**LA Clippers Data Analytics Intern Data Challenge**

**With the opening of Intuit Dome this summer, the LA Clippers hope to become the gold standard for sports entertainment and fan experience. By utilizing an unprecedented amount of technology in our new arena, our data team will be able to perform more detailed analysis on customer-related information and fan behavior than ever before. As we continue to expand our reach, we are utilizing a variety of dynamic data streams, such as an in-house fan app, social media channels, streaming services, website traffic, retail purchases, and ticketing/attendance data.**

**In our new home, we utilize cutting-edge frictionless checkout technology across the arena, including at merchandise stores/kiosks and food & beverage stores. For this project, you will be provided with a sample of food & beverage sales data. This dataset should be used to facilitate detailed analysis of sales performance and customer behavior. Please refer to the dataset Excel file for the data dictionary.**

**Deliverable 2: Word Document** answering the following qualitative questions (1-2 paragraphs each):

1. What data would you look for if tasked to increase ticket sales and how would you leverage that data?

To increase ticket sales, I would look initially for data that provides insights into customer demographics, engagement levels, and purchasing behavior. First, I would collect demographic information such as age, gender, location, and income levels of the ticket buyers, which can help identify target audiences. Secondly, data from customer engagement platforms like social media interactions (Instagram account impressions), and website visits would be crucial to understanding how fans are interacting with Los Clippers' brand and content. Lastly, I believe that linking this information with purchase behavior can be crucial to understanding purchase patterns and improving Revenue Management algorithms.

In terms of how I would leverage this data. First, I would perform a detailed analysis to identify patterns and trends in ticket purchasing behavior. For instance, understanding the demographic segments that are most likely to purchase tickets can help in tailoring marketing campaigns to those specific groups using cluster analysis. Analyzing the timing of purchases could reveal peak times and optimal windows for promotional efforts and ticketing Management Revenue. Additionally, integrating engagement data with sales data can help in crafting personalized marketing messages that resonate with different fan segments. For example, if social media analytics indicate that a particular demographic is highly engaged with certain types of content, targeted ads or promotions could be directed at that group to convert engagement into ticket sales. Furthermore, analyzing the success of past promotions can guide the design of future offers to maximize their impact.

1. How would you strategize and use data to grow the Clippers fanbase? What are the KPIs you would use?

To grow the Clippers fanbase, I would implement a strategy focused on understanding and expanding our reach across different audience segments. By analyzing data from social media, website traffic, in-app behavior, and event attendance, we can identify key demographics and behavioral patterns as stated in part a). This allows us to segment the audience into different personas like “Fully Engaged Fans,” “Casual Followers,” “Families,” and “Corporate Clients.” Tailored marketing campaigns and engagement activities, such as targeted social media ads, personalized emails, exclusive content, and community events, will deepen brand connections. Knowing our customers is the first step to growing our Fanbase. Finally, implementing a loyalty program to track and engage fans throughout the season would also be essential (it generates data easy to track).

The KPIs would vary by platform. For the in-house fan app, I would track the conversion rate of fans visiting different stores within the Intuit Dome and promote loyalty points to encourage app usage. For example, # (fans that go to food and drink stands) / # (fans that go into the Dome). Other important KPIs include the number of active fans in the last 30 days, churn rate, and fan satisfaction. For social media, key metrics are the number of followers and engagement rate. For retail purchases, I would track the number of products sold and user logins in the last month. For ticketing and attendance, I would monitor the percentage occupancy per game and season tickets bought. For example, % fans game attendance = #game attendance of our fans in a given month / (# of fans in that month \* # games).