**Fan Insights – Aubrey Welbers**

The dataset included 100 fans, presumably pulled from Salesforce. There was quite a bit of data to sift through, but I began to realize the majority of activity was tied to fans who opted into marketing, therefore the visualizations are filtered to reflect the “true” marketing status.

The email metrics are measured based on the start of the season. Using last season as a baseline, the YTD season email open rate is behind last season, however the click through rate is trending higher than last season. When looking at the last six months, last three months, and last 1 months these metrics have jumped significantly to coincide with the start of the 24-25 season. I speculate the jump in the click-through rate can be attributed to the exciting start of the season where the team has gone undefeated, and fans are excited shop merchandise and buy tickets.

The Cavs have many avenues to touch fans, and the data showed ten different metrics that timestamp an interaction. I wanted to measure which channels were more engaging, so I created a true/false flag for each timestamp and filtered on just the true responses. This indicates NBA.com and text messaging are the most active channels for these 100 fans.

I also wanted to know the source of the first and last interactions, to see how they differed. Unfortunately, the data in the “first interaction” category is limited to Allstar and Topshot (29%), the remaining is unknown. I assume the data is just unavailable in most cases. That said, Topshot and Allstar do not appear as a last interaction source, where messaging and Fanatics take the overwhelming majority. It’s clear that Allstar and Topshot at great tools to market to Cavs fans.