

Subject: Executive Summary: Creating an NBA Expansion Team in Las Vegas

Hi everyone,

We hope this email finds you well. The analytics team at the Las Vegas Vipers wanted to forward the team our findings. To capture our managerial approach for our expansion team, we evaluated two important components: revenue generation and roster acquisition. We applied analytical models and case studies to predict sponsorship opportunities, customer relationship management, and ticketing and attendance in addition to analyzing player acquisition, salary, and team performance.

For our revenue generation component, we looked at previous NBA front of jersey sponsors to predict potential partners, developed a customer relationship management plan for the short-, intermediate-, and long-term goals, and analyzed Vipers' ticket prices and attendance at T-Mobile Arena. For our roster component, we acquired 15 potential players with the highest player efficiency rating under our projected salary cap, predicted future player salaries through a deep learning model, and estimated future player and team performance.

It is difficult for a first-year team in any league to find success, so our analysis will guide the Vegas Vipers through short and long-term triumph on and off the court. We have identified key ways to generate maximum revenue as well as build a current and future roster with predicted salaries that will lead our team to victory. To develop our analysis in the future, we will look at additional performance indicators for our players and will update our models and predictions as we play more seasons.

We look forward to sharing our findings and engaging in further discussions on this project! In the meantime, please visit our Analytics Department website to explore our current projects, updates, and key research insights. <https://lasvegassvipers.my.canva.site/analytics>

Best regards,

Vegas Vipers Analytics Department

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