

[Worcester Red Sox]



The Worcester Red Sox (nicknamed the WooSox) are a professional minor league baseball team based in Worcester, Massachusetts. Beginning play in 2021, the team is the Triple-A affiliate of the Boston Red Sox, succeeding the Pawtucket Red Sox. The team competes in the International League, known as the Triple-A East for the 2021 season, and plays home games at the purpose-built Polar Park in Worcester.

Project Description

The main goal is to find solutions to bring as many fans as possible in Central MA and New England Region to the park especially for the weekday games (Tue - Thu). To do so, the project will explore and find insights on the current demographic, with specific goals including:

- Understand the demographic of not limited to central MA but surrounding New England region, in terms of market behavior, driving factors, etc.
- Explore the traffic of the website and other social media accounts to get more insights to run advertisements more efficiently.
- Find out how outside events (competitions) such as concerts, other sporting events, and other entertainments in the area could affect the ticket sales.
- Discover potential target markets in the area and how to attract their attention.

Internal Partners: Manager of Data Analytics

Datasets:

1. Adobe Analytics data for website traffic provided by MiLB
2. Zoomph – Social Media Analysis
3. Ticket Sales Report in .csv format

Coding Languages: Python/SQL/Excel

Specific Skills

1. Knowledge of SQL will be a plus, and some more in-depth knowledge/experience with Excel would also be valuable given the traditional format of cases
2. An interest in sports is a plus!

Expected Technical Difficulty: **Medium**