

# Project 1 - Group 6

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# Intro

# Proposal

- Intrigued by the viewership of the single most popular sport in North America, our team decided to analyze the viewership of the Super Bowl event alone, and compare and contrast any impact due to the
  - Location
  - Teams competing
  - Sports betting

Here's what we found....

# Agenda

- Questions to consider
- Difficulties/Challenges
- Data Collection and Visualization
- Takeaway and Conclusion

# Questions to Consider

- What sport has the most stadium attendance on average per game in United States?
- Location-based attendance vs home viewership, what's the correlation?
- Historical trends, whether current viewership was stronger vs a 5 year trend or a decade long trend
- Has sports betting impacted viewership of the Super Bowl and the sport itself?

# Difficulties/Challenges

# Difficulties

## Data Gathering

- Super Bowl History API <https://data.opendatasoft.com>
  - Location of games had duplicated data and generalized data
- Reviewed the American Gaming Association for initial run-up on Sports Betting
  - Mostly researched articles/seldom any datasets

# Motivation & Target Users



Personal  
Interest

Journalism

Sport  
Sponsors



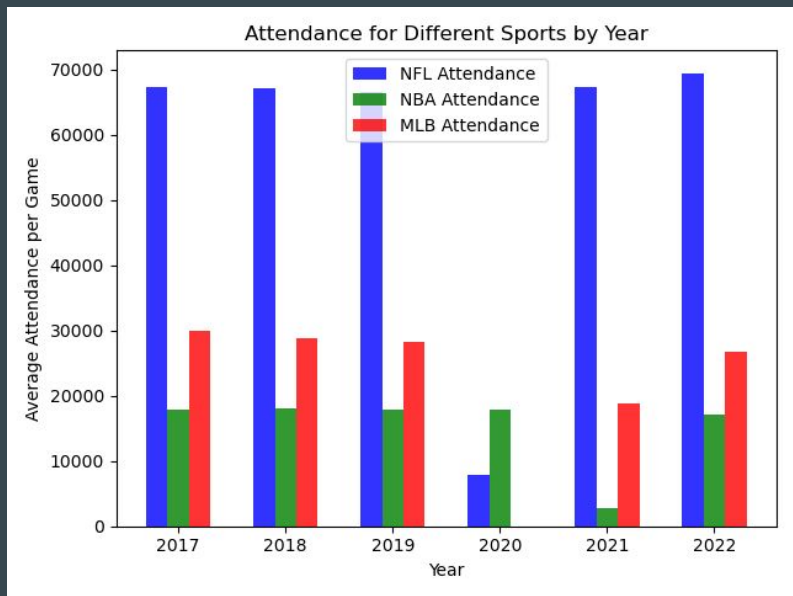
# Question 1

What sport has the most stadium attendance on average per game in United States?

*(Resource: ESPN)*

Year	NFL	NBA	MLB
2017	67405.0	17884.0	30031.0
2018	67048.0	17989.0	28821.0
2019	66543.0	17860.0	28321.0
2020	7876.0	17788.0	0.0
2021	67254.0	2761.0	18891.0
2022	69441.0	17173.0	26824.0

# Visualization



Except in 2020, which is the year of the pandemic, NFL always have the most attendance number on average.

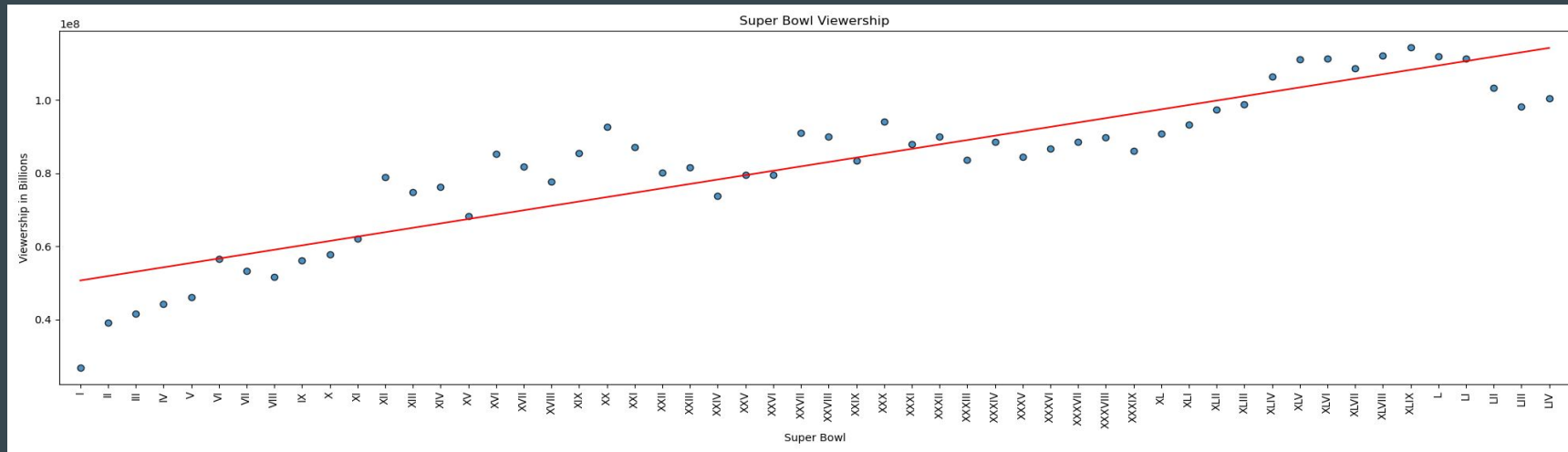
# Looking into the NFL's Super Bowl history, what trends can we see in viewership and attendance?

- Has viewership increased over the years?
- Does the location of the Super Bowl affect attendance or viewership?

## Takeaway

- There is a steady increase in viewership when looking at the history of the Super Bowl.
- On the other hand, the location of the Super Bowl does not impact viewership or attendance. The Super Bowl is a sold out event year after year regardless of which teams are playing or where the game is being held.

# Super Bowl Views



Our analysis shows consistent growth over 54 Super Bowls

Resource: <https://data.opendatasoft.com> (public api)

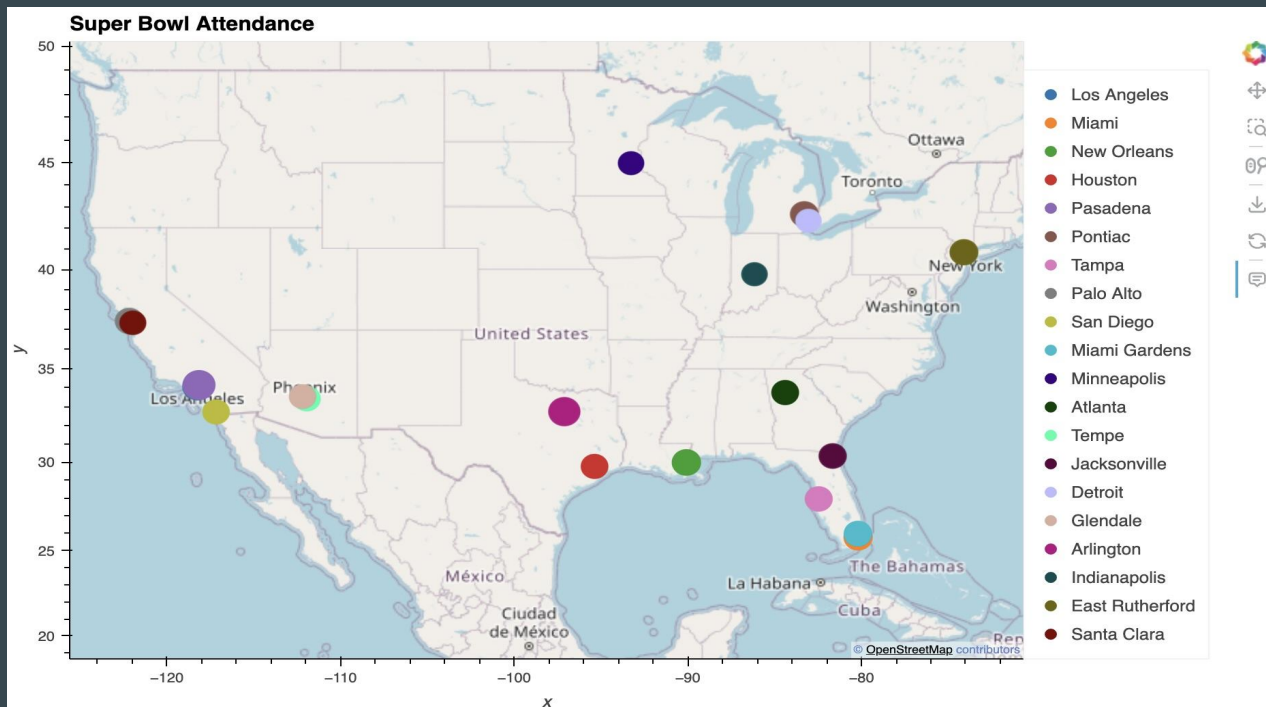
# Super Bowl Locations

This map contains all the super bowl locations to help visualize our attendance data.

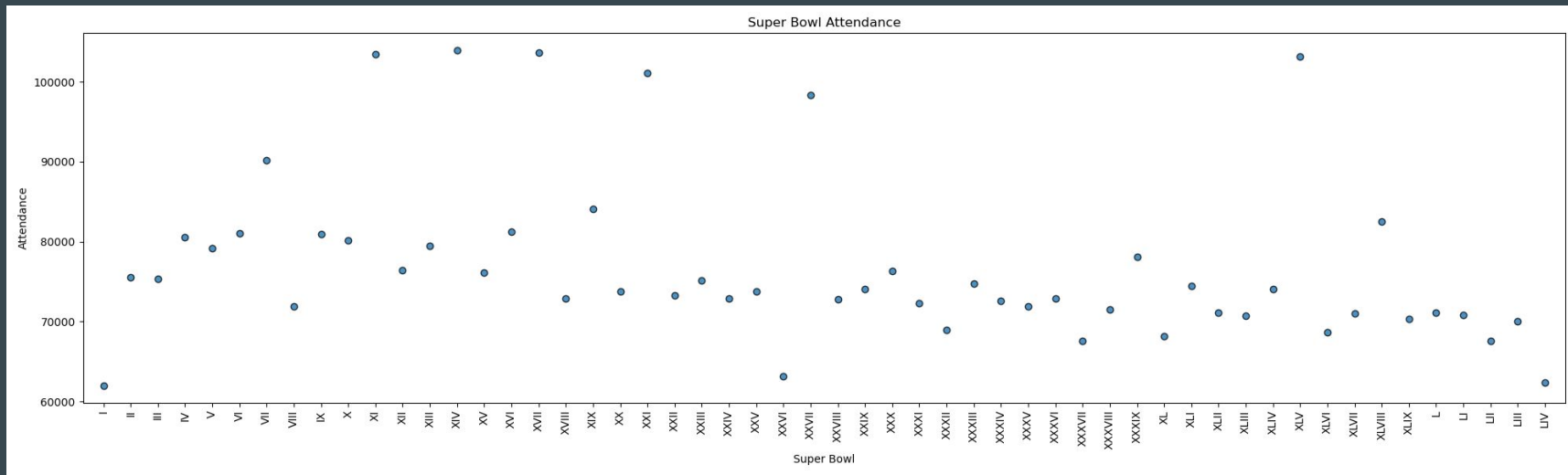
Resource:

<https://data.opendatasoft.com> (public api)

<https://myprojects.geoapify.com/projects> (geoapi public)



# Super Bowl Attendance



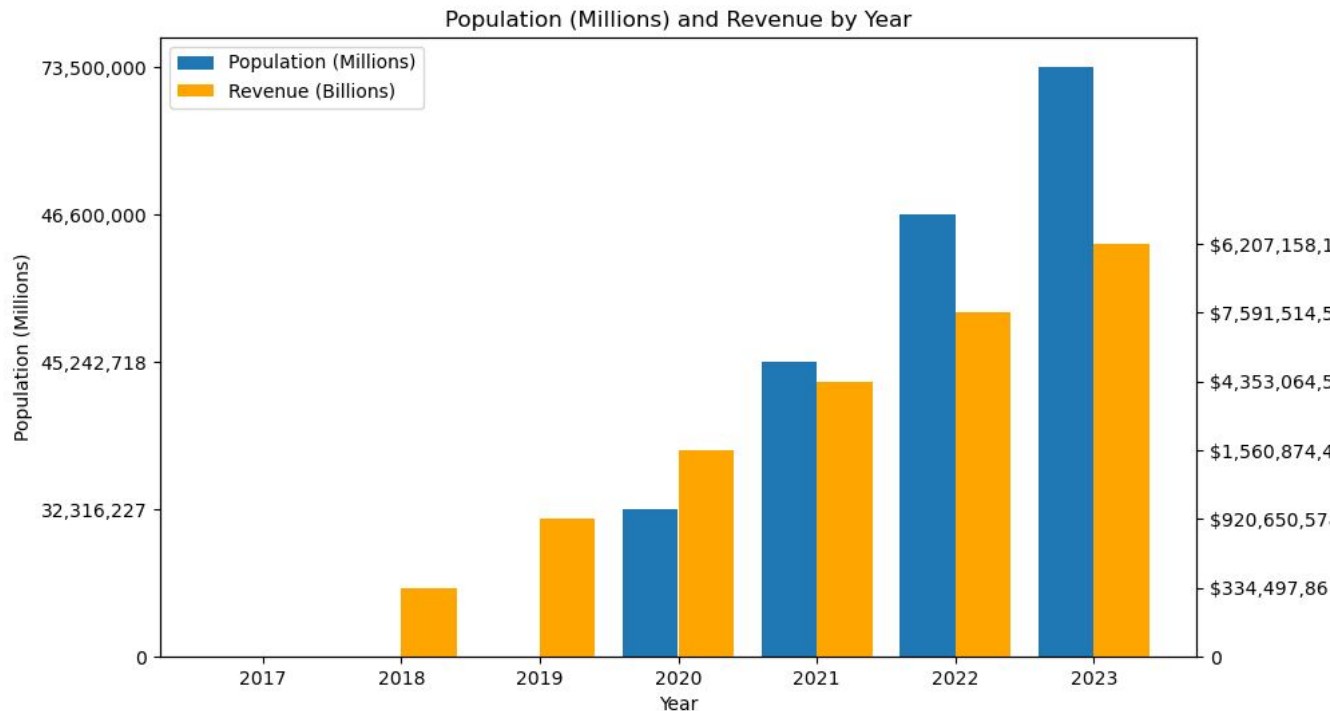
The Super Bowl's attendance has fluctuated due to capacity limits of stadiums but location and teams playing have no impact. The event will still sell out.

Resource: <https://data.opendatasoft.com> (public api)

# Has sports betting impacted viewership of the Super Bowl and the sport itself?

- Sources consideration
  - Population data as far as 2020
  - Sports Bets overarching data dates back to 2011, however widespread legalization data from 2017 onwards

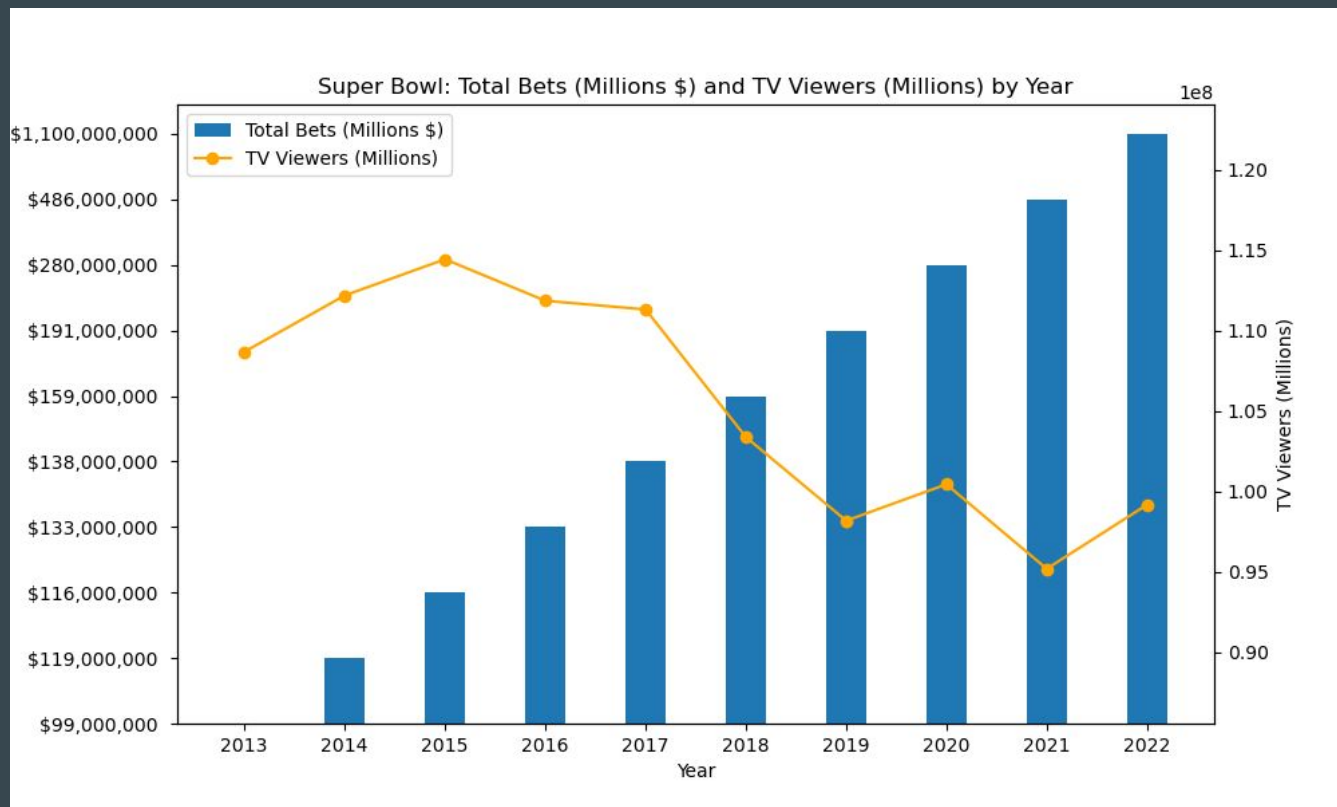
# Visualization



- Steady rise in sports gaming as more states legalized betting from 2017 onwards



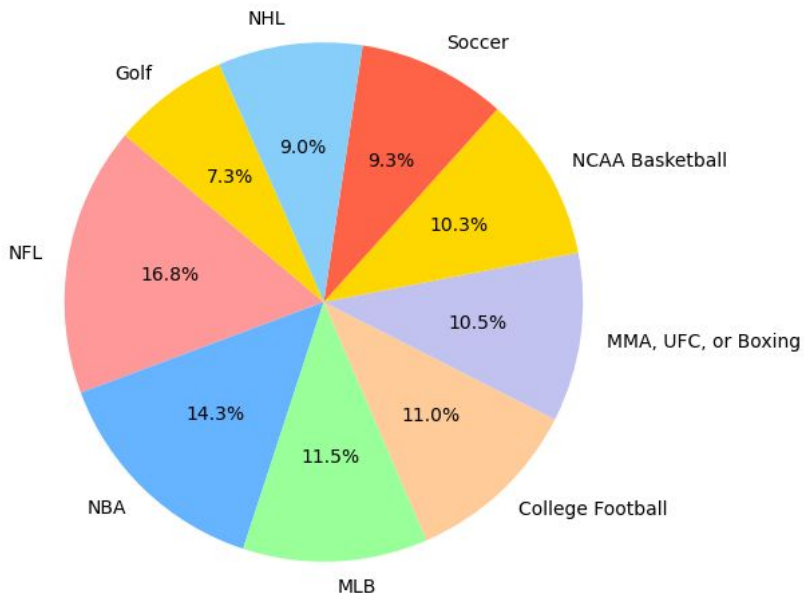
# Visualization



- Increase in TV viewership as well from people adopting NFL due to Sports Betting as a result

# Visualization

Percentage of Fans for Different Sports in Sports Betting



- Of all the sports, NFL led viewership ratings amongst Sports betters

# Key Takeaways and findings:

- NFL is by far the biggest market for viewership in North America
- Super Bowl location and competing teams does not affect attendance
- Super Bowl viewership has been increasing since Super Bowl 1
- Sports betting, post-legalization, has emerged into a \$200+ billion Gaming Market, with increased viewership, participation, and IPOs of new gaming companies capturing the opportunity. The NFL and Super Bowl take the lead in viewership and bets placed alone

# Conclusion

**Thanks for watching!**