

Filter Options

Select Gender

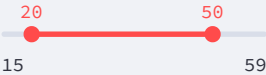
Other x

Male x

Female x



Select Age Range



Understanding Fan Behavior—Tennis Fan Engagement & Business Metrics

Key Metrics

Average Revenue

\$504.72

Average Retention Score

0.74

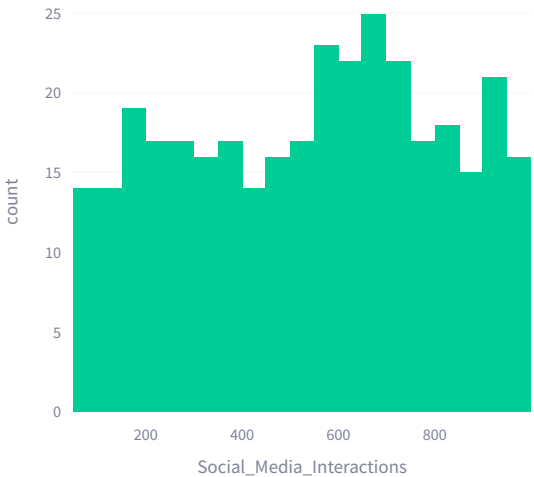
Average Match Attendance

3

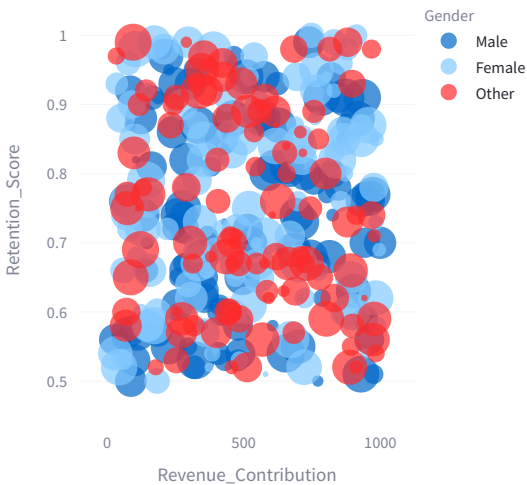
Engagement Metric Distribution

Choose Metric

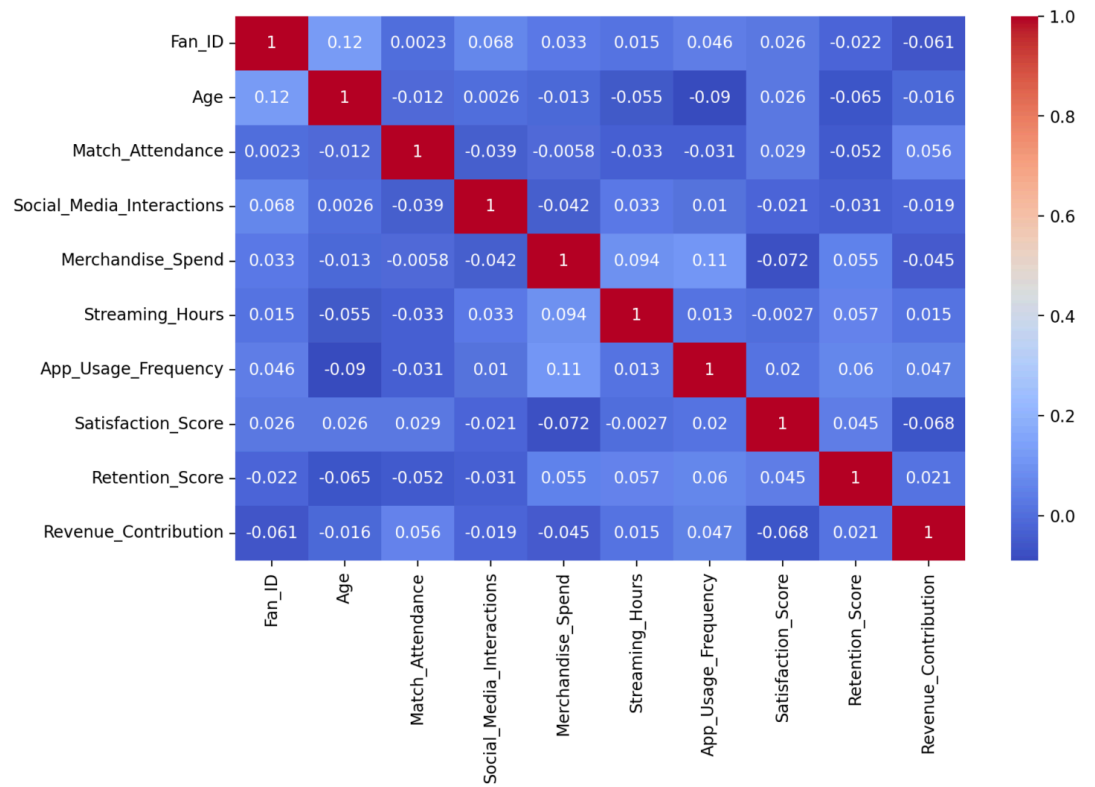
Social_Media_Interactions



Revenue vs Retention Score



Correlation Heatmap



Fan Segmentation with K-Means Clustering

Select Features for Clustering

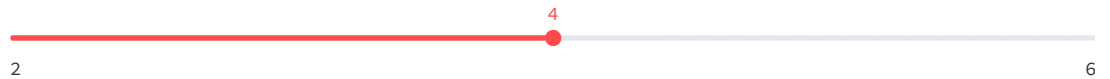
Match_Attendance x

Revenue_Contri... x

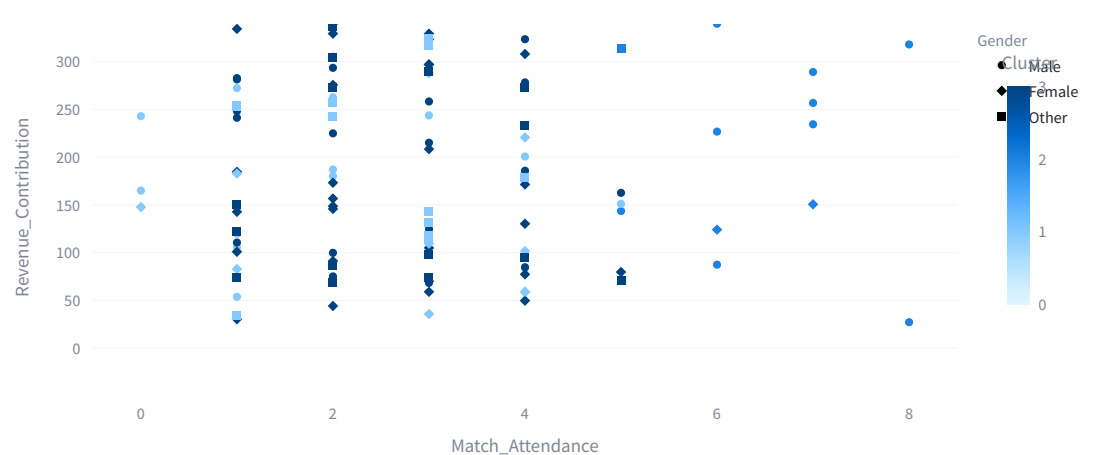
Merchandise_Sp... x

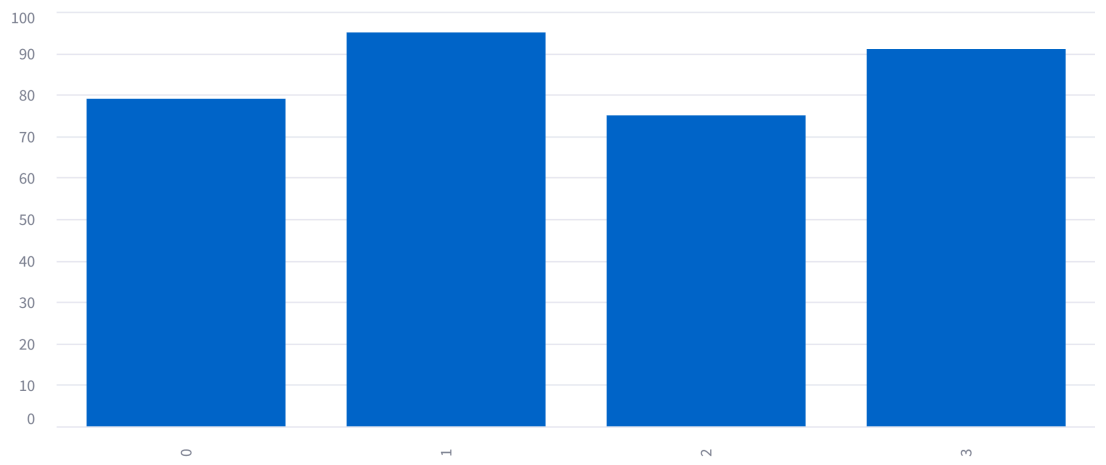


Number of Clusters



Fan Clusters





Interactive Dashboard — Tennis Fan Engagement