New Data Strategy Accompanies New Stadium for Texas Rangers

Setting the Stage

The Problem

Today, not only does that report that could take hours. Baseball isn’t a timed sport; the game ends whenever it ends. But the business operations end-of-game report in the old stadium included. Other departments have started coming to business presented in an executive meeting, the owners asked to be. When the new and improved end-of-game report was first fed and happy but safe.

A lot goes into creating a memorable experience for fans, and most of it happens behind the scenes. Shifting their data strategy enabled the Texas Rangers to keep tabs on where the hot towels are left, in which restroom to how many hot dogs are sold, and built a fan-friendly setting.

The operations team can zero in on which entrances are the most crowded or which exits are the most congested. These insights help maximize revenue and build a better fan experience. The operations team can zero in on which entrances are the most crowded or which exits are the most congested. These insights help maximize revenue and build a better fan experience.

Our Approach

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The business operations team knew they needed to develop a robust and scalable data and analytics environment to support their new stadium operations and didn’t have the in-house expertise, nor the bandwidth, to undertake this effort on their own.

The SDA framework helped the Rangers business operations team get the entire organization on board with the idea of a modern data strategy. The SDA framework is built on the premise of delivering actionable insights and outcomes to support organizational goals. It includes four core components:

1. Infrastructure: The foundation for a modern data strategy, including hardware, software, and network infrastructure.
2. Data Model: A blueprint for how data will be structured, processed, and stored.
3. Data Architecture and Structure: The current and future state of data, including the location of data, how it is organized, and how it is accessed.
4. Data Analytics: The tools and techniques used to extract insights from data.

The SDA framework helps organizations like the Texas Rangers transform data into actionable insights that can drive strategic decisions and improve business outcomes.

Recommendations

<table>
<thead>
<tr>
<th>Recommendations</th>
<th>Outcomes and Impact</th>
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<tbody>
<tr>
<td>Identified quick wins</td>
<td>Demonstrated a clear ROI</td>
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<tr>
<td>Envisioned a comprehensive roadmap</td>
<td>Enhanced data reliability, accuracy, and timeliness while ensuring data streaming and processing capabilities</td>
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<tr>
<td>Brought multiple stakeholders to the table</td>
<td>Streamlined access to data through a proof of concept</td>
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<tr>
<td>Proved out the ability to support new data sources through a proof of concept</td>
<td>Ensured continued commitment to valuescaling</td>
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<tr>
<td>Built confidence and bolster support</td>
<td>Opened up scaling capabilities</td>
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<tr>
<td>Streamlining and automating the majority of the Rangers’ daily prep processes will facilitate faster data analysis and usage</td>
<td>Brought multiple stakeholders to the table</td>
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Outcomes and Impact

Our approach to modernizing the data strategy has led to a number of significant outcomes and impacts for the Rangers organization:

- **Demonstrated a clear ROI**: By implementing the recommendations, the Rangers were able to quickly see tangible benefits in terms of improved business performance and cost savings.
- **Enhanced data reliability, accuracy, and timeliness**: The new data architecture and structure allowed for real-time updates, enabling quicker decision-making and improved outcomes.
- **Streamlined access**: The organization was able to access and utilize data more efficiently, leading to better decision-making and improved business performance.
- **Open up scaling capabilities**: The implementation of the recommended solutions enabled the Rangers to scale up their data strategy, supporting future growth and expansion.

Boots-on-the-ground Actionable Insights

“Don’t just make the data available to users; make sure it’s actionable and relevant.” – Texas Rangers Systems Manager Machelle Noel. "Bringing in Resultant to help us do that was a no-brainer because of our existing excellent working relationship.”

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