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**DSC 611: Data Visualization**

**Final Project Milestone # 1**

**Introduction**

The AXB Analytics team has the tools you need to expand your global market. Our service will allow you to capitalize on specific customer demographics, in addition to reaching previously underused athlete populations.

**Statement of the Problem**

Competitors have demonstrate that high-school and college-aged athletes are an essential resource used widely to increase visibility and brand loyalty in young athletes, generally with a goal to provide as much branded team apparel to as many high-school and college teams as possible, focusing on successful teams with a record of wins. However, research shows that this approach is overly costly based on projected ROI, and SportsGear is wasting valuable resources by following competitors’ leads. Current data visualizations are providing information on how to capitalize on traditional marketing methods, which focus on pricey sponsorship deals.

**Solution**

AXB Analytics will provide a report which outlines specific players, and sports to advertise in specific locations, using different criteria than competitors.

* Main competitors - Nike, Adidas, and UnderArmour
* Taking a different approach than competitors will increase SportsGear’s immediate and future revenue
* SportsGear can directly target local sports teams of various age ranges, exposing brand to wide potential customer base

**Market Opportunities**

1. *Targeting local sports teams in densely populated countries which also have Olympic teams competing in the same sports*

This will expose a large number of potential customers to the brand.

1. *Targeting high-school and college athletes in countries which typically produce Olympians in these age-groups*

This engages high-achieving athletes from an early point in their potential careers.

**Data**

The Kaggle Dataset “120 Years of Olympic History: Athletes and Results” provides 136K observations on 15 variables. In preparatory data processing, the following variables were selected for analysis:

Age

Sport

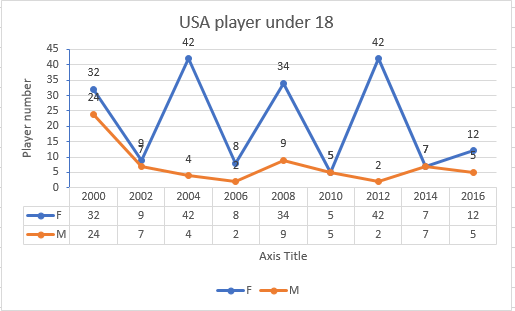
Gender

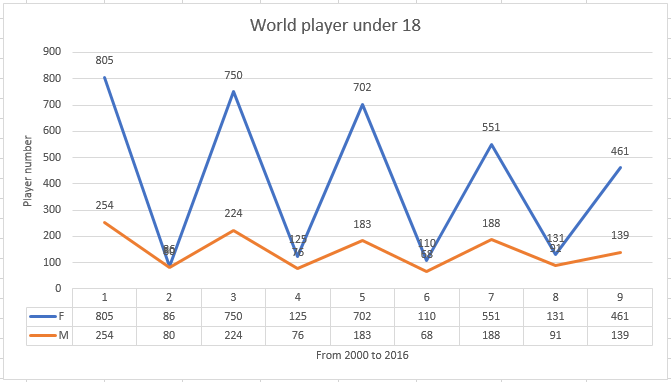
Medal Count

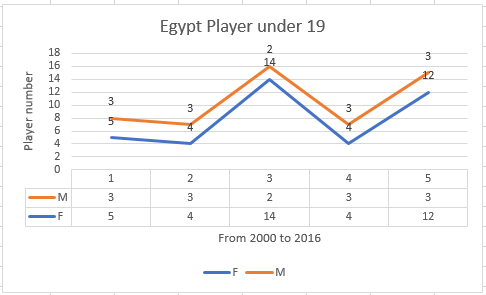
Country

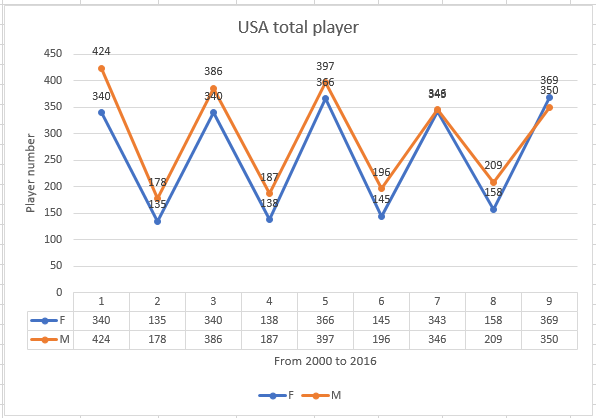
**Methods**

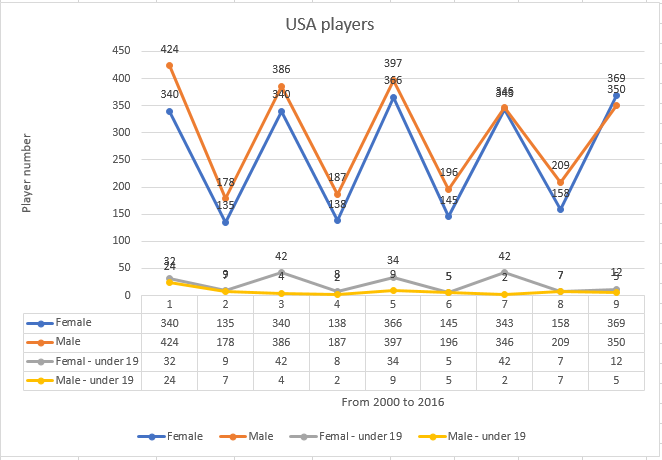
* Preliminary results indicate t
* Necessary adjustments to visualizations made
* Final results generated
* Analysis of final results compiled in report, presented to SportsGear

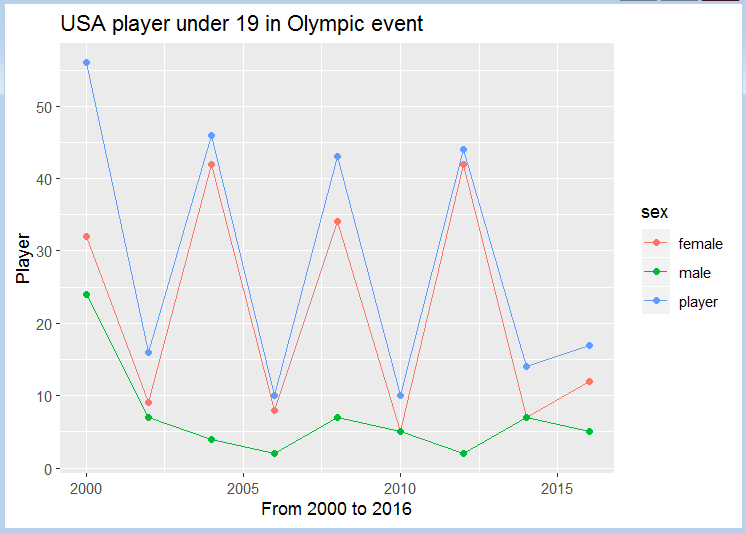




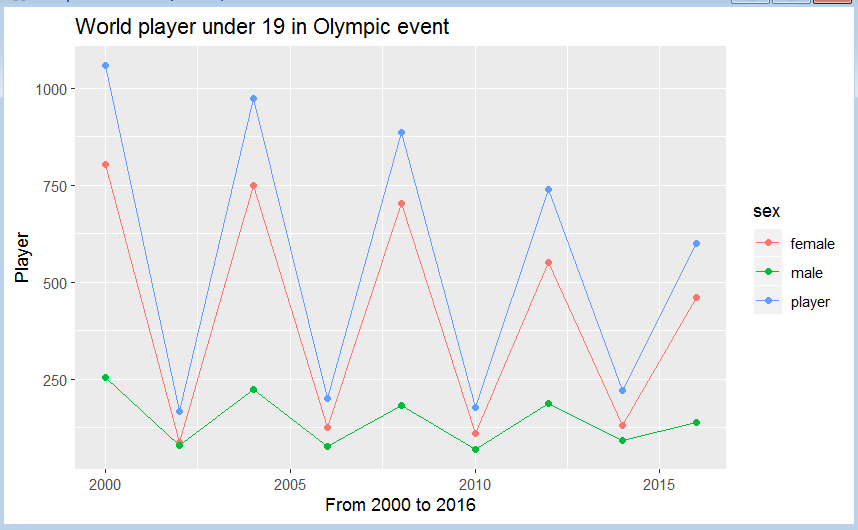




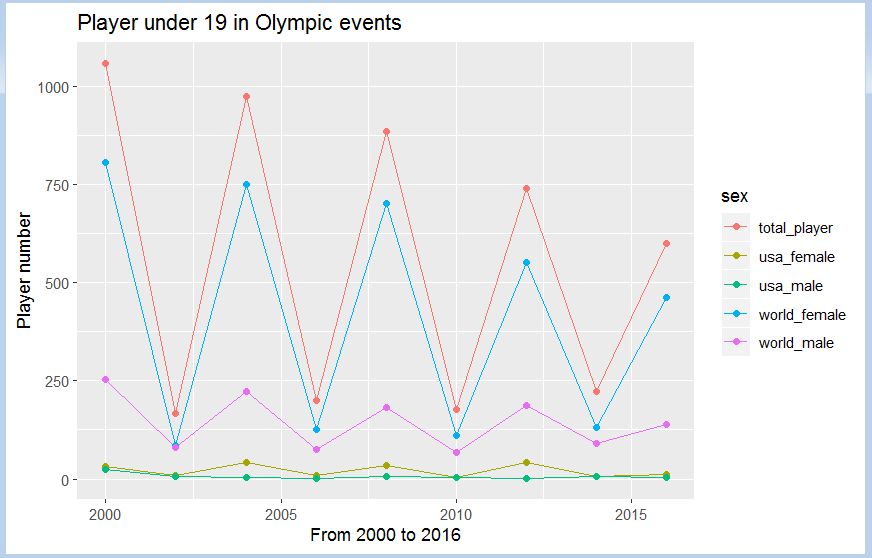




USA players under 19 - R



All players in the world including USA players -R



**Work Cited/ References**