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**DSC 611: Data Visualization**

**Final Project Milestone # 2**

**Statement of the Problem & Motivation**

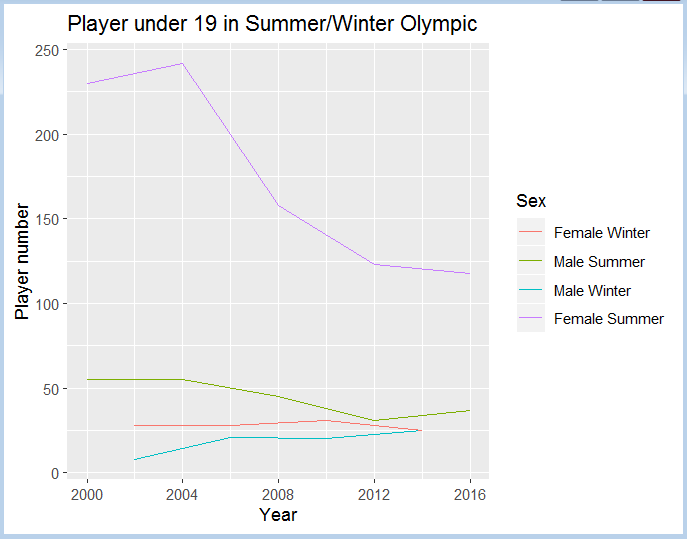
Significant competitors provide branded team apparel to high-school and college athletic teams, particularly successful teams with a record of wins (Jensen, Wakefield, Cobbs, & Turner, 2016 p. 289-90). This approach is overly costly based on projected ROI, wasting valuable resources with this model. Oculytica, LLC will outline which Olympic teams to target for sponsorship, using different criteria to engage high-achieving athletes early in their careers, and expose the brand to a wide potential customer base.

**Literature Review**

Jensen et al. (2016) research the ROI for sporting goods companies on large investments in sponsorships, determining that most companies are unwisely paying more than expected ROI. Wang & Kaplanidou (2013) describes the impact of emotion-lifting on spectators of sporting events, and that even negative emotions induced by sports (such as a team loss) can be leveraged to generate purchases. Research in Mazodier, Corsi & Quester (2016) show that advertising messages typical of an event are effective in transferring associations of an event to a brand.

**Preliminary Results**

Figure 1 shows a sharp decline in the number of Olympic athletes under age 19, particularly during the Winter games. Sponsorships for this demographic will ensure that athletes are provided with resources, likely increasing numbers of competitors in this age group and enhancing brand visibility. Also shown are the gender demographics for athletes under 19. While both groups will benefit from sponsorships, investing more in male athletes will likely increase numbers of male participants in future Olympics, similarly enhancing brand visibility. Focusing on under-represented groups will minimize the cost of sponsorships to the company (Jensen, et al., 2016 p. 289-90), in turn creating greater ROI, but not negatively impact branding if emotion-lifting tactics are employed (Wang & Kaplanidou, 2013, p. 9).



**Figure 1.** Male & female athletes in recent Summer and Winter Olympic Games

|  |  |  |
| --- | --- | --- |
| **Project Plan: Task** | **Week** | **Responsible Party** |
| Prepare Basic Visualizations with R & Tableau | Week 7 | C, L & S |
| Prepare VT with PPT | Week 8 | C, L & S |
| Project Abstract: Summary of project | Week 8 | C |
| Introduction | Week 8 | C |
| Data description | Week 8 | L |
| Methods | Week 8 | L |
| Results | Week 8 | S |
| Discussion/Conclusions | Week 8 | S |
| GitHub repository | Week 8 | C, L & S |
| 360 degree review | Week 8 | C, L & S |

**References**

Jensen, J., Wakefield, L., Cobbs, J., & Turner, B. (2016). Forecasting

sponsorship costs: Marketing intelligence in the athletic apparel industry. *Marketing Intelligence & Planning,* *34*(2), 281-298.

Mazodier, M., Corsi, A., & Quester, P. (2018). Advertisement typicality: A longitudinal

experiment - can sponsors transfer the image of a sporting event to their brand? (what we know about sports sponsorships). *Journal of Advertising Research,* *58*(3), 268.

rgriffin. (2018). 120 years of Olympic history: athletes and results [dataset]. Retrieved from

<https://www.kaggle.com/heesoo37/120-years-of-olympic-history-athletes-and-results>

Wang, R., & Kaplanidou, K. (2013). I want to buy more because I feel good: The effect of sport

induced emotion on sponsorship. *International Journal of Sports Marketing &*

*Sponsorship,* *15*(1).

Appendix A

GitHub Project Link: <https://github.com/sujoydc/DS-611-Project>

**Appendix B**

Graph of male & female athletes in recent Summer and Winter Olympic Games

