***Assignment #2: NBA Dynamic Ticket Pricing***

**Due by 11:59 pm on Sunday, November 14, 2021**

**PART 1 – Recommend Dynamic Ticket Price changes for 5 upcoming games for the Philadelphia 76ers**

For this part of the assignment, you are going to recommend dynamic price changes for 10 seating areas: B-C, E-L (ignore A, D, M-R) for the following five home games for the Philadelphia 76ers: 11/27 vs. Minnesota, 11/29 vs. Orlando, 12/11 vs. Golden State, 1/14 vs. Boston, and 1/27 vs. LA Lakers

Access the file titled “Part A - Phila 76ers Dynamic Pricing”.19 metrics are listed for each seating area, pertaining to the primary ticket market (i.e. tickets sold directly by the team) and the secondary market (i.e. tickets resold on Stubhub - SH). Your objective is to use the data to optimize/adjust the current price to a new price that will enable it to better compete with Stubhub and sell remaining unsold primary tickets rather than lose out to tickets resold on Stubhub. You have the option of both increasing and decreasing the current price (i.e. dynamic pricing).

**Assignment:**

1. On the sheet titled “Pricing,” fill in your recommended price in the yellow highlighted cells for each seating area of each game.
2. On the sheet titled “Reasons,” list the **specific metrics/data points from the Pricing sheet** that drive your pricing decision. Use a minimum of three metrics/maximum of five for each price recommendation. Reasons should be clear and concise, as if you were submitting this to a Team President for timely review. Your recommended price should reflect the supply and demand on Stubhub and not simply match the average Stubhub price.

**PART 2 – Pricing & Regression – Minnesota Timberwolves 2018-2019 Home Schedule**

For this part of the assignment, you are going to run several regressions to test correlation between average price and opponent past performance and day of week.

Access the file titled “Part B - Minn Twolves Schedule Regression”

**Assignment: Test correlation between AVG price and opponent (past win %)**

*Regression:*

1. Regress AVG. price vs. opponent WIN PCT for the 2017-2018 season only (previous season). What is the correlation? Use specific data points to support your answer. Reference the first assignment (R2, P values, SE, etc.). Disregard playoff performance.
2. Regress AVG price vs. the previous two seasons opponent WIN PCT combined. (i.e. for each opponent, take that opponent’s WIN PCT over the previous two seasons)
3. Regress AVG prices vs. past WIN PCT from part B and Day of Week.

Submit the following:

Part A: Excel template file provided for this assignment with both worksheets completed

Part B:

1. Data file with all regression outputs.
2. Word summary (up to 2 pages max) of your analysis
3. Tableau worksheets and/or dashboards that show your analysis and are clearly referenced as part of the written summary. Minimum of two/Maximum of five.

Upload all files to the Assignment area of blackboard. In the file name, include the Assignment Part # and the last names of all team members.