**WNBA Attendance Analysis: A Comprehensive Look at Teams, Game Types, and Cities Over the Last Decade**

In recent years, the WNBA league has seen a tremendous growth in popularity. My analysis primarily focused on game attendance and fan engagement over the last 10 years.

In my first chart, I used a line graph to showcase the cumulative average attendance over the years. As seen on the chart, the average attendance was steady between 2014 and 2017. In 2018 and 2019, there was a visible decline in attendance. 2020, the year of COVID_19 pandemic,there are no attendance records due to game cancellations. The effects of the pandemic are also reflected in the 2021 fan engagement, and we start to see an increase in 2022. Between 2022 and 2024, there has been a massive increase in average attendance per game. The 2024 WNBA popularity is particularly credited to new talented rookies such as Angel Resse and Caitlyn Clark.My choice to use a line chart to present these insights is due to its ability to effectively communicate trends over time, and show notable spikes and dips in attendance. I added scatter points to highlight average attendance per game.

In my second chart, I analyzed teams popularity by comparing their fan engagement by home vs away games. Phoenix Mercury ranks the highest, both in home and away games attendance. I used two colors to provide visual differentiation between home and away games, and I sorted the teams by home game attendance for easy visibility purposes. In comparison, the home games are more attended than away games for most teams, which is to be expected.

My third chart illustrates WNBA popularity by cities over the last decade. I primarily focused on the top 10 cities. Confirming the insights in the second chart, my analysis shows that fans are more engaged in Phoenix compared to other cities. My fourth chart analyzes the WNBA attendance by game type, and the analysis indicates that all star games attract more fans compared to other seasons. For both the third and the fourth graph, I used simple bar charts to allow straightforward comparisons across categories, making it easy for viewers to grasp the

data at a glance. I consistently used warm orange shade (#FF6A13) throughout my dashboard to ensure visual coherence, while maintaining focus on the data presented. This color also matches the WNBA logo color, which is the main reason why I chose it for my analysis.

Based on this exploratory data analysis, there are several areas for further analysis. Firstly, analyzing the impact of promotional events, player performances, and social media engagement on attendance could yield valuable insights into fan behavior and preferences. Additionally, exploring demographic data related to attendance, such as age, gender, and location, could help teams tailor their marketing strategies more effectively.