

2025

SAMPLE REPORTS CATALOGUE - SPORTS & ESPORTS ANALYTICS

Data-driven insights
for fan engagement,
sponsorship, and event
performance

Proposal for Design and
Build Services



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Fan Engagement & Sentiment Analysis

Report Overview

Category: Fan Engagement & Sentiment Analysis

Objective: To analyze how different factors, including social media platforms, content type, and post date, influence user engagement and sentiment score in viral social media trends.

Goal: By analyzing data of commonly used hash tags, content types (such as images, videos, polls, texts, etc.), and posting dates, this report aims to determine patterns that influence the overall sentiment of social media posts, including likes, shares, and negative feedback. Through this analysis, the report seeks to provide an understanding of how different platforms and content strategies impact the spread and reception of viral trends, offering insights for marketers, content creators, and researchers alike aiming to optimize their social media presence.

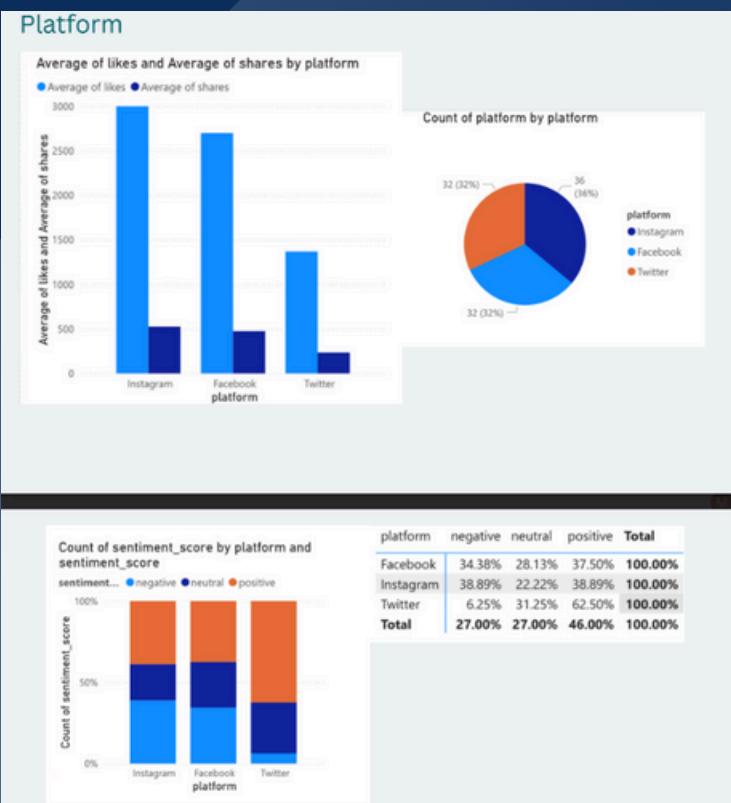
Metrics and Data Points:

- **likes:** # Of likes on a post
- **comments:** # of comments on a post
- **shares:** # of times the post was shared
- **sentiment_score:** how well the post perceived by fans? (negative, neutral, or positive)
- **platform:** Social Media platform the post was shared on (e.g. Facebook, Instagram, Twitter)
- **post_day:** Which day of the week was the post was shared?
- **post_type:** Which category did this post fall under?

Delivery Format:

- .pdf Files

Screenshot of Report:



This screenshot shows how many likes and shares each post received, as well as their sentiment scores on various social media platforms, such as Facebook, Instagram, and Twitter.

THE PULSE OF THE FANS

Report Overview

Category: Fan Engagement & Sentiment Analysis

Objective: To analyze patterns of the Baltimore Orioles fan engagement during the July 28, 2025 game.

Goal: The goal of this interactive analysis is to explore how Baltimore Orioles fans engage with the team during various games by examining digital interactions. The analysis aims to identify patterns in fan behavior and sentiment across various platforms. The project seeks to highlight what drives fan connection on game day and provide opportunities to strengthen future engagement strategies for both the Orioles organization and its fans.

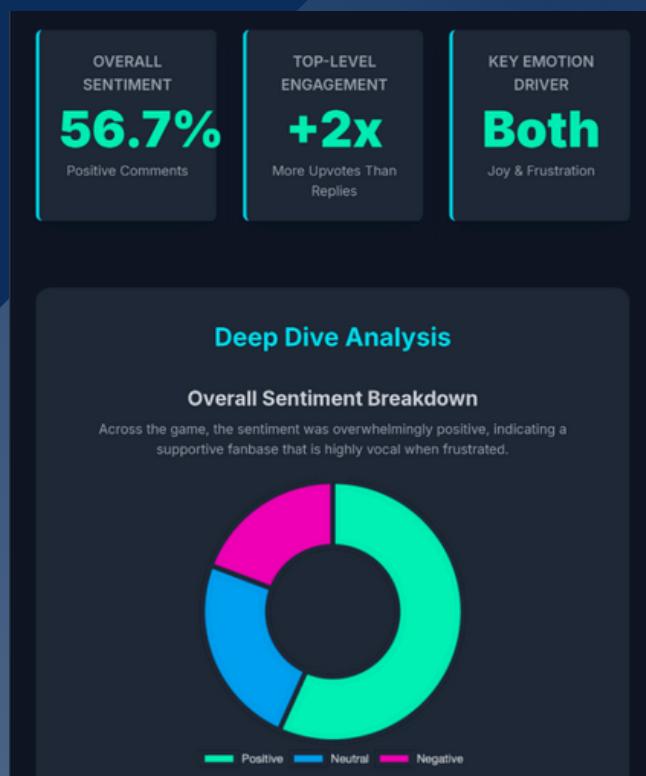
Metrics and Data Points:

- **Overall Sentiment:** How the fans reacted on
- **Top-Level Engagement**
- **Key Emotion Drivers**

Delivery Format:

- .pdf File

Screenshot of Report:



This screenshot shows the overall sentiment of every post shared during the game, which kind of actions users took on social media, and which emotions the fans were feeling throughout the game. Since the Key Emotion driver is labeled as “both”, it is implied that overall fan sentiment was in direct correlation with the events in the game (i.e. Home Runs = Excitement, Time Outs = Boredom, etc.)

Fan Engagement Report

Report Overview

Category: Fan Engagement & Sentiment Analysis

Objective: To evaluate NIL Athlete Branding and Social Media Websites by measuring fan engagements through metrics such as hash tag usage, audience demographics, and digital interactions

Goal: The goal of this report is to analyze NIL athlete branding and websites by examining digital engagement across social media platforms with a focus on Twitter/X activity. Using metrics such as hash tag trends, audience demographics, and post volume, the analysis seeks to examine how athletes build their personal brands online and connect with audiences. By identifying patterns, the report aims to provide insights that help athletes strengthen their digital presence, expand their reach, and attract potential sponsorships

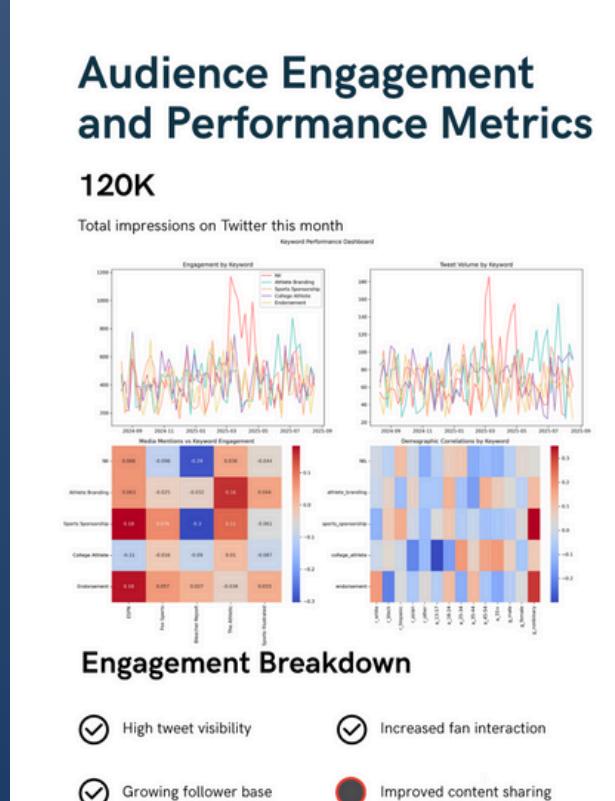
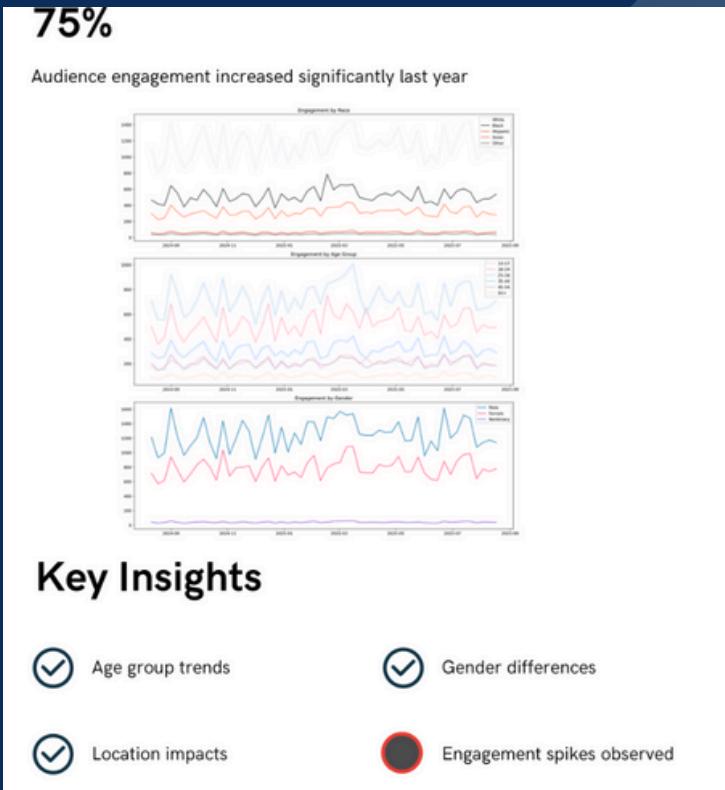
Metrics and Data Points:

- Post Volume
- User Race/Ethnicity
- State/Location
- User Engagement
- Keywords/Hash Tags
- User Age
- Gender

Delivery Format:

- .pdf File

Screenshots of Report:



These screenshots showcase how audience engagement and performance on social media have changed over time.

The first visualization shows that overall audience engagement on Twitter/X has increased by 75% compared to last year.

The second screenshot demonstrates how specific keywords and hashtags affect fan engagement on Twitter/X. Based on the results, the key word “NIL” during April and May received the most amount of fan engagement. In addition, it appears that tweets have varied performances based on the time of year. An example of this is when fan engagement over the keyword “Athlete Branding” spiked from its lowest performance in Early June to its highest in July.

Sponsorship & Sentiment Analysis Report

Report Overview

Category: Fan Engagement & Sentiment Analysis

Objective: To evaluate Brand Visibility, audience engagement, and market impact across global media platforms.

Goal: The goal of this report is to measure the overall effectiveness and global reach of sponsorship campaigns across different media platforms. The report aims to identify audience sentiment, track total views, and evaluate how various media types influenced fan engagement across countries and regions. It also analyzes team and players mentions, market size, and brand exposure to determine which sponsors achieved the greatest visibility and impact. By examining these metrics, the report offers insights into audience behavior, regional trends, and the commercial success of sponsorship strategies of the 2022 FIFA World Cup.

Metrics and Data Points:

- **Country/Region**
- **Overall Sentiment**
- **Market Size**
- **Team/Player Mentions**
- **Media Engagement Type**
- **Total Views**

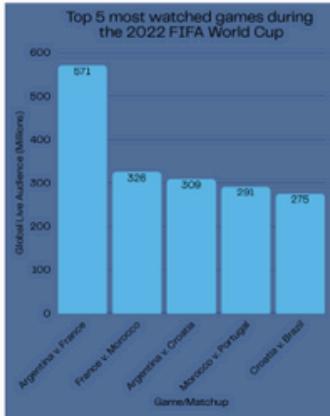
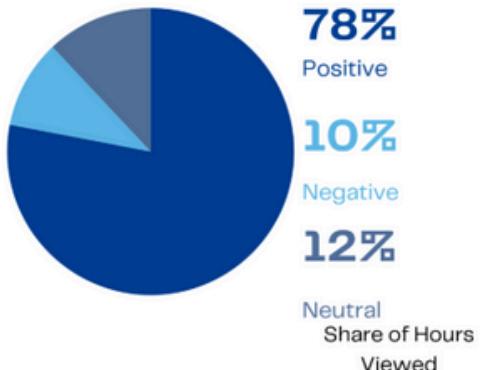
Delivery Format:

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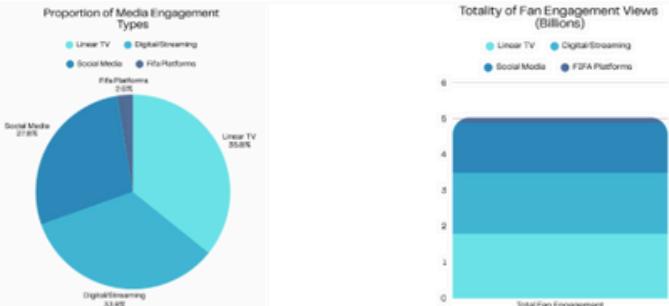
Screenshots of Report:

Key Event Metrics

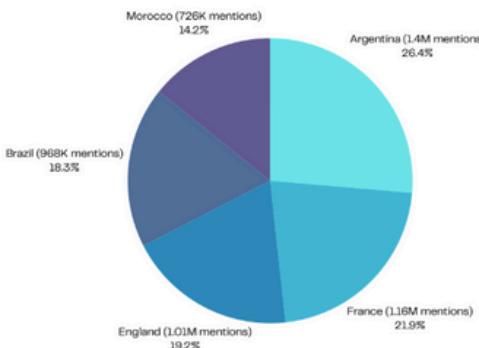
Sentiment Breakdown (Final Match)



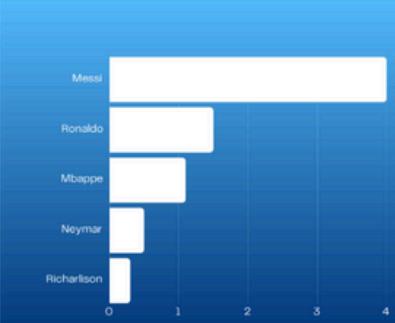
Media Engagement (%)



Team Mentions (%)



Player Mentions (Millions)



These screenshots showcase how audience engagement varied in performance across multiple platforms.

The Sentiment Breakdown Pie Chart shows that 78% of all audience members had positive feelings about the finale, 10% had negative views, and 12% were indifferent. The Bar graph shows that the Final Match Up between Argentina & France was the most viewed game in the world cup with 571 Million views.

The media engagement pie chart shows that out of 5 billion fans, 35.8% of people (1.8 billion) watched the event on Live TV, 33.8% (1.7 billion) watched the event digitally, 27.8% (1.4 billion) watched the event on social media, and 2.6% (132 Million) viewed the games on FIFA platforms. The stacked bar chart shows that the event had 5 billion total viewers.

The Team Mentions Pie chart shows that out of all national teams, Argentina was mentioned the most, with 26.4% of all discussions, followed by France at 21.9%, England at 19.2%, Brazil at 18.3%, and Morocco at 14.2%. The horizontal bar chart shows that out of all players, Messi was the most popular with over 4 million mentions.

Sentiment & Sponsorship FIFAWWC 2023 Analysis Sample Report

Report Overview

Category: Fan Engagement & Sentiment Analysis

Objective: To evaluate the overall public perception and brand impact generated through the tournament across digital and physical platforms

Goal: The goal of this report is to analyze how audiences engaged with the FIFA 2023 Women's World Cup tournament and its sponsors across multiple platforms. This includes assessing the total reach (in millions), average live audience count (millions), and total stadium attendance to evaluate fan engagement. The analysis also tracks total digital views, number of account followers, and the amount of posts to determine the effectiveness of digital campaigns and audience growth. Finally, the analysis aims to evaluate sponsor share of voice and sponsor exposure to identify brand visibility, audience engagement levels, and the overall impact of sponsorship activities in order to provide suggestions that can guide future marketing and partnership strategies.

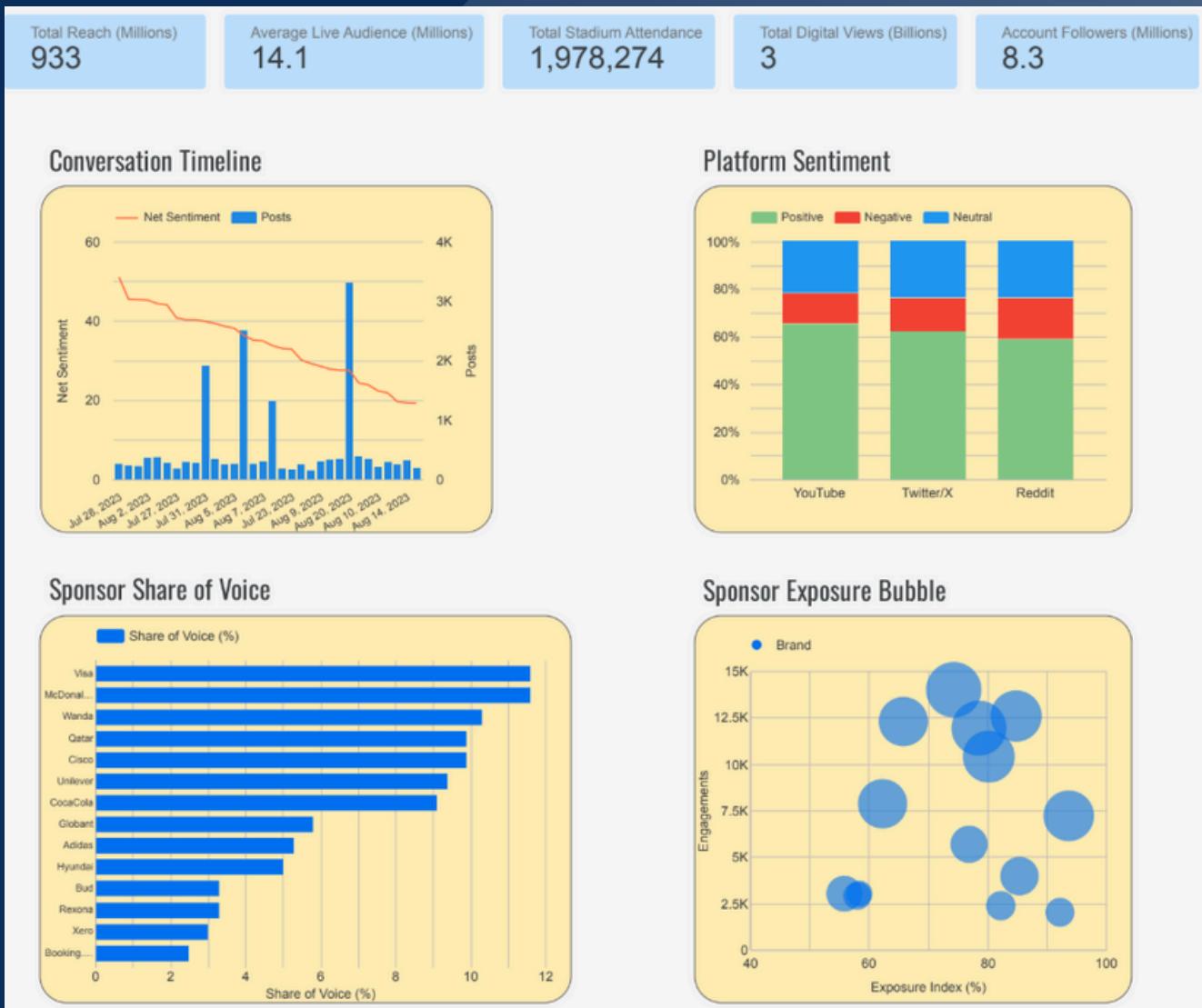
Metrics and Data Points:

- **# of digital posts**
- **Total Reach**
- **# of live audience members**
- **# of digital views**
- **# of account followers**
- **Net Sentiment**
- **Overall Sentiment**
- **Social Media Platform**
- **Sponsor Share of Voice**
- **Sponsor Exposure**

Delivery Format:

- **.pdf File**

Screenshot of Report:



This Screenshot shows the various metrics used to determine the effectiveness and overall fan engagement and sentiment during the 2023 Women's World Cup tournament. The Line Chart shows that as the tournament went on, the amount of net fan sentiment decreases while the number of posts skyrocketed during vital tournament matchups. The Stacked Bar chart on the right exhibits that overall fan sentiment across various social media platforms was positive. The Horizontal Bar chart on the bottom left reveals that both Visa and McDonald's had the largest percentage of brand visibility. Lastly, while difficult to read, the bubble chart on the bottom right reveals that Qatar Airways and Cisco performed strongly in exposure but had lower engagement – suggesting high visibility but limited fan interaction.

California Golf Sponsorship — Visual Summary (v5)

Report Overview

Category: Sponsorship ROI & Brand Lift Report

Objective: To present a clear, data-driven visualization of sponsorship activity, brand visibility, and fan engagement within California's golf market.

Goal: The goal of this report is to deliver a clear and visually engaging overview of sponsorship performance by evaluating ROI, sponsor fees, and the impact of sponsored players across different roster tiers. Through numerical metrics such as CPM, CPA, impressions, and conversions, the project aims to highlight sponsorship effectiveness, identify high-value opportunities, and provide actionable insights to optimize future partnerships within California's golf market.

Metrics and Data Points:

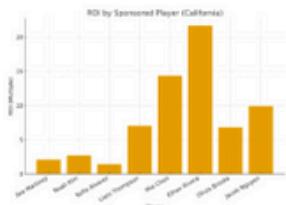
- **ROI (Return on Investment)**
- **Sponsored Players**
- **Sponsor Fee**
- **CPM**
- **CPA**
- **Impressions**
- **Conversions**
- **Roster Tier**

Delivery Format:

- **.pdf File**

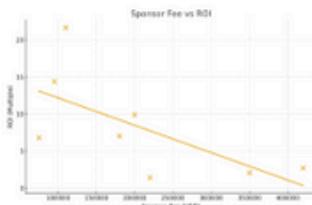
Screenshot of Report:

ROI by Player



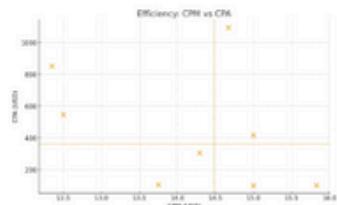
Compare ROI bars to spot the most efficient contracts. Prioritize renewals for players consistently above the portfolio average.

Sponsor Fee vs ROI



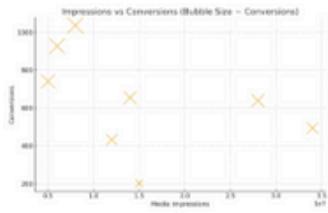
Higher fees do not guarantee higher ROI. Target outliers above the trendline; renegotiate or exit below-trend investments.

CPM vs CPA (Efficiency)



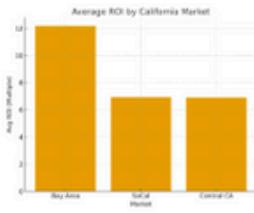
Aim for the lower left quadrant: low media cost and low acquisition cost. Investigate upper right outliers for waste.

Impressions vs Conversions



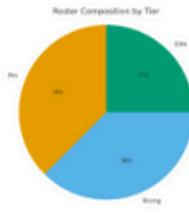
Prefer balanced profiles: solid reach with realized conversions, not just large audiences without sales.

Average ROI by Market



Shift budget toward California markets with higher average ROI; reassess low-return regions or tactics.

Roster Composition by Tier



Blend Elite (reach & brand) with Rising (cost efficiency & upside) to manage risk-return across the roster.

v5 • Wider bands, truncation + ellipsis, strict centering & borders

North Central v. Mount Union - 2024 DIII NCAA Championship Game

Report Overview

Category: Sponsorship ROI & Brand Lift Report

Objective: To evaluate the impact of sponsorships during the NCAA Championship matchup between North Central and Mount Union in 2024 by measuring ROI and Brand effectiveness.

Goal: The goal of this report is to examine sponsorship effectiveness and ROI from the 2024 NCAA Championship Game by analyzing impressions, audience demographics (including age, gender, and device usage), as well as brand name recognition, brand pulse, engagement type (e.g. QR Codes, App Downloads, Social Mentions), and brand lift. By measuring how sponsorship exposure influences audience perception and behavior, the report provides actionable suggestions into brand performance, partnership values, and strategies to optimize future sponsorship impact.

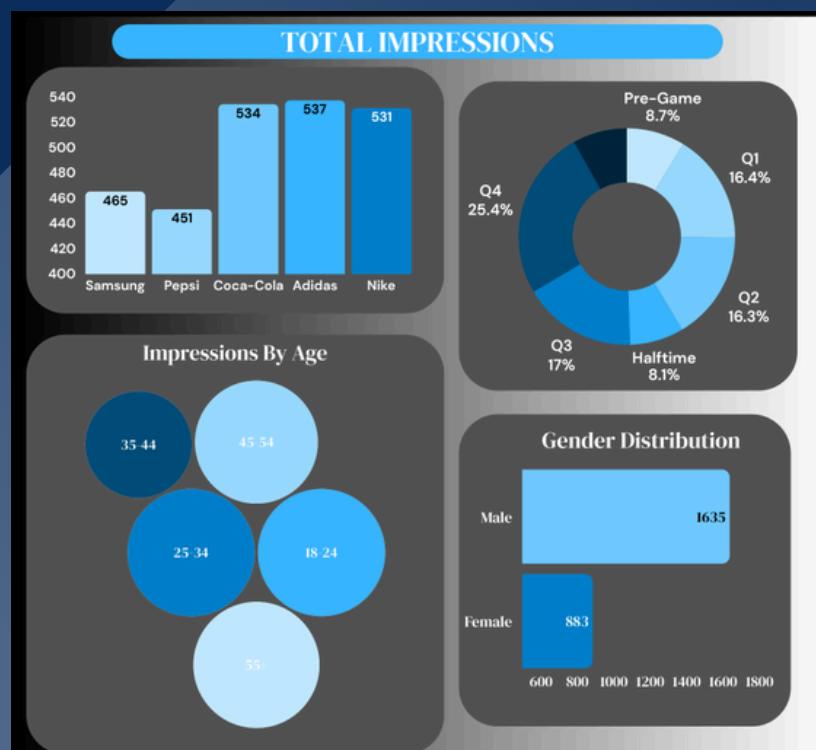
Metrics and Data Points:

- Total Impressions
- Brand Name
- Action Type
- Age
- Gender
- Brand Lift
- Brand Pulse
- Device Type

Delivery Format:

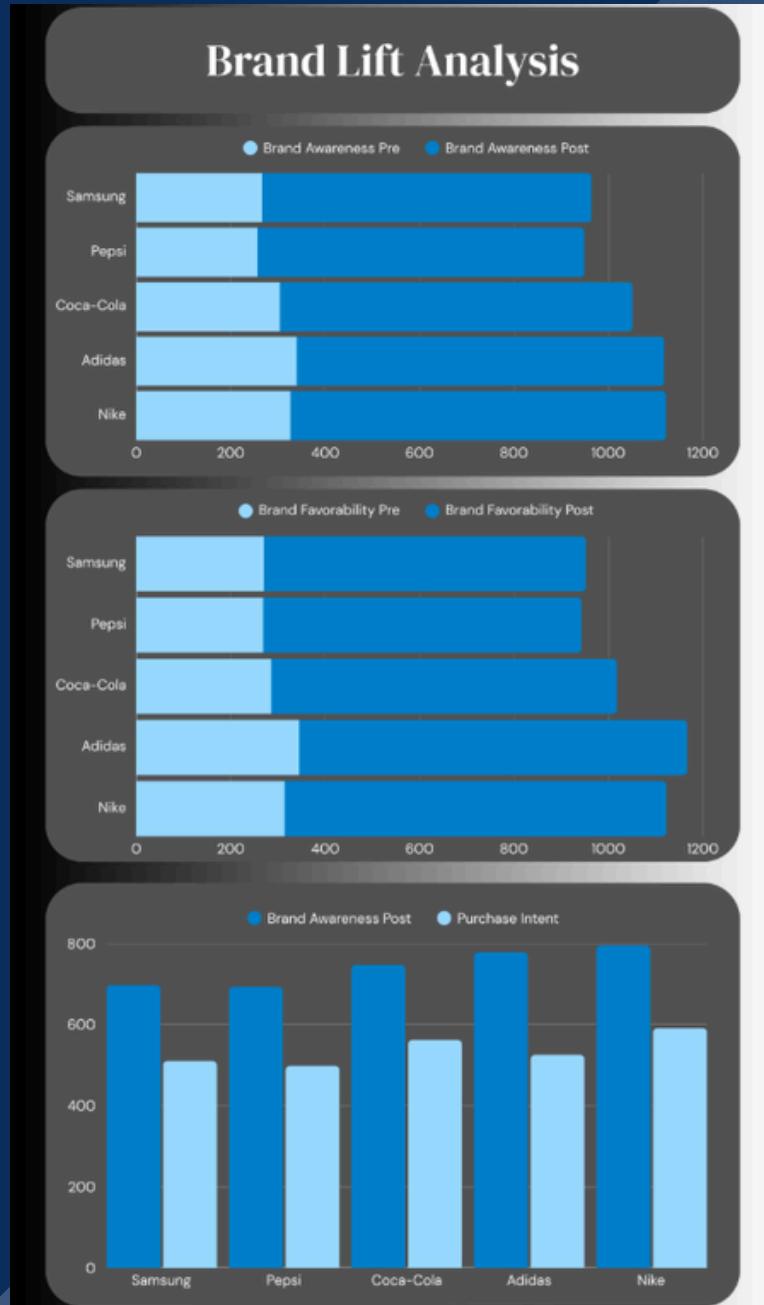
- .pdf File

Screenshot of Report:



Based on the results, Adidas had the most number of impressions during the game, with Coca-Cola and Nike following closely behind. Most impressions were viewed near the end of the game as opposed to the beginning and before. People between the age of 35 and 44 have viewed impressions significantly less than people of other age groups. Lastly, most people that viewed the impressions were male.

2nd Screenshots of Report:



Based on the results, Adidas had the most amount of Brand Awareness and Favorability both before and after the game, whereas Nike had the most amount of purchase intent by audience members.

Audience & Fanbase Intelligence - 2025 US Open (Golf)

Report Overview

Category: Audience & Fanbase Intelligence

Objective: To analyze audience and fanbase for the 2025 US Open (Golf) event.

Goal: This report explores the various trends and findings surrounding the audience and fanbase intelligence during the 2025 U.S. Open (Golf). It includes who watched or attended the event, how segments respond to brand categories, the loyalty profile of the core fanbase, and which influencers carry the most weight.

Metrics and Data Points:

- Golfer Age
- Spectator Age
- Spectator Gender
- Spectator Household Income
- Podcast Type
- Ticket Price Tier
- Influencer Type

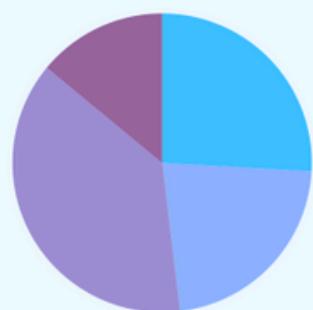
Delivery Format:

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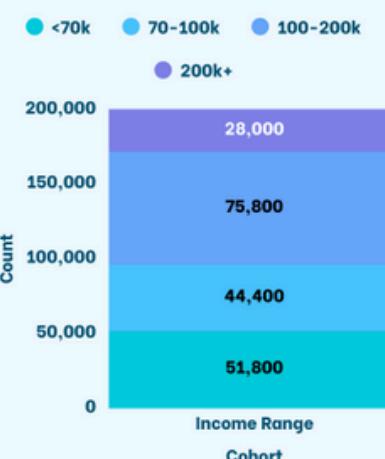
Screenshot of Report:

Household Income Viewer Percentage

● <70k (25.9%) ● 70-100k (22.2%)
● 100-200k (37.9%) ● 200k+ (14.0%)

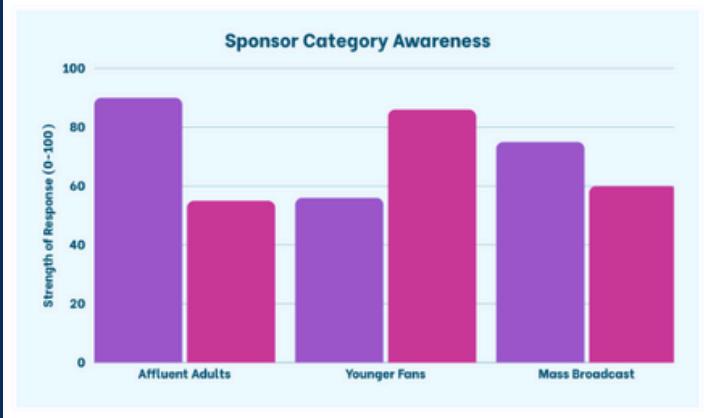
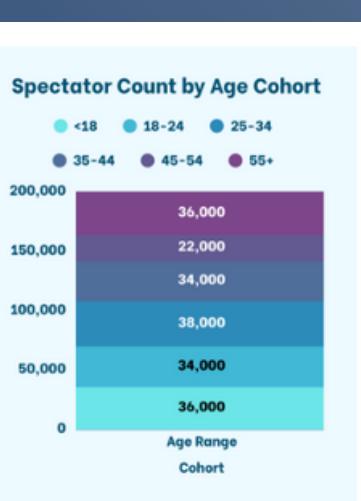
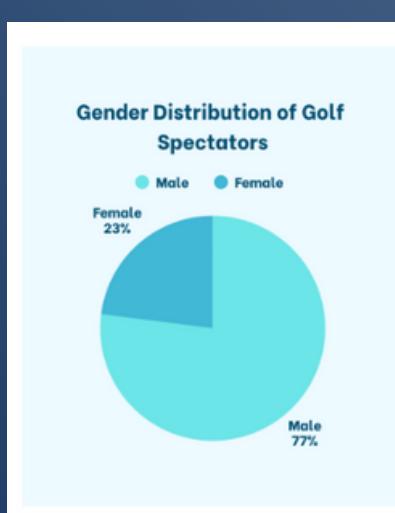
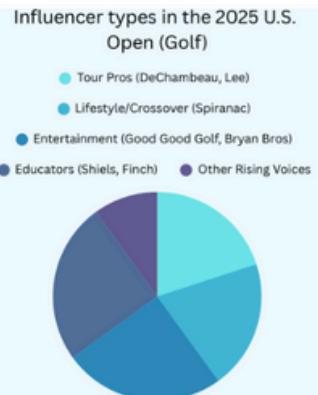
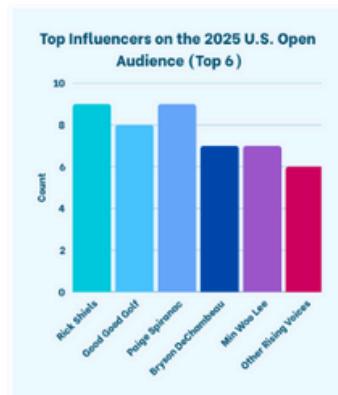


Income Band Viewer Count by Cohort



Based on the results, around 75,000 spectators during 2025 US Open (Golf) had a household income between \$100,000 - \$200,000, which made up around 38% of all audience members.

INFLUENCERS & SPONSORS



Based on the results, most spectators of the 2025 US Open (Golf) were men between the ages of 25-34 years old. It should also be noted that the most popular influencers during the 2025 US Open (Golf) focused on Entertainment and Education about Golf.

Audience & Fanbase Intelligence - Los Angeles Lakers vs. Phoenix Suns

Report Overview

Category: Audience & Fanbase Intelligence

Objective: To analyze audience and fanbase for the Baseball Game between the Los Angeles Lakers and the Phoenix Suns

Goal: This report synthesizes audience and fanbase intelligence for the Los Angeles Lakers home game versus the Phoenix Suns. It highlights who watched or attended, how segments respond to brand categories, the loyalty profile of the core fanbase, and which influencers carry the most weight.

Metrics and Data Points:

- Spectator Age
- Spectator Gender
- Household Income Band
- Audience Language
- Audience Device Type
- Viewer Location
- Ticket Price Tier
- Allegiance
- Brand Sensitivity
- Merch Spend
- Price Sensitivity
- Team Sentiment
- Influencer Type
- Sponsor Type

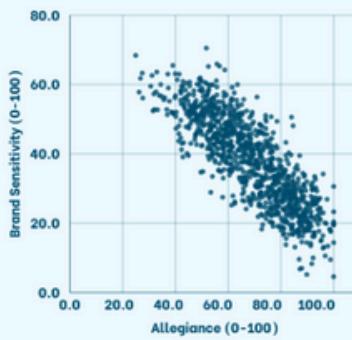
Delivery Format:

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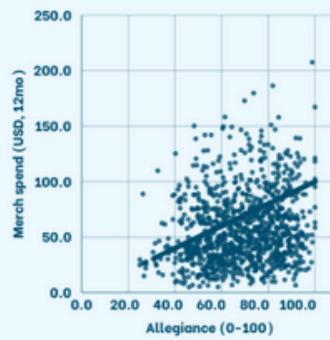
Screenshot of Report:

ENGAGEMENT & LOYALTY

Allegiance vs Brand Sensitivity
($r=-0.83$)
• Audience

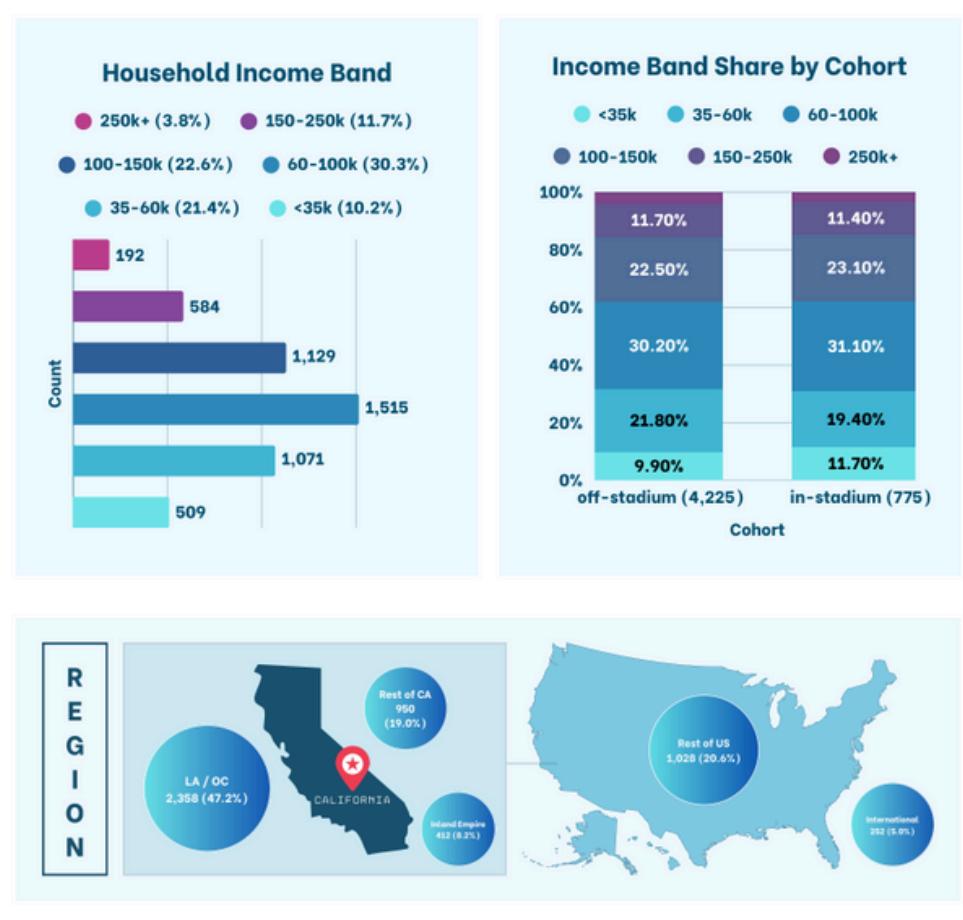


Merch Spend vs Allegiance
($r=0.18$)
• Audience



Based on the scatter plots, as Allegiance goes up, Brand sensitivity decrease and merch spend slightly increases.

Screenshot of Report:



Based on the results, Most people (1,515) that watched the game between the Los Angeles Lakers and Phoenix Suns had a household income between \$60k-\$100k, which made up around 31% of all game spectators. Also, 77.4% of all US Spectators that watched the game lived in California, and 47.2% of all spectators in the US lived in Los Angeles, Orange County.

Padel Data Analysis

Report Overview

Category: Audience & Fanbase Intelligence

Objective: To analyze the growth and performance of Padel by examining a variety of metrics.

Goal: The goal of this report is to provide an analysis of Padel by evaluating the number of players and courts, the sport's presence across countries, social media tags and performance, sales/revenue, and player gender to determine participation trends, audience engagement, and market growth opportunities. This report aims to deliver insights that support strategic decision making, enhance visibility, and drive the expansion of Padel globally.

Metrics and Data Points:

- **# of Players**
- **Market Growth**
- **# of Courts**
- **# of Countries**
- **Player Gender**
- **Player Skill**
- **Clubs**
- **Market Size**
- **Social Media Performance**

Delivery Format:

- **.pdf File**

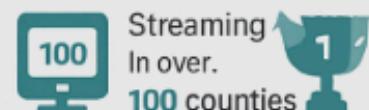
PADEL DATA ANALYSIS

Introduction. Padel is one of the fastest growing sports worldwide, especially in Europe and Latin America. This analysis presents key statistics and insights into participation, demographics, and market growth.

PARTICIPATION OVERVIEW

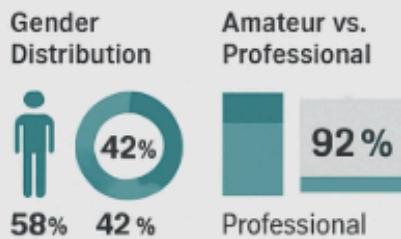


FACILITIES & INFRASTRUCTURE



Celebrities & Athletes Increasing participation from football players and influencers boosts visibility

DEMOGRAPHICS



ECONOMIC IMPACT



POPULARITY INDICATORS



CONCLUSION

Padel is consolidating as a global sport with exponential growth in participation, infrastructure, and market value.

Esports & Youth Sports Market Intelligence Report

Report Overview

Category: Esports & Youth Sports Market Intelligence

Objective: To analyze the growth and performance of Esports/Youth Sports by examining a variety of metrics.

Goal: The goal of this report is to provide analysis of Esports/Youth Sports by examining the number of participants and viewers, amount of revenue, and brand spending. The report also evaluates which game people are playing, which content people are watching, engagement rating, and the types of devices used to watch Esports/Youth Sports to better understand audience preferences and consumption behaviors. The report aims to identify growth opportunities, enhance sponsorship strategies, and strengthen fan engagement across various markets.

Metrics and Data Points:

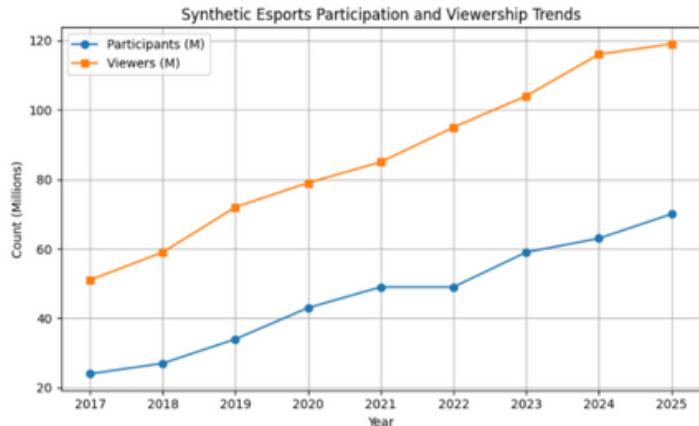
- **# of Participants**
- **# of Viewers**
- **Amount of Revenue**
- **Content Type**
- **Esport Games**
- **Device Type**
- **Amount of brand spending**
- **Engagement Ratings**
- **Motivation Scores**

Delivery Format:

- **.pdf File**

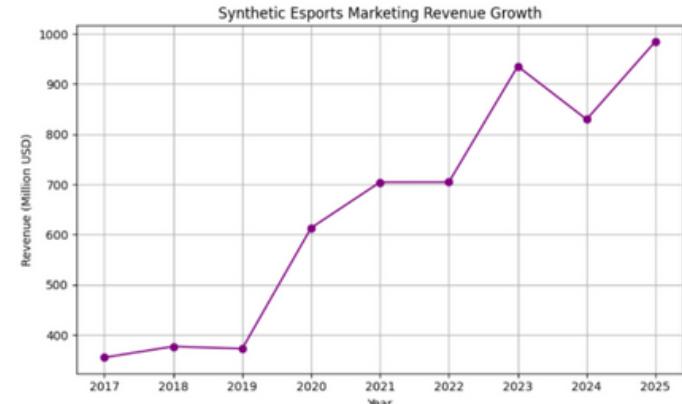
Screenshots of Report:

Participation & viewership trends

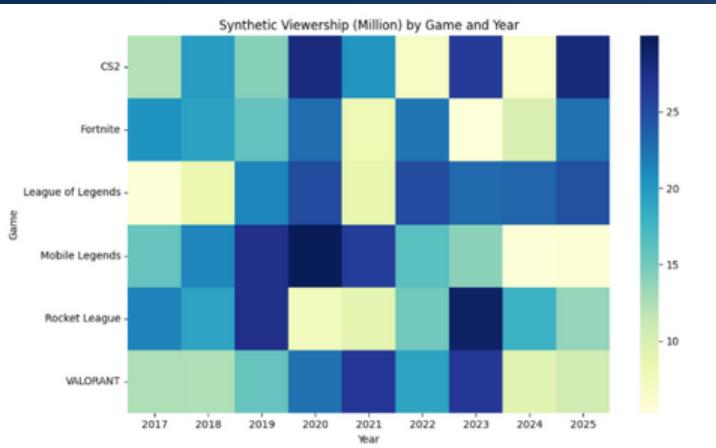


Synthetic trends for esports participation (blue line) and viewership (orange line)

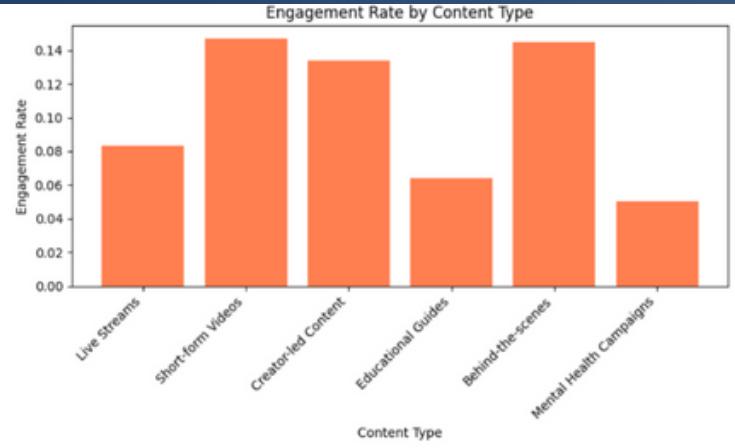
Marketing revenue trajectory



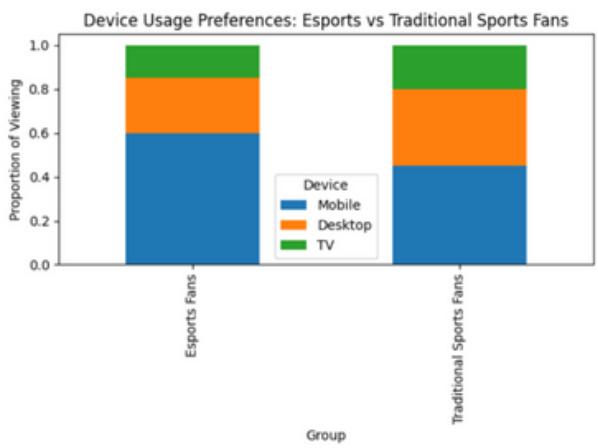
Synthetic esports marketing revenue in millions of US dollars



Synthetic heat map of annual viewership by game (red=high, blue=low)



Synthetic average engagement rate (%) by content type



Synthetic device usage distribution for esports fans (blue) vs. traditional sports fans (orange)

Based on the various results, there are significantly more Esports Viewers than there are Esports Participants. The Esports Market had spiked between 2019 and 2020, most likely due to the pandemic. Games such as CS2 and Mobile Legends dominated the Esports ecosystem in 2021. Most Esports/Youth Sports fans prefer to engage with Short-term videos, behind-the-scenes, and creator-led content. Compared to Traditional Sports fans, Esports/Youth Sports fans prefer to watch content on mobile devices, whereas traditional sports fans watch events on both mobile devices and their desktops.

UFC Event Viewership Report

Report Overview

Category: Event & Broadcast Performance

Objective: To analyze audience engagement and financial outcomes by measuring a variety of metrics.

Goal: The goal of this report is to provide analysis of audience engagement and financial performance. The report examines the number of viewers, watch time (in minutes), which platforms they watch events on, and pay-per-view buys (in Millions) across different content types, while evaluating revenue and gross sales by product type. Additionally, it measures the effectiveness of marketing initiatives through promo uplift, helping to identify opportunities to optimize future events and maximize both fan engagement and commercial outcomes.

Metrics and Data Points:

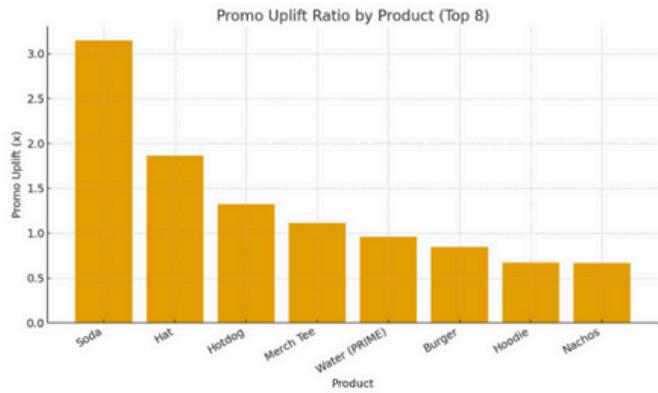
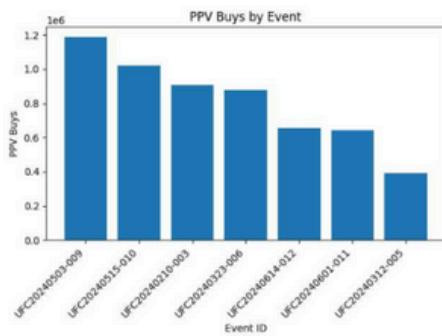
- **# of Viewers**
- **Product Type**
- **PPV Buys**
- **Gross Sales**
- **Total Revenue**
- **Platform**
- **Watch Time**
- **Promo Uplift**

Delivery Format:

- **.pdf File**

Screenshots of Report:

PPV Buys & Revenue



Platform	Total Viewers	Avg Watch Time (min)
BT Sport / TNT Sports	4,669,919	91.9
ESPN Deportes	4,051,245	96.7
TSN	3,837,977	100.9
ESPN+	3,593,900	80.2
BT Sport Box Office PPV	3,335,057	82.7

Platform Highlights (Top 5)

Based on the results, Pay-per-View values grew from March through April, peaking in May, and declining in June.

I also noticed that BT Sport/TNT Sports had the most number of viewers at 4.67 million people, whereas TSN had the highest average watch time with 101 minutes per view.