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**DSC 611: Data Visualization**

**Final Project Milestone # 2**

**Statement of the Problem & Motivation**

Athletes under age 19 are essential resources for increasing visibility and brand loyalty. Competitors areproviding branded team apparel to as many high-school and college teams as possible, particularly successful teams with a record of wins. This approach is overly costly based on projected ROI, and companies are wasting valuable resources with this model. The Oculytica project will outline which Olympic teams to target for sponsorship, using different criteria. This will engage high-achieving athletes from an early point in their potential careers, and expose the brand to wide potential customer base.

**Literature Review (incomplete)**

“Forecasting sponsorship costs: Marketing intelligence in the athletic apparel industry” (2016) researches the ROI for sporting goods companies on large investments in sponsorships, determining that most companies are unwisely paying more than they will receive in ROI.

“I want to buy more because I feel good: The effect of sport-induced emotion on sponsorship” (2013) describes the impact of emotion-lifting on spectators of sporting events, and how it can influence their decisions whether or not to purchase merchandise, finding that even negative emotions induced by sports (such as a team loss) can be leveraged to generate purchases.

**Methods / Preliminary Results**

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| --- | --- | --- |
| **Project Plan: Task** | **Date** | **Assignment** |
| Prepare Basic Visualization with Tableau | 10/18 | C, L & S |
| Prepare VT with PPT (3 separate videos) | 10/24 | C, L & S |
| Combine videos using QuickTime Player/iMovie | 10/25 | L & S |
| **Project written report (4-6 pages):**  1.1. Project Title  1.2. Project Team Members  1.3. Abstract: Summary of project (150 - 200 words) | 10/21 | C |
| 1.4. Introduction  1.4.1. Problem statement  1.4.2. Impetus  1.4.3. Related work | 10/23 | C |
| 1.5. Data description  1.5.1. Data source  1.5.2. Data collected  1.5.3. Explanations of each attribute/feature  1.5.4. Number of records | 10/21 | L |
| 1.6. Methods  1.6.1. Introduction, justification and theoretical background  1.6.2. Workflow/framework figure  1.6.3. Implementation | 10/23 | L |
| 1.7. Results  1.7.1. Screenshots of visualization system  1.7.2. Comments, explanations | 10/21 | S |
| 1.8. Discussion/Conclusions  1.8.1. Statement on whether project resulted in solution of problem 1.8.2. Assumptions, limitations, future work  1.9. References | 10/23 | S |
| 1. GitHub repository contains the following:  1.1. Readme File  1.1.1. project title  1.1.2. team member names (optional)  1.1.3. summary image (optional)  1.1.4. instructions for operating/viewing/running visualization system  1.2. Code  1.3. Data | 10/24 | C, L & S |
| 360 degree review | 10/25 | C, L & S |

**References**

Ratten, V., Madichie, N., 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.

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).

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

* A description of the problem you will address and motivation explaining why it is worth addressing
* Literature Review. A background survey of related work and a full list of references.
* Preliminary results (if applicable)
* 2 pages max

**Appendix A**



