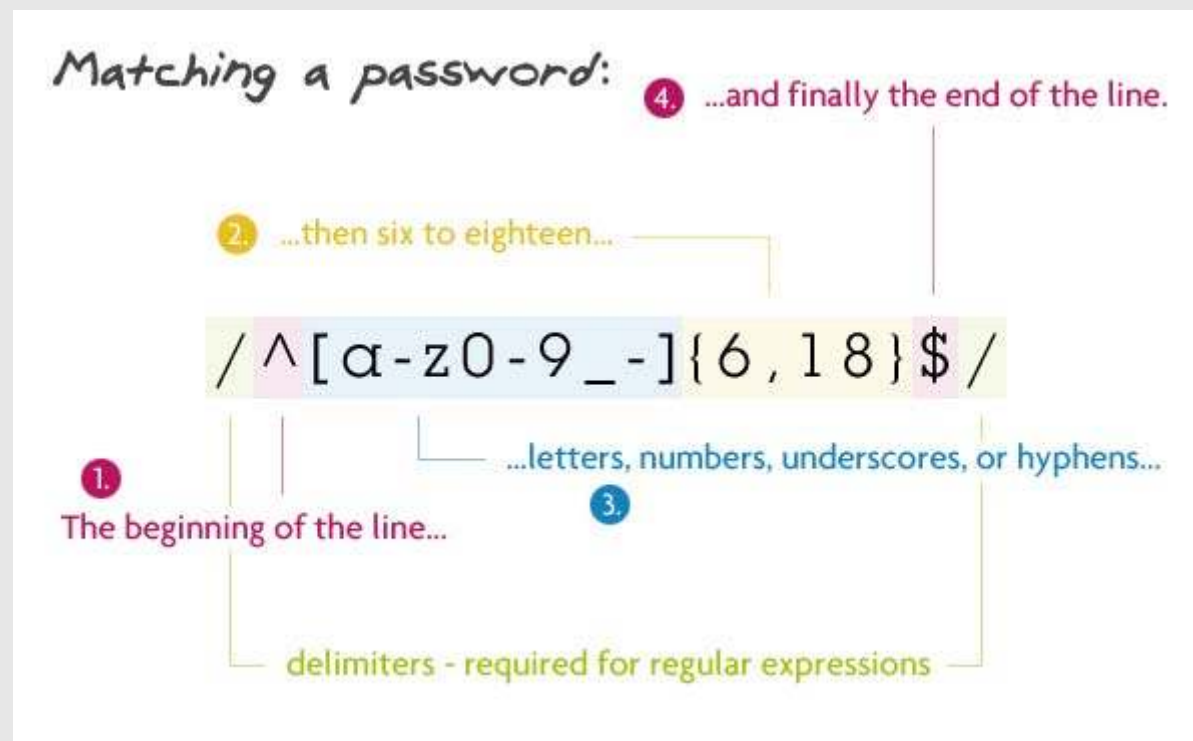1) **Continuous** (theoretical) **training**

ETL Prozess

1. Normalise data structure
2. Remove duplicates
3. Foreignkey handling
4. Customization of data types (e.g. house number as integer or string)
5. Standardisation of strings (e.g. ‚fussball' instead of ‚fußball')
6. Recalculation of data (e.g. lat/lon instead of BMN)
7. Combination of data (e.g. two sport facilities on one place)
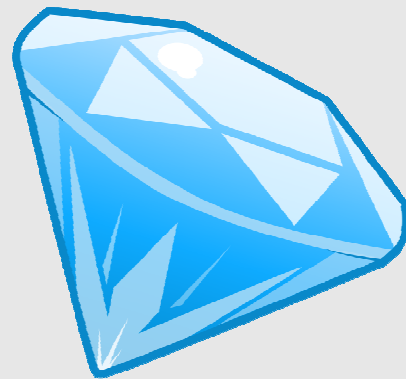8. Data enrichment

Regular expression

„…sequence of characters that forms a special pattern"

Solution

1) Continuous (theoretical) training

2) **Practical use of different tools**

google refine

notepad++

Solution

1) Continuous (theoretical) training

2) Practical use of different tools

3) **Created a vision for open data @ eversport**

Outlook

Static Object

Dynamic Object

Thank you

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