

Memo

To: Ms. Greenfield

From: Eknor Sethi

Date: April 30th, 2025

Re: Predicted Analytics: Predicting Fan Engagement for the Nashville Tempo

Recommendation 1: Implement Different Pricing Strategies Based on Predicted Attendance

Through the data and analysis, there is an average predicted probability of attendance for 2025 fans of about 40%. The number of fans with the predicted probability of attendance below 39% is 389, the number of fans with a predicted probability of attendance above 40% is 611, and the number of fans with a predicted probability of attendance above 50% is 127. With this analysis, the Nashville Tempo can set game pricing based on the fans' predicted probability of attendance rather than typical factors such as opponent, weekday vs weekend, and home game vs away game. With this new pricing strategy, the Nashville Tempo can target consumers that are considered to be "die hard" fans (with a predicted probability of attendance above 50%) with higher priced tickets, therefore resulting in higher profits made from fans that are most likely to attend the games regardless of price. While using the same strategy, the Nashville Tempo can target fans with a predicted probability of attendance of below 39% with cheaper prices in order to entice the fans of attending the games, therefore leading to a great gameday experience and exposing them to in-arena merchandise as well.

A tibble: 1 × 1

mean_predicted_attendance_prob
<dbl>

0.4018442

1 row

[1] "Number of fans with predicted attendance probability < 39%: 389"

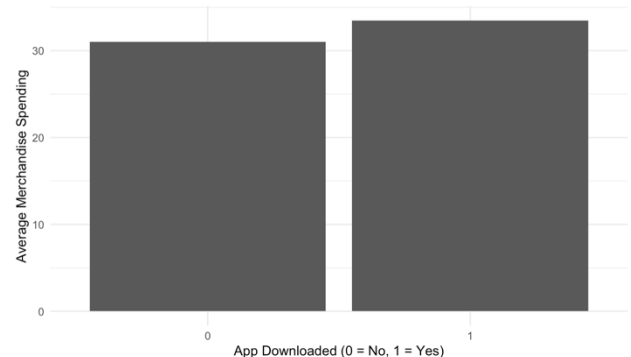
[1] "Number of fans with predicted attendance probability > 40%: 611"

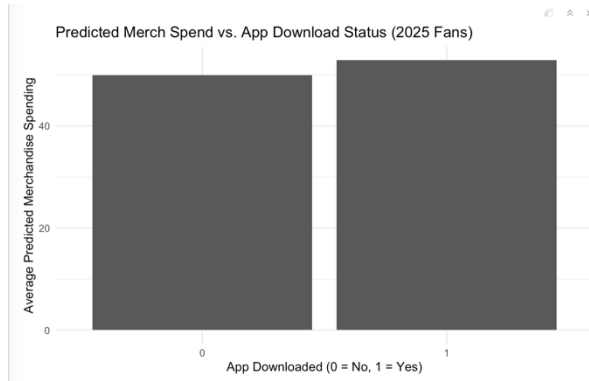
[1] "Number of fans with predicted attendance probability > 50%: 127"

Recommendation 2: Target Exclusive Merchandise to Fans with App Downloaded

Historically, there is a higher average spend on merchandise by fans who have the Nashville Tempo app downloaded compared to the fans who do not have the app downloaded. Therefore, there is also a higher predicted average spend on merchandise by fans who have the app

Average Merch Spend vs. App Download Status (2024 Fans)





downloaded as well. The Nashville Tempo can tap into this segment of fans by offering exclusive merchandise just for users of the app – and this strategy can be promoted through social media, in-game jumbotrons, and banners and marketing throughout the arena. With this strategy, the Nashville Tempo will gain more users on its app while also generating more profit from fans who will have access to higher-

priced, exclusive, and limited-edition merchandise by being on the Nashville Tempo app. This strategy can also help boost game attendance, by promoting exclusive deals for game tickets and more by inviting more fans to download the app. This way, more app downloads will lead to higher merchandise spend and higher game attendance due to exclusivity.

Recommendation 3: Target Users with Low Predicted Attendance & Merch Spend with Marketing & Social Media

With the predictive analysis, it's clear that fans who are predicted to spend more on merchandise are less likely to attend games for the Nashville Tempo. Furthermore, fans who interact with the Nashville Tempo social media often are less likely to attend games as well. Additionally, fans who interact with the Nashville Tempo social media often are more likely to spend money on merchandise. Taking these predictive data into account, targeting users with higher rates of social media interaction will lead to higher profit generation and higher game attendance. This ties into the previous recommendation of in-app promotions for fan exclusivity. Similarly, targeting users who interact the most with the Nashville Tempo social media, who are also less likely to attend games, will allow for the Nashville Tempo to easily generate higher profit. The Nashville Tempo can run social media centered promotions for fans to entice them to attend more games, as well as spend more money on merchandise to heighten team pride and representation.

