Leveraging powerful data to bring sports fans together with 365Scores and Google Cloud

For some, sports is just a game.
But for a fan, 90 minutes can change their life.

Along with fans, the team at 365Scores feels this passion for sports. That's why they built a platform that gives fans access to accurate live scores, stats, news, and updates online, 24/7, to enhance their sporting experience, and bring fans together.

And with 80% of sports fans using a second screen for sports – even while watching live in the stadium – 365Scores aims to be their go-to platform.

As 365Scores grew, its BI team received more and more internal requests for data insights.

They wanted to provide a self-service model that would empower any team at 365Scores to get accurate insights and strategic decision making power from data, whenever and wherever – even for those teams that lacked data or technical knowledge.

About 365Scores:

+ 365Scores began its journey in 2012

+ Since, it's served more than 40 million sports fans worldwide

+ It offers fast, accurate live score updates online, 24/7

Google Cloud   commit   365 scores

To address this, 365Scores collaborated with Google Cloud and Commit. The recommended solution? Looker.

With Looker, teams can build their own dashboards and reports, and make data-based decisions themselves. They're less dependent on the BI team, freeing them up to do more analytical projects.

Backed by Looker, the BI marketing team's workload was reduced by 80%. And 365Scores was able to transform in key ways:

- Real-time reporting capabilities let the company react quickly to unfolding events
- Dashboards and reporting inform data-driven decisions across the entire organization
- The product team uses Looker's granular business insights to refine services, identify user preferences, and develop new features
- A semantic modeling layer ensures a single source of truth, with consistent and accurate data across the organization

Future impact
Teams across 365Scores are now using Looker to make their own strategic decisions. For example, now that the product team can better understand what users want, they're proposing a chat feature to let fans come together while they support their team. Across the board, the company can better focus on **bringing a game-enhancing experience to sports fans in real-time.**

With Google Cloud, 365Scores:

Reduced BI marketing workload by

80%

Brought more features to fans in

40+
languages

and

12
different sports worldwide

"

We want to keep analyzing, optimizing, and bringing a better experience for our users with Looker, so that we can continue to bring sports enthusiasts together and keep that passion for sports alive.

Raviv Barzilai, Head of Data, 365Scores

Google Cloud   COMMIT   365 SCORES