

MARYLAND
SMITH

**Smith Analytics
Consortium**

NBA Analytics

Team: Devs



Agenda

1. Meet the team
2. Datasets and Data Wrangling
3. Finalize Cities
4. Cost and Revenue Analysis
5. Sponsorship Analysis
6. Team Name and Mascot
7. International expansion
8. Tech to support expansion

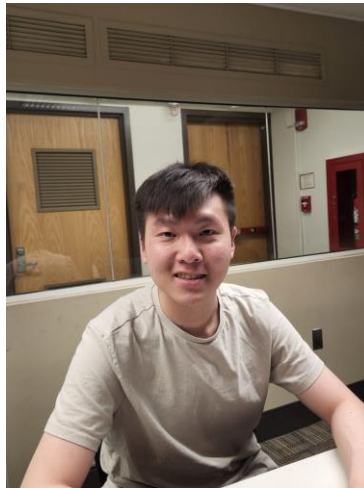
Team - DEVS



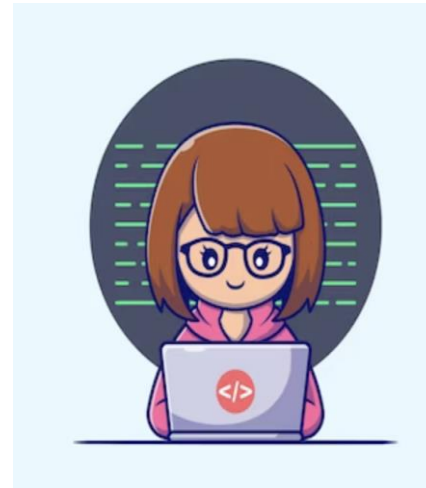
Arhab
Khan



Balaji
Udayakumar



Kobe
Wang



Maggie
Zheng



Siddharth
Dudla



Siddharth
Khare

Dataset and Data Wrangling

1. Given datasets consists of columns such as revenue, age_median etc.
2. Gathered new datasets, and took data from various sources and filled the missing values
3. Applied Random Forest ML model to find the most important features.
4. Predicted possible cities in USA according to the features using clustering.
5. Gathered additional data(land cost, avg wages per hour etc) to come to the final conclusion of selecting the two cities.

Two Cities:



Kansas City, Missouri



Louisville, Kentucky

Advantages for both cities:

Kansas City	Louisville
<ul style="list-style-type: none">a. Population: 509,297b. T-Mobile Arena already built (18,000 seating capacity)c. Location is optimal for growth (Missouri)d. History of sports viewershipe. Median education is higher	<ul style="list-style-type: none">a. Land Cost is lesserb. Population is slightly more (624,444)c. Wages are slightly less (\$24.76/hour)

Final Decision

Kansas City, Missouri presents a much better option because of the following reasons:

- a. T-Mobile Arena (Already Built)
- b. Location is optimal for growth
- c. History of Sports viewership
- d. Population and Salary go in hand and hand
- e. Median education is higher

Capital Expenditure

Cost (includes one-time and yearly costs):

One-Time Costs:

Infrastructure (Stadium): **\$1 Billion to \$1.3 Billion** (If an arena partnership deal is not reached with T-Mobile)

Drafting Players: **\$141 Million**

Total One-Time Costs: \$1.31 Billion

Recurring:

Operating Expenses : **\$39.28 Million/year**

Player cost: **\$127 Million/year**

Taxes: **\$13.6 Million/year**

Revenue Sharing: **\$10.9 Million/year**

Miscellaneous: **\$2.16 Million/year**

Total Recurring Costs (per year): \$218 Million/year

Revenue Analysis

Revenue:

Arena Sponsorship: **\$26.82 Million/year**
Premium Seating: **\$36.058 Million/year**
General Seating: **\$47.68 Million/year**
Broadcasting Rights: **\$150.4 Million/year**
Other: **\$35.19 Million/year**

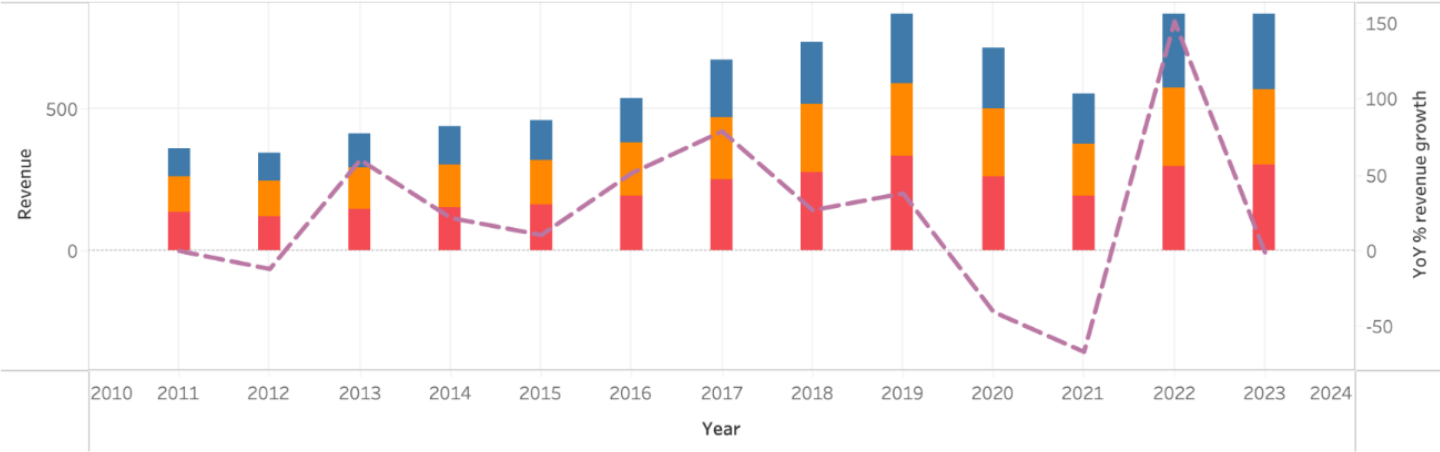
Total yearly revenue: **\$298 Million/year**

Results - Financial Analysis of 3 similar cities to Kansas City

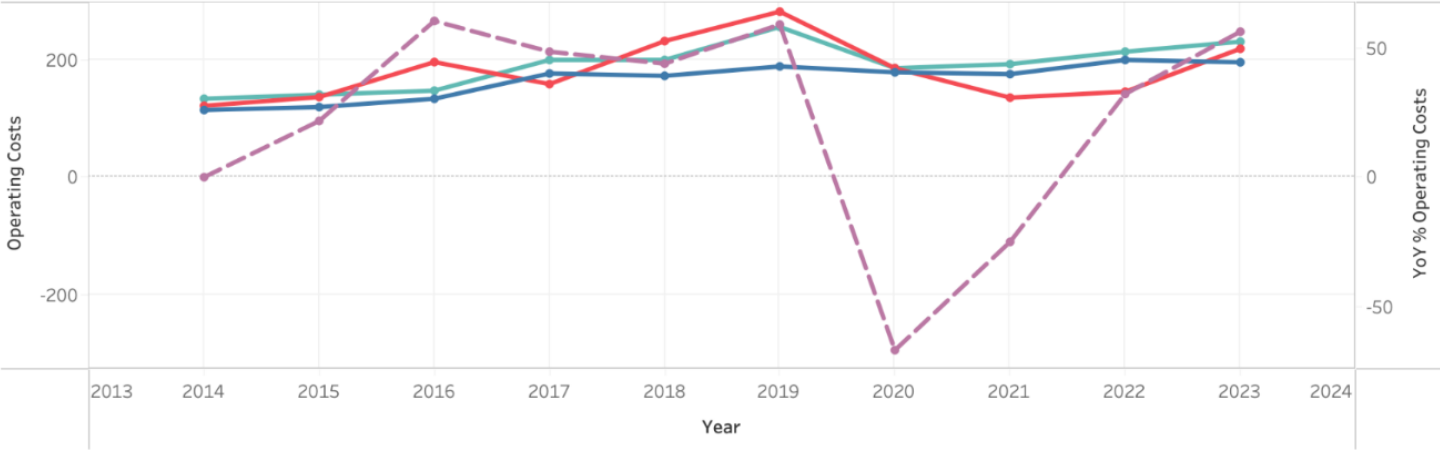
City Filter for three closest cities

(All) ▼

Revenue growth of three closest cities



Operating Costs of three closest cities



Cost Benefit Analysis - Kansas City

KPIs for Kansas City

Avg. YoY % rev growth

8.863

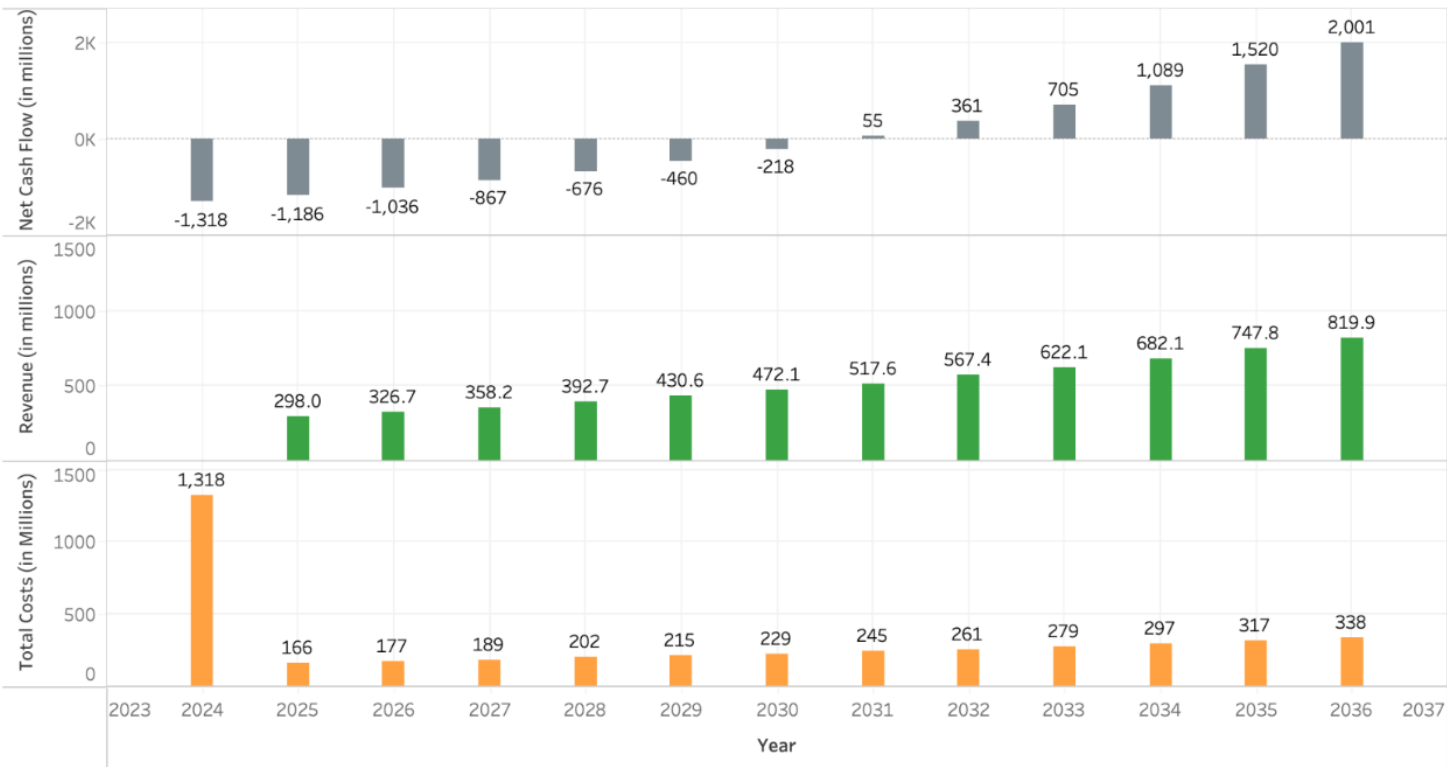
Avg. YoY % Operating Costs

8.531

Break Even Years

6.799

Financial forecasts of Kansas City



Sponsorship Analysis



T-Mobile

Sponsorship Analysis

1. T-Mobile:

- It is the third-largest wireless carrier in the United States with 117.9 million subscribers as of December 31, 2023.
- The company has annual revenues of around \$80 billion and can sponsor new NBA team easily.
- T-Mobile Arena can host the NBA team in Kansas City

2. UMB Financial Corporation (an alternate option):

- It is a financial services company headquartered in Kansas City, Missouri.
- Listed on NASDAQ
- May be hard to get them on board as a large investment is required but can be considered as an alternate choice for sponsorship

Team Name and Mascot

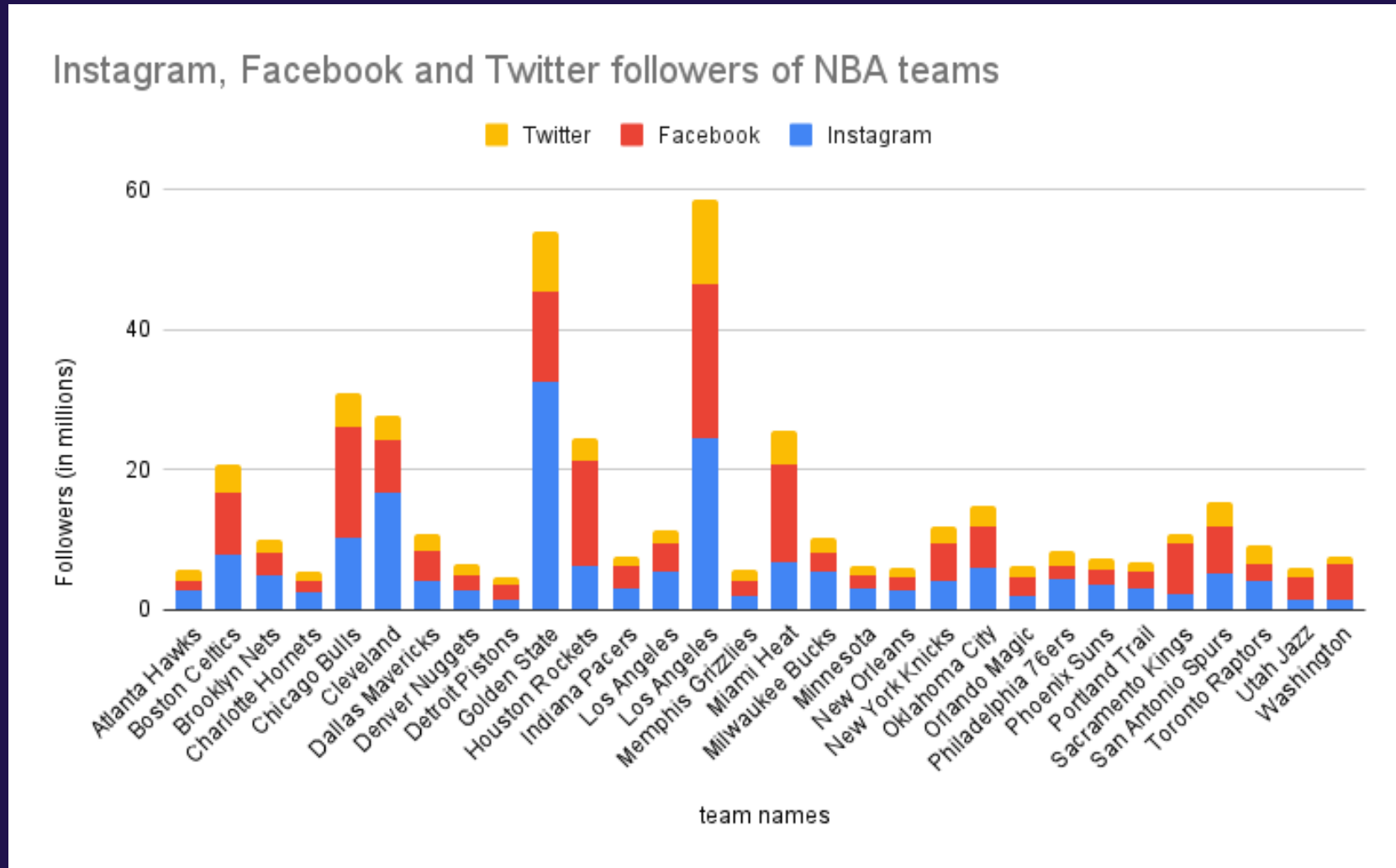
What we think we should incorporate into our Maskot

- Tornado: to pay homage to the city located in the Tornado Alley
- Red: To symbolize Kansas barbeque traditions
- Blue: Kansas City is known as the City of Fountains

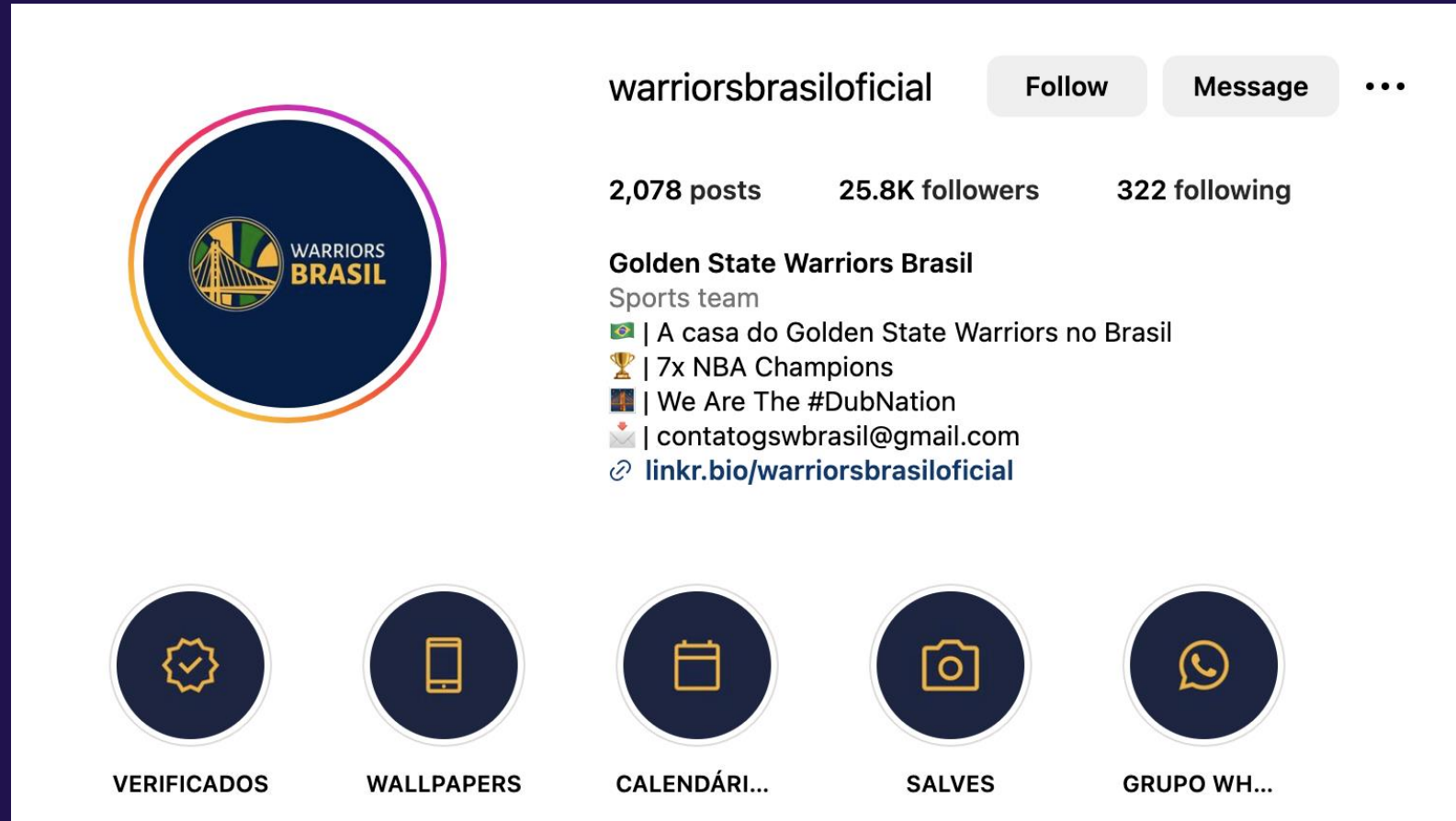


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How might we promote this the Tornadoes?



Tapping into the International Market



The image is a screenshot of the Instagram profile for 'warriorsbrasiloficial'. The profile picture is a circular logo with a dark blue background, featuring a yellow and green bridge icon and the text 'WARRIORS BRASIL'. The profile name is 'warriorsbrasiloficial' with 'Follow' and 'Message' buttons. The stats show '2,078 posts', '25.8K followers', and '322 following'. The bio identifies the account as 'Golden State Warriors Brasil', a 'Sports team', and lists several details: a Brazilian flag icon followed by 'A casa do Golden State Warriors no Brasil', a trophy icon followed by '7x NBA Champions', a flag icon followed by 'We Are The #DubNation', an email icon followed by 'contatogswbrasil@gmail.com', and a link icon followed by 'linkr.bio/warriorsbrasiloficial'. At the bottom, there are five circular icons with labels: a checkmark icon for 'VERIFICADOS', a smartphone icon for 'WALLPAPERS', a calendar icon for 'CALENDÁRI...', a camera icon for 'SALVES', and a WhatsApp icon for 'GRUPO WH...'.

warriorsbrasiloficial

Follow Message ...

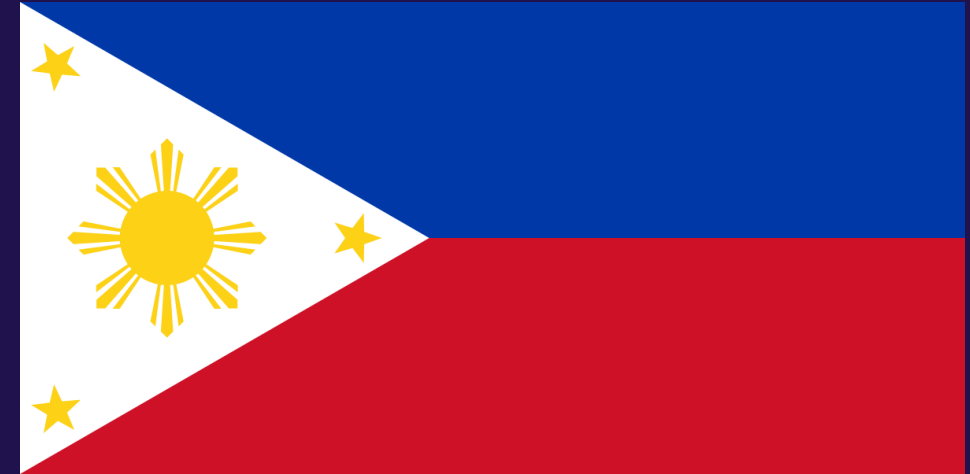
2,078 posts 25.8K followers 322 following

Golden State Warriors Brasil
Sports team

🇧🇷 | A casa do Golden State Warriors no Brasil
🏆 | 7x NBA Champions
🇺🇸 | We Are The #DubNation
✉ | contatogswbrasil@gmail.com
🔗 linkr.bio/warriorsbrasiloficial

VERIFICADOS WALLPAPERS CALENDÁRI... SALVES GRUPO WH...

Tapping into the International Market Cont.



Tapping into the International Market Cont.

Rank	Country	Continent	Time Spent on Smartphone per Day	Comparison to Average	Comparison to Average (%)
1	Philippines	Asia	5 hours 47 mins	+ 2 hours 4 mins	↑ 35.7%
2	Thailand	Asia	5 hours 28 mins	+ 1 hour 45 mins	↑ 32%
3	Brazil	South America	5 hours 25 mins	+ 1 hour 42 mins	↑ 31.4%
=4	Colombia	South America	5 hours 9 mins	+ 1 hour 26 mins	↑ 27.8%
=4	South Africa	Africa	5 hours 9 mins	+ 1 hour 26 mins	↑ 27.8%

Tapping into the International Market Cont.



74.7%



8.4 Mil

Marketing, Logisticals, and Management

Strategies for our new team “Kansas City Tornadoes” :

1. Community-driven Streetball Tournaments:
Organize streetball tournaments across different neighborhoods in Kansas City, fostering a sense of community ownership and identifying local talent.
2. Interactive Museum Experience:
Develop an interactive museum experience based on AR/VR technology within the arena showcasing the history of basketball in Kansas City, including the legacy of the Kansas City Monarchs.
1. Data-driven Fan Engagement:
Utilize data analytics to personalize content and promotions for each fan, tailoring offers and experiences to their interests.



References

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<https://napoleoncat.com/stats/facebook-users-in->

Thank You!

We're open for questions.