



Esports Data Analytics Solutions

CANA LLC is a veteran woman-owned small business based in Northern Virginia. Our diverse team of professionals provides custom analytics, project management, and logistics expertise across a broad, yet balanced, spectrum of commercial and Federal sectors.

Our expertise and experience align tightly with esports analytics and our uniquely applicable esports solutions.



Powered by **CANA**
ANALYTICS



Point of Contact:
Jack Murray
Business Analyst
jmurray@canallc.com

CANA LLC
7371 Atlas Walk Way
Gainesville, Virginia, 20155
703.317.7378

CANA esports is your team planning and analysis capability service. With infinite adaptability and targeted expertise, our services are *capability multipliers...we know how to win!*

Capabilities & Solutions

APPLIED ANALYTICS

We take your esports gaming and business data to provide:

- **Data-as-a-Service tools** to track esports programs' true value and to create best outcomes for esports players, teams, and college and pro esports recruiting.
- **Machine learning models** to create new metrics and analytical graphics for individual video games.
- Thoughtful evaluation based on our applied **human analytics experience** with player development and team data across different professional sports.

TRANSFORMATIVE SOLUTIONS

The **CANA magic** is developing solutions that esports organizations, schools, leagues, teams, coaches, and players can understand and use.

- **Esports intelligent analytics for scholastic esports programs.** CANA provides in-depth analysis of program performance and the overall impact on your organization.
- **CANA esports recruitment tools & applied analytics.** We make your recruitment more efficient and promote:
 - diversity, inclusion & growth;
 - esports professional organizations, colleges, and companies identifying the top esports talent available; and
 - expanding opportunities and exposure for esports players and job seekers.



CANA brings important information into focus quickly and efficiently; our solutions give you the edge you've always wanted.

Our Services:

- Intelligent Analytics
- Esports Recruitment Analytics
- Promoting Gaming Diversity
- Esports League Analytics Provider



*Providing analytics intel for success.
Play clean; let your analytics do the
dirty work.*

INTELLIGENT ANALYTICS

We present a new way to capture and analyze more useful esports data.

CANA's experience with a wide range of clients within traditional sports, federal, and commercial sectors gives us a unique view and take on esports. It allows us to implement **new metrics** for a variety of games, and offer **new solutions** to players, schools, programs, and companies.

Providing more **detailed information to drive informed decisions** is key to promoting the growth and success of esports. We help players, organizers, and audiences understand the true value of esports.

LEAGUE ANALYTICS PROVIDER

CANA tracks league data within an esports league and provides unique analytics graphics and dashboards that **enhance live streams, consumer engagement, and overall league offerings.**

CANA can implement new metrics within the esports industry. Our traditional sports projects provided critical experience in normalizing rankings at state and national levels. This is crucial as records do not always portray the true value of a team or organization.

We also consider other key aspects that affect performance such as the difficulty of schedule and environmental factors; CANA looks at the total picture.

New and innovative metrics provide that extra competitive edge.



We pride ourselves on helping people, teams, schools, and companies unlock their full potential!

RECRUITMENT ANALYTICS

There are many uncharted opportunities for the competitive gameplay and business of esports. Our recruitment platform provides the resources to **capitalize on these opportunities.**

Our unique and innovative platform will **support both gameplay and business career recruitment** with the top class of industry professionals, colleges, and companies actively looking for talent. CANA can create standardized metrics for players by zeroing in on the most valuable attributes needed for each game and analyzing which strategy produced the best success. This benefits school and professional teams and players by highlighting key areas.

PROMOTING GAMING DIVERSITY

Esports has no gender-based advantages, yet it continues to maintain separations. Specific CANA capabilities, such as data quality and analytic assessments, operations research, and studies & analyses, will **help the industry take the necessary steps to incorporate co-ed teams.**

CANA can pinpoint key performance indicators (KPIs) and trends in the industry, with a focus on **female participation and viewership**, and propose **optimization models and solutions** to leagues, teams, organizations, and supporting companies.

Although the focus is on women in esports, we aim to **support any underrepresented groups** in esports. CANA's capabilities are transferable to any group.



MVP LEADERBOARD (DAY 2 ONLY)

RANK	TEAM	MVP GAMES	SCPG	TEAM SCORE %
1	tut.	6	492	37.5%
2	Dizzy	4	401	38.5%
2	mccwareagle	3	481	36.7%
4	zie zie	3	375	33.0%
5	vomich <3	3	364	32.0%
6	Hot Rod	0	346	42.2%
7	CR3NNy_	0	343	41.9%
7	embracemaya	1	364	34.5%
7	ethn	3	344	32.6%
10	Echo.	0	397	35.0%

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Pictured: Warrior GMR Foundation Armed Forces Esports Championship 2022 Scoreboard

Current Partners & Efforts

Warrior GMR Foundation

- ❖ A community-based platform where gamers, active military, and veterans come together to promote mental and physical health and wellness through gaming and esports.
- ❖ CANA supports Warrior GMR events with gameplay analytics to enhance their broadcast value and overall offerings.

Custom API for esports Titles

- ❖ CANA develops custom API plugins for major esports titles that create unique gameplay analytical metrics and visualizations to increase broadcast value and league offerings.

CANA Podcast

Express your voice and message on our esports-focused CANA Connection podcast!



We have hosted industry leaders and experts from all areas, including women in esports; youth and high school esports; collegiate esports; professional esports; and esports law and regulation.

