

Filter Options

Select Gender

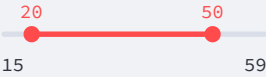
Other x

Male x

Female x

x v

Select Age Range



Understanding Fan Behavior—Tennis Fan Engagement & Business Metrics

Key Metrics

Average Revenue

\$504.72

Average Retention Score

0.74

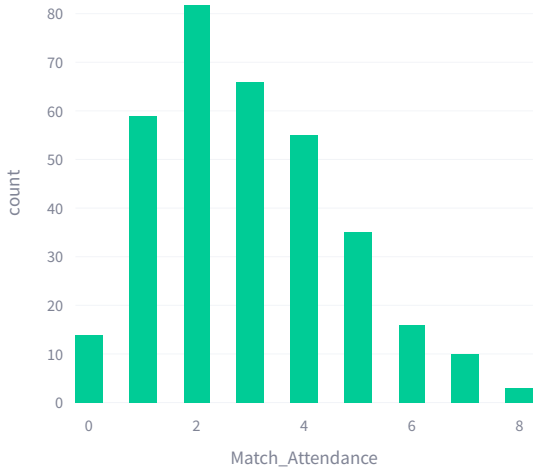
Average Match Attendance

3

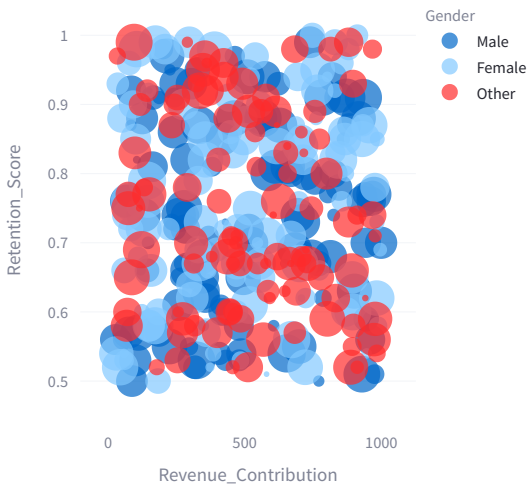
Engagement Metric Distribution

Choose Metric

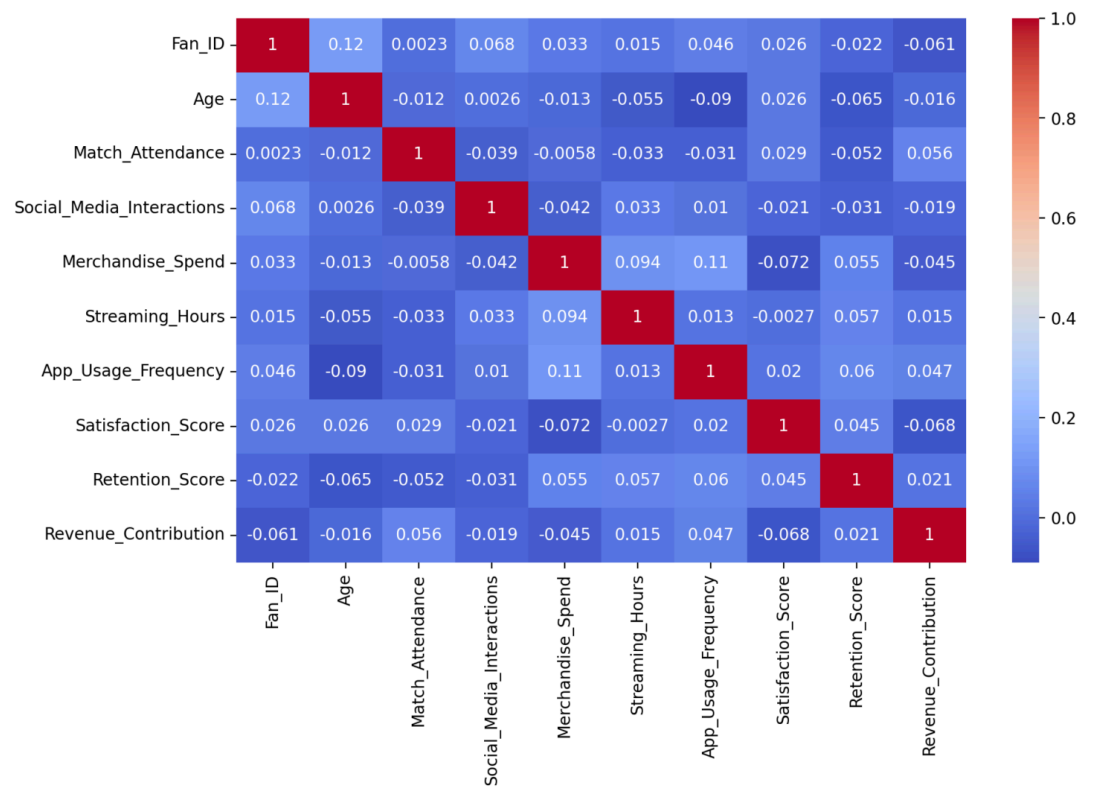
Match_Attendance v



Revenue vs Retention Score

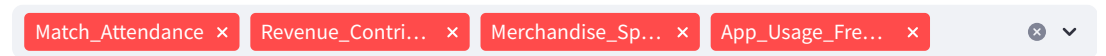


Correlation Heatmap



Fan Segmentation with K-Means Clustering

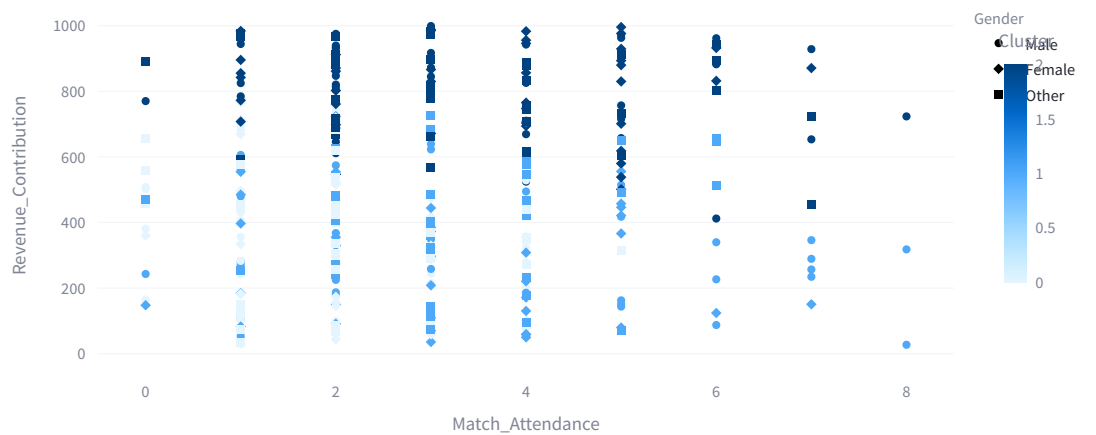
Select Features for Clustering

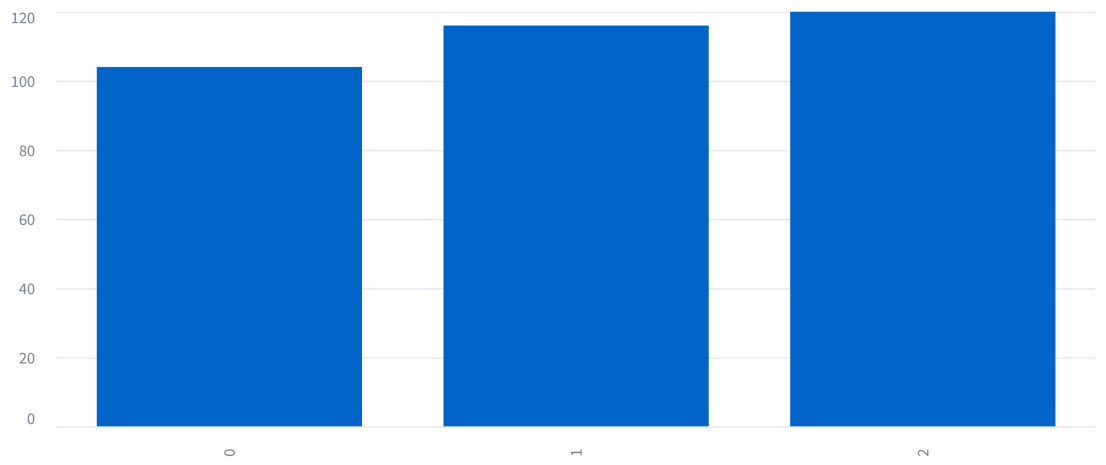


Number of Clusters



Fan Clusters





Interactive Dashboard — Tennis Fan Engagement