

An Invitation to Tender (ITT)

For Customer Insight through Multi-system data analysis

Overview

British Weight Lifting (BWL) is the National Governing Body for weightlifting and para-powerlifting in the UK and our role is to inspire a nation of lifters through exceptional leadership and expertise. We are responsible for the growth and success of weightlifting and para powerlifting at every level and our work sees us support a network of bodies, clubs and gyms across the UK.

We have several systems, customer touchpoint and sources of customer data and need to explore how we generate customer insight from these to enhance customer experience, inform business decisions and develop a data-driven marketing strategy.

Scope

The scope of this initial exercise (Phase 1) is to create an integrated view of the current data from multiple sources / systems and to generate insights from it.

This will inform a follow-on initiative (Phase 2 - not in the scope of this initial exercise) to shape and develop a persistent data-driven marketing and decision-making capability through the systemic integration of data from multiple systems.

Objectives

- Identify and map key customer data sources.
- Extract and consolidate data across multiple platforms (a 'one-off' data integration).
- Perform data cleansing/de-duplication activities.
- Analyse data to uncover patterns, trends and insights.
- Present findings with recommendations in a clear, visual and business-friendly format.

Requirements/Deliverables

Data Source Identification and Assessment

- Work with relevant stakeholders to identify all systems and touchpoints holding customer data, including but not limited to:
 - CRM system (Sport 80)
 - Transactional systems (Arlo, Stripe, Xero, Eventbrite)
 - Education and elearning platforms (Titus – Moodle based, Qualitas)
 - Marketing platforms (Mailchimp, Google Analytics)
 - Social media
 - Website
- Document and map the current data sources.
- Assess quality and relevance of data from each source.

Data Extraction and Integration

- Extract data from each system into a consolidated dataset.
- Transfer and integrate data into a centralised data repository for analysis.

Data Cleaning

- Standardise formats and terminologies for the consolidated dataset.

- Resolve data duplication, inconsistencies, and missing values.
- Create a unified customer view (single customer profile across sources).

Data Analysis and Insight Generation

- Conduct exploratory data analysis.
- Segment customers based on behaviour, value, demographics, etc.
- Identify key customer trends and opportunities.

Reporting and Recommendations

- Make a recommendation, to include architecture, data flows and timeline / costs for Phase 2 – creating a persistent data integration, consolidation and insights capability to underpin a data-driven marketing strategy.

Timelines

It is expected that the project will take two to three months to complete.

Submission

Please send your proposal highlighting how you would be best placed to fulfil this work including your relevant expertise and experience in data analysis projects. Your proposal should identify key timelines and cost for the completion of the project.

Your proposal should be sent to Kath Leonard, Chief Operating Officer, British Weight Lifting, via email: kath.leonard@britishweightlifting.org no later than 20 June 2025.