

Memo

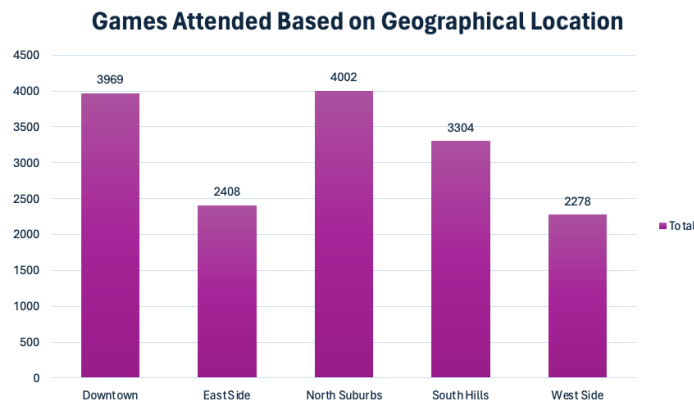
To: Ms. Greenfield

From: Eknor Sethi

Date: April 9th, 2025

Re: Descriptive Analysis: Improving Ticketing and Merchandise Strategy for the Nashville Tempo

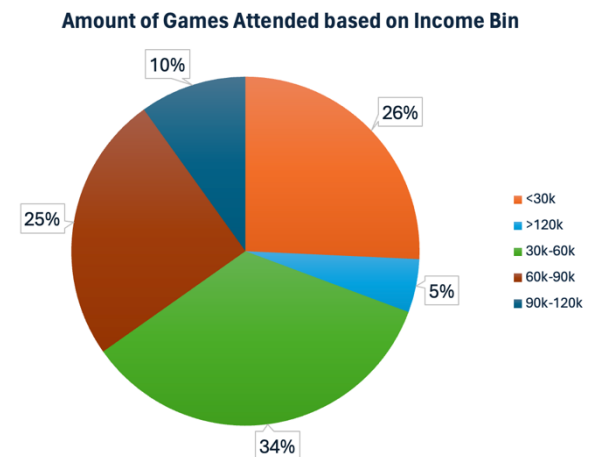
Game Attendance:



Further, when analyzing fan game attendance based on their income segment, it's important to note that most fans who attend games fall within the income bin of making \$30k-\$60k per year. It's important to note that with the data in both graphs, it can be assumed that there is a potential bias with fans' geographical location and income, however, that is not the case. When analyzing the geographical location of fans and the income segment they fall into, there is no correlation with a certain geographical location and a higher income segment.

The Nashville Tempo can use this data as a gateway to take initiative when it comes to pushing heavier advertising for its games within the East Side and West Side to increase the game attendance of fans from that area. The Nashville Tempo can also look at the types of companies and industries that each income bin works in to create partnerships with those companies to try and increase the fans' game attendance that way – for example, allowing employees at companies to buy certain tickets for Nashville Tempo games through their companies, such as how companies often reserve tickets at various sporting events for their employees.

While analyzing the 2024 fan data, it's clear that most Nashville Tempo fans that attend games come from the North Suburbs and Downtown, weighing heavily at 4,002 and 3,969 games respectively. The least number of games were attended by fans from the East Side and the West Side.

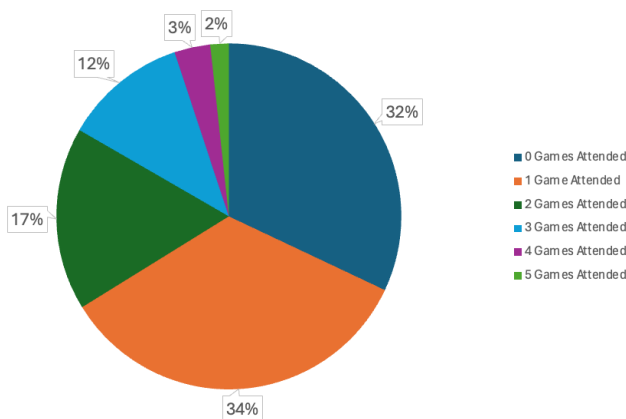


Merchandise Spending:

While analyzing the 2024 fan data for merchandise spending, it's clear that the number of games attended has a correlation with the amount fans spend on the Nashville Tempo's merchandise.

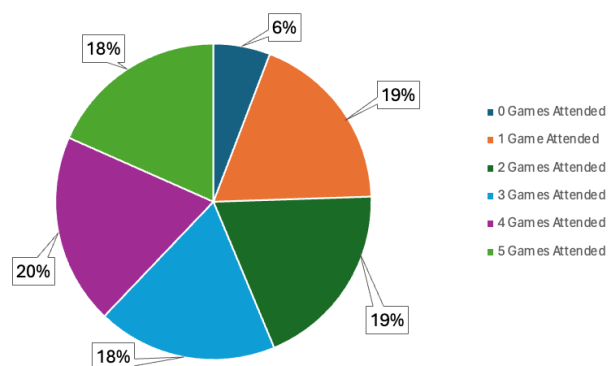
For example, the highest average amount spent on merchandise was spent by fans who attended four games, which corresponds to 20% of the fan base. This can correlate to those who attend three games being classified as “superfans”, which leads them to want to purchase more merchandise as they want to represent their team. However, when looking at the sum of money spent on merchandise based on the number of games attended, it’s

Sum Amount Spent on Merch Based on Number of Games Attended



as souvenirs or a one-time purchase to commemorate their experience at the game (for those who went to one game). With this data, the Nashville Tempo can decide what types of merchandise they want to advertise to different fan segments. For example, someone who is a “superfan” and attended four games would be more likely to spend, on average, a higher amount on merchandise which could correlate to a higher-priced jersey, whereas someone who attended zero or one game would be more likely to spend their money on a lower-priced item such as a keychain, but more people would buy that lower priced item, which leads to having a higher revenue for that segment due to the amount of people that are in it. Furthermore, there is a higher average amount spent on merchandise for those fans who interact more heavily with the Nashville Tempo’s social media (10+ interactions). This ties back to the segment of “superfans” and how higher advertising leads to a higher average amount spent on merchandise. The Nashville Tempo can use this data to advertise more to fan segments that attend games less than four times to increase their desire to attend games and ultimately spend more money on merchandise.

Average Amount Spent on Merch Based on Number of Games Attended



clear that the highest sum was for those fans who attended zero games or one game, corresponding to 32% and 34% of the fan base, respectively. This shows that although the highest average amount spent on merchandise was by those fans who went to three games, a lot of the revenue also comes from fans who attended 1 or less games. This can be due to fans buying merchandise online (for those who went to zero games) and fans buying merchandise

Average Amount Spent on Merch Based on Amount of Social Media Interactions

