

USE CASE - Maximise Revenue for Sports Stadium

Customer: Major international sports stadium

Challenge

Our client, the owner of a leading international sports stadium, was looking for new ways to increase stadium revenues in a very short space of time. During our analysis and a series of workshops, we identified two key areas that would deliver increased revenues across a 3-6 month period:

- increased food sales
- higher revenues from stadium ads.

Solution



Food sales:

INPUT DATA: Video analysis, WiFi logs, POS/transactions data, stadium layout, historical kiosk positioning data

- Traffic Analysis
- Static and moving objects
- Customer flow - Path maps (local demand and patterns)
- Customer concentration - Heat maps (points which motivate flow)
- Engagement – measuring stay time
- Service Time – queue management



Stadium ads optimization:

INPUT DATA: stadium sectors (Directors' Boxes, seating, stand), ticket types, fans data, commercial types, commercial types, advertising screens position and control mechanism etc.

- Behavioral analysis - fans
- Commercial targeting to different sectors, based on behavioural information about fans
- Prediction models for ad. pricing

Results:

- Optimal food kiosk positioning (with flexible time resolution)
- **7% uplift** in food revenue
- **9% increase** in revenue from in stadium commercial screens

FintureAI

ul. Skierniewicka 10A
01-230 Warszawa
hello@fintureai.com

FINTURE  .ai