

This data analysis summarizes the Fan Engagement and Cause Marketing Analysis for the Golf portion of the team surveys. The following information can be interpreted from the data.

**NOTE: Over 100 golf courses were part of the Golf Course Teams Survey. Unfortunately, only a handful of golf courses have answered the survey as of the time of this report. Further information is needed for more accurate results.**

- What are the most common fan engagement goals mentioned by venues?
  - There is not enough data to fully answer this question. However, with the available data, the most common fan engagement goals are a four-way-tie between Exclusive Fan Areas at Signature Holes, Social Media Campaigns, Meet The Players, and Product Demos.
- How many venues run veteran or military nights, and how many of those events have sponsors?
  - Only 4 courses run veteran nights, whereas 8 courses run military nights.
  - Only 1 of the 4 courses has a sponsor for veteran nights., whereas 3 of the 8 courses that run military nights have sponsors.
- Are there opportunities to connect veteran-focused nonprofits or brands with unsponsored military-themed events?
  - Yes. There are several opportunities to connect veteran-focused nonprofits/brands with unsponsored military-themed events because all of the venues that sponsor and run veteran nights also run military nights. This makes sense as veterans are associated with the military.

## Data

### 1. Fan Engagement

- What are the most common fan engagement goals mentioned by venues?

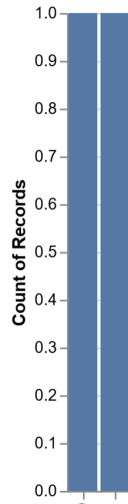
```
Exclusivefanareasatsignatureholes
```

```
1    1
```

```
0    1
```

```
Name: count, dtype: int64
```

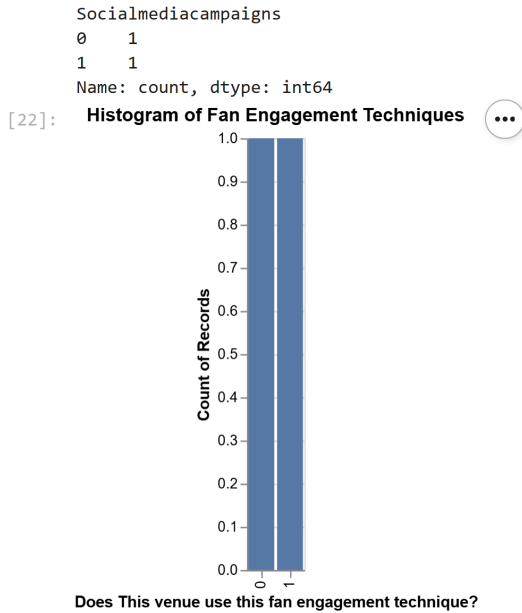
[21]: **Histogram of Fan Engagement Techniques** ...



Does This venue use this fan engagement technique?

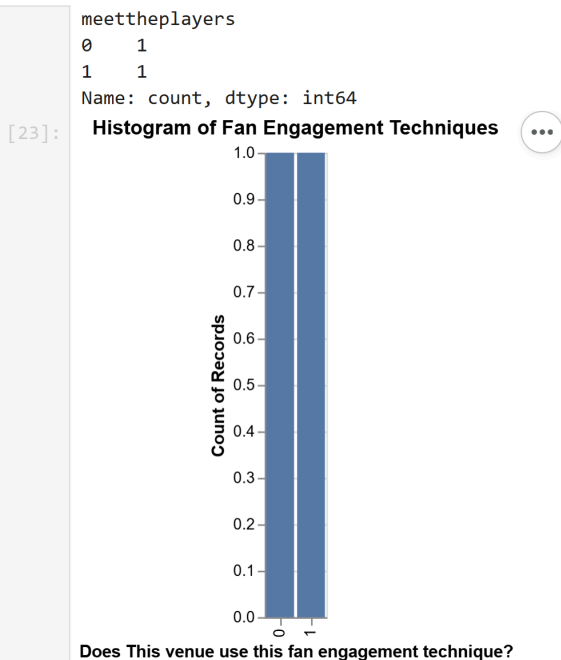
### EXCLUSIVE FAN AREAS AT SIGNATURE HOLES

This graph shows that only 2 golf courses answered the survey question. According to the limited data, only 1 of the 2 courses offers this kind of fan engagement. Note: Bar “0” represents *No*, whereas Bar 1 represents *Yes*. According to this graph, Golf Course 1 offers a Signature Holes Fan Engagement Goal/Event.



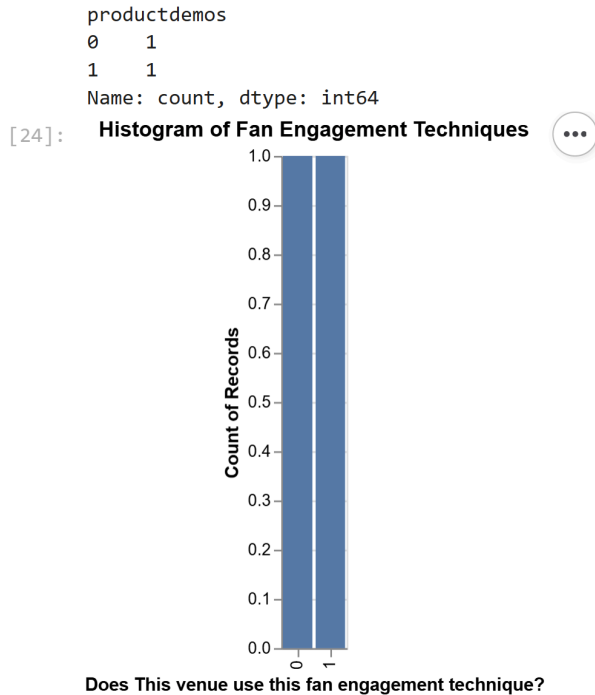
## SOCIAL MEDIA CAMPAIGNS

This graph shows that only 2 golf courses answered the survey question. According to the limited data, only 1 of the 2 courses offers this kind of fan engagement. Note: Bar “0” represents *No*, whereas Bar 1 represents *Yes*. According to this graph, Golf Course 2 offers a Social Media Campaign as a Fan Engagement Goal/Event.



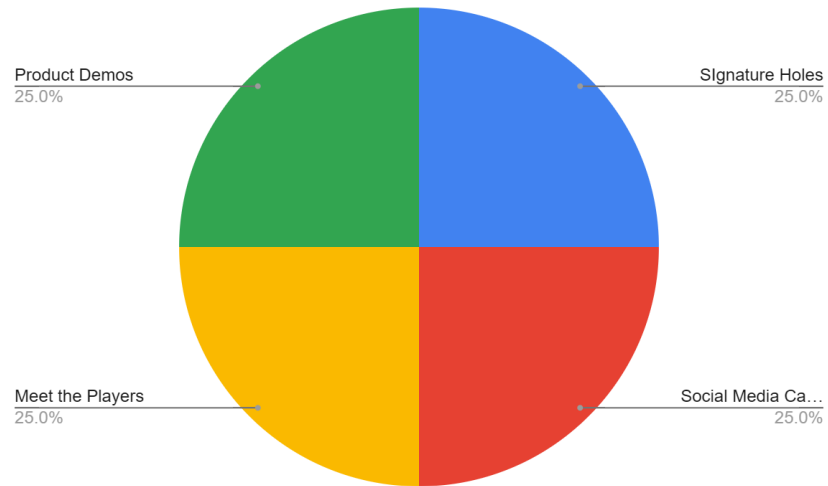
## MEET THE PLAYERS

This graph shows that only 2 golf courses answered the survey question. According to the limited data, only 1 of the 2 courses offers this kind of fan engagement. Note: Bar “0” represents *No*, whereas Bar 1 represents *Yes*. According to this graph, Golf Course 2 offers a “Meet the Players” Event as a Fan Engagement Goal.



## PRODUCT DEMOS

This graph shows that only 2 golf courses answered the survey question. According to the limited data, only 1 of the 2 courses offers this kind of fan engagement. Note: Bar “0” represents *No*, whereas Bar 1 represents *Yes*. According to this graph, Golf Course 2 offers “Product Demos” as a Fan Engagement Goal.

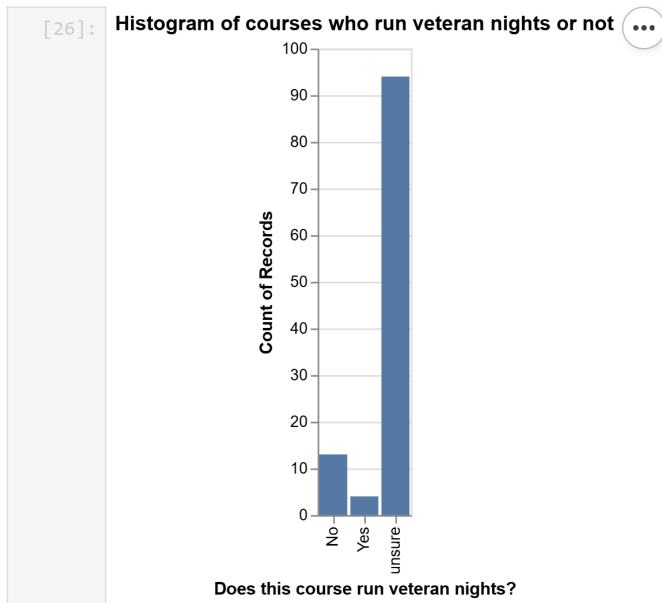


### **Analysis:**

There is not enough data to fully answer this question. However, with the available data, the most common fan engagement goals are a four-way-tie between Exclusive Fan Areas at Signature Holes, Social Media Campaigns, Meet The Players, and Product Demos. Increasing awareness of these possible events would be a good avenue to pursue, as their availability might not be widely known.

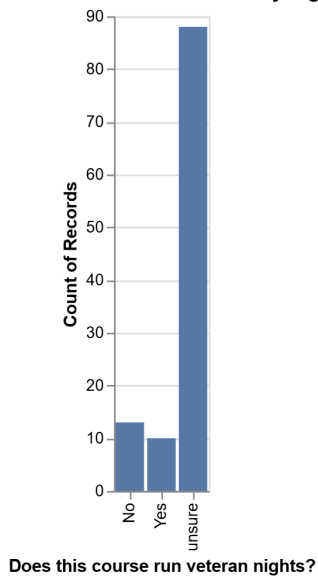
## 2. Veteran and Military Nights

### 2.1 How many venues run veteran or military nights?



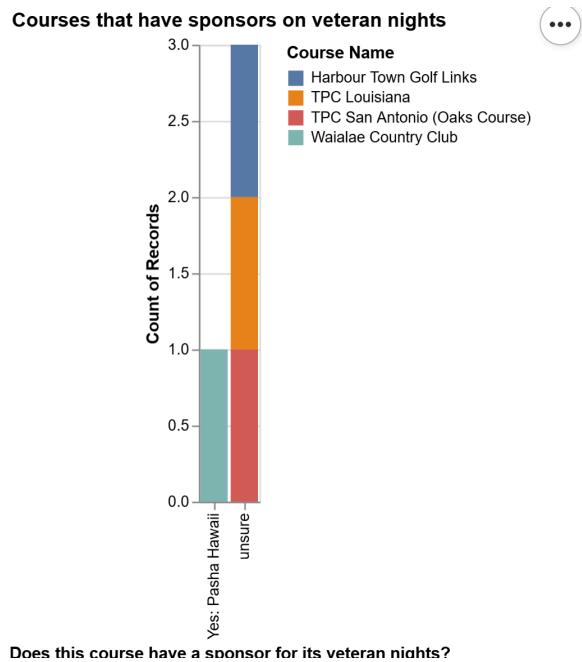
This graph represents how many golf courses answered the question concerning veteran nights. According to the data, 4 golf courses have answered “Yes”, they have veteran nights. 12 golf courses do not run veteran nights, and the rest have not answered this question yet.

Histogram of courses who run military nights or not ...



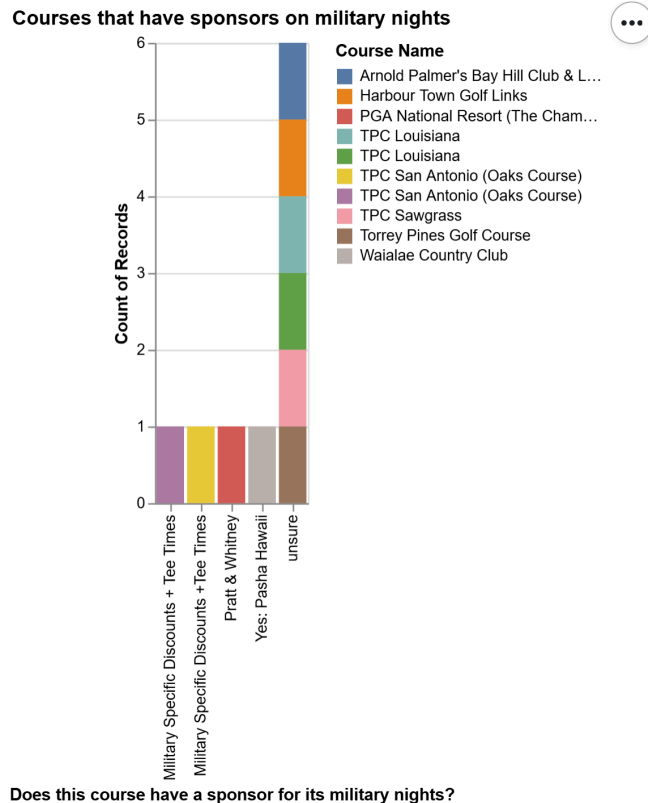
This graph represents how many golf courses answered the question concerning veteran nights. According to the data, 10 golf courses have answered “Yes”, they have veteran nights. 13 golf courses do not run veteran nights, and the rest have not answered this question yet. However, 2 of the courses that answered “Yes” are duplicates of each other, meaning that in reality, only 8 golf courses run military nights.

## 2.2 Courses that have sponsors for Veteran/Military Nights.



According to the visualization, only one course (Waialae Country Club) has a sponsor for its veteran nights. Its sponsor is the Pasha Hawaii.





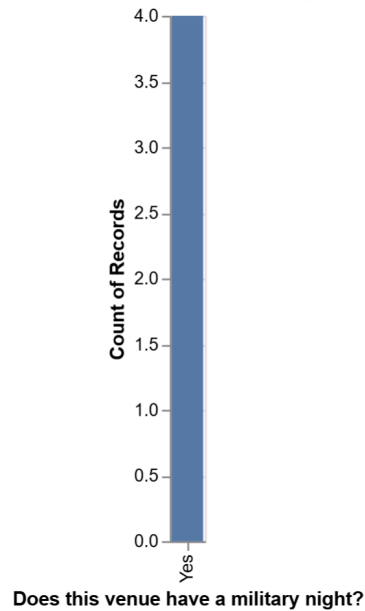
According to this visualization, two golf courses are duplicates of one another, Namely the TPC Louisiana and the TPC San Antonio (Oaks Course), meaning that only 8 golf courses run military nights. Disregarding the duplicates, only 3 out of the 8 golf courses that run military nights have sponsors: The TPC San Antonio, the PGA National Resort, and the Waialae Country Club Courses.

### Analysis:

While there is limited data available, it would appear that sponsorship for a military or veteran event at golf courses would be a good avenue to pursue.

### 3. Connecting Veteran Nights with Military Nights.

[42]: Histogram of venues that run both Veteran nights and Military nights (...)



This graph shows that all of the courses that offer veteran nights also run military nights. However, the opposite is not true. Not all golf courses that offer military nights also offer veteran nights.

#### Analysis:

Yes. There are several opportunities to connect veteran-focused nonprofits/brands with unsponsored military-themed events because all of the golf courses that sponsor and run veteran nights also run military nights. This makes sense as veterans are associated with the military.