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Introduction

Purpose of the Report
This report aims to provide a detailed analysis on sports business performance from February to July of 1905. It highlights key insights, and proposed solutions to boost profitability and fan engagements.

Methodology
The dataset was sourced from Kaggle. It was cleaned and utilized for data visualization to ensure clear and actionable insights using Power BI.

Sum of Revenue

$150.47bn (February), $579.18bn (March), $579.24bn (April), $699.94bn (May), $661.92bn (June), $325.59bn (July)

Sum of Revenue
Revenue rose steadily from **$150.47bn** in **February** to the peak of **$699.94bn** in **May** After May, it **declined** to **$325.59bn** in **July.**

Insights: Revenue showed strong growth in the first half but declined sharply after May, suggesting a possible drop in performance or seasonal impact.

Total Teams by League

League Name
- Bundesliga
- La Liga
- NFL
- Premier League
- Serie A
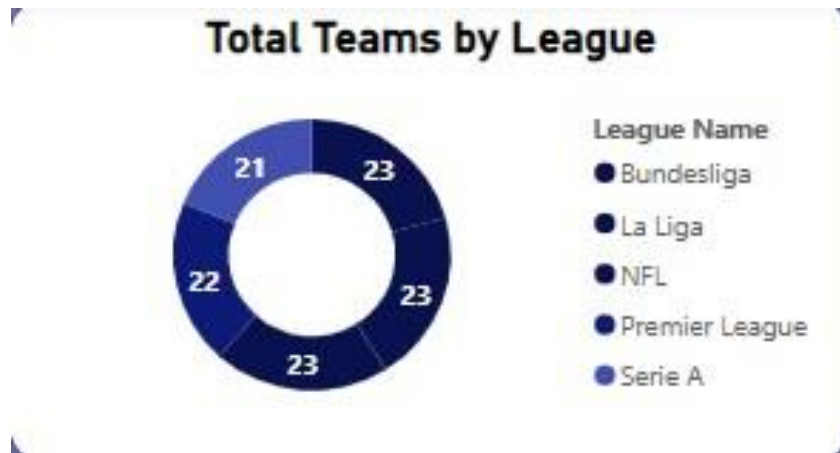
Team Distribution by League
- **Bundesliga, La Liga and premier League** each host **23 teams,** indicating a board and structured league system.
- **NFL** follows with 22 teams, while **Serie A** has the fewest at **21**.
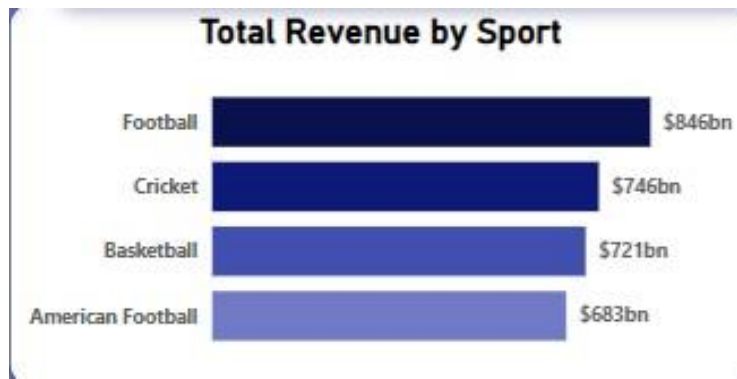
Insight: Football leagues dominate in team count, suggesting higher operational scale and potentially broader audience engagement and league competitiveness.

Top 5 Revenue Generating Teams

Inter Milan	Real Madrid	Bayern Munich
$196.94bn	$166.98bn	
Manchester United	Manchester City	
$169.29bn	$160.21bn	$159.69bn

Top Revenue-Generating Teams
- **Inter Milan** leads with a revenue of **$196.94bn**, outperforming others by a wide margin.
- **The Top 5 include:**
    - Manchester United - $169.29bn
    - Real Madrid - $166.98bn
    - Manchester City - $160.21bn
    - Bayern Munich - $159.69bn

Insight: All top earners are football clubs, affirming football's dominance in sports. Multiple premier league clubs present commercial power.

Total Revenue by Sport

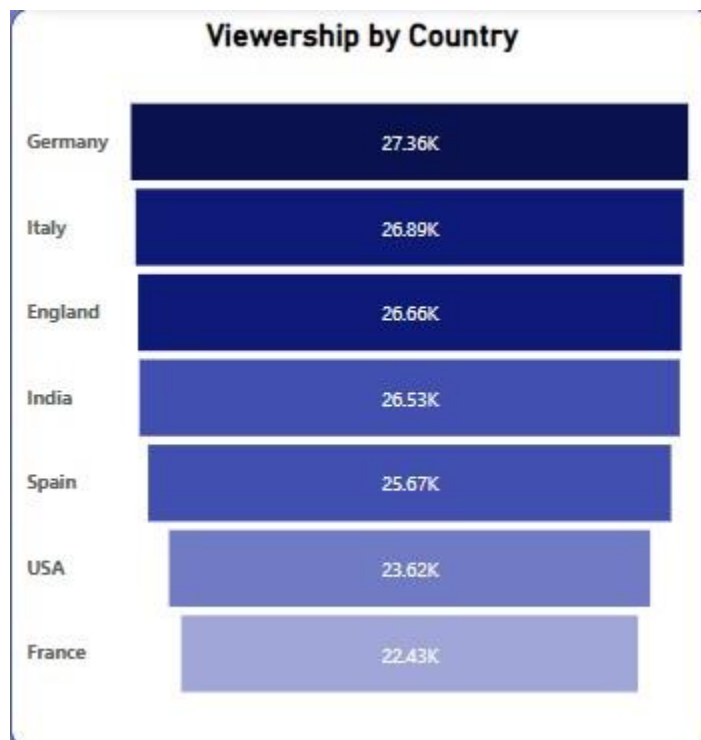| Sport	Revenue
Football	$846bn
Cricket	$746bn
Basketball	$721bn
American Football	$683bn

Revenue By Sport

- **Football** comes out on top with a **$846bn** in revenue.

Followed by:

- Cricket - $746bn
- Basketball - $721bn
- American Football - $683bn

Insight: Football leads, but the revenue gap between all four sports isn't that huge. Each sport has its own strong market.

Viewership by Country

Country	Viewership
Germany	27.36K
Italy	26.89K
England	26.66K
India	26.53K
Spain	25.67K
USA	23.62K
France	22.43K

Viewership by Country

- **Germany** has highest viewership at **27.36k**
- Close behind are **Italy, England and India** all above **26k**
- **France** has the lowest viewership with **22.43k**

Insights: High viewership usually reflects the popularity of teams and leagues. Countries with lower numbers might need more marketing attention.
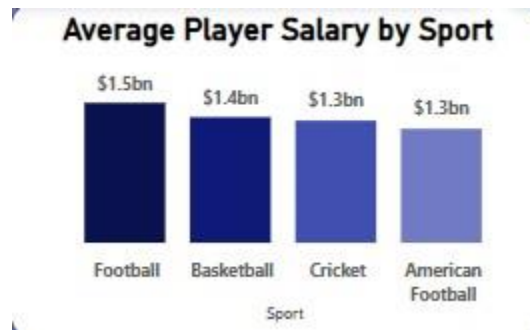
Average Player Salary by Sport:
- **Football** players earn the most, with an average salary of **$1.5bn.**
- **Basketball** follows closely at **$1.4bn.**
- **Cricket** and **American Football** are tied at **$1.3bn.**

Insights: Player salaries tend to reflect the global presence of the sport.
Football and basketball clearly lead in popularity and sponsorship deals.

OVERALL SUMMARY

- **Total Revenue: $2,996bn (3T)** across all sports tracked.
- **Sports Covered:** Football, Cricket, Basketball and American Football (Rugby).
- **Revenue Peak Month:** May, with **$699.4bn**.
- **Trend:** Strong rise in revenue from February to April, but a drop from June to July.

ACTIONABLE INSIGHTS

- **Strengthen Focus on Football**

Football brings the most money and has the largest fan base. Keep pushing promotions, events and contents around football.

- **Grow the Audience in France and the USA**

These countries have fewer viewers. Try boosting visibility through local matches, social media campaigns or partnerships.

- **Investigate the July Drop**

There's a clear revenue dip in July. Look into the cause, maybe fewer matches or low fan interests. Plan ways to keep things exciting during the time.

- **Maximize Popular Teams**

Teams like Inter Milan, Real Madrid and Manchester United are major revenue drivers. Use them more in campaigns, international tours and merchandise deals.

- **Strategic Monitoring on Salary Spending**

Football and basketball players earn the most. Make sure those big salaries are actually delivering value in terms of performance, brand or fan engagements.

- **Focus on Countries with High Engagements**

Countries like Germany, Italy and England are highly engaged. Keep finding them fresh content and fan experiences to build loyalty.