Understanding Fan Behavior—Tennis Fan Engagement & Business Metrics

Filter Options

Select Gender

Male ×
Female ×

Select Age Range

20   50

15   59

Key Metrics

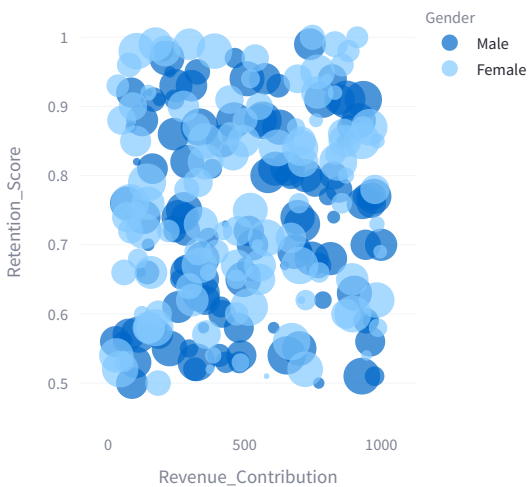| Average Revenue	Average Retention Score	Average Match Attendance
$496.37	0.75	3

Engagement Metric Distribution
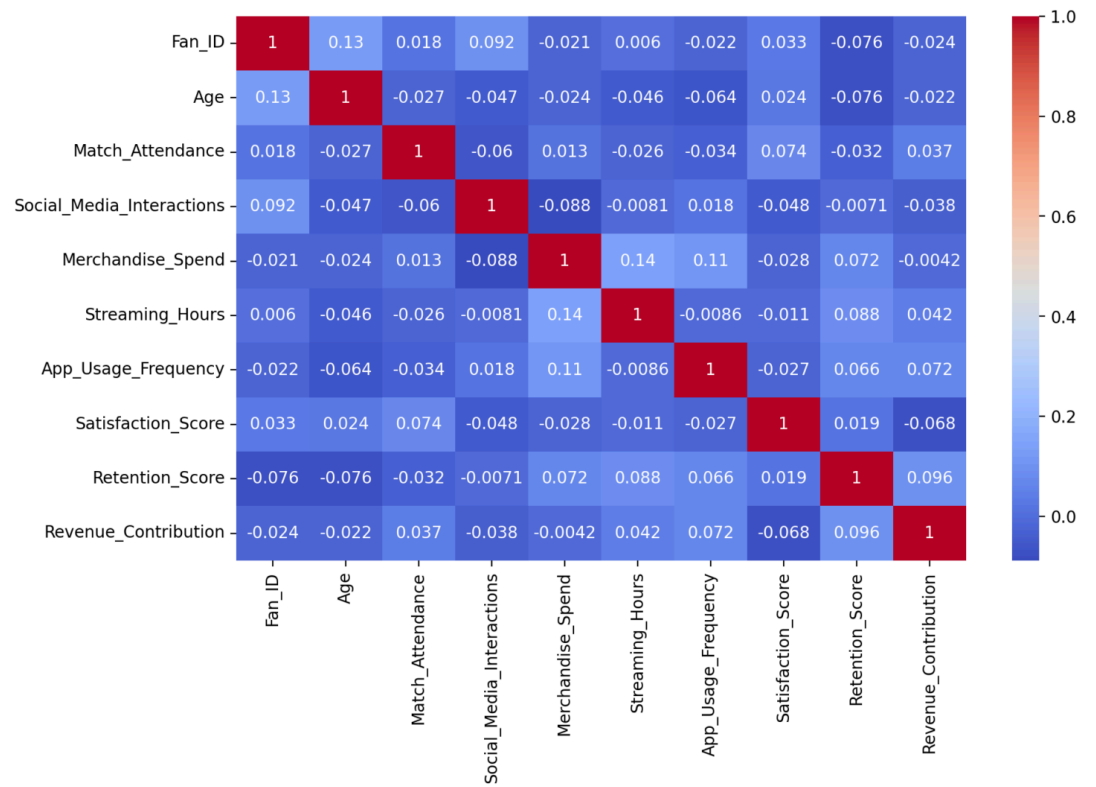
Choose Metric

Match_Attendance ⌄
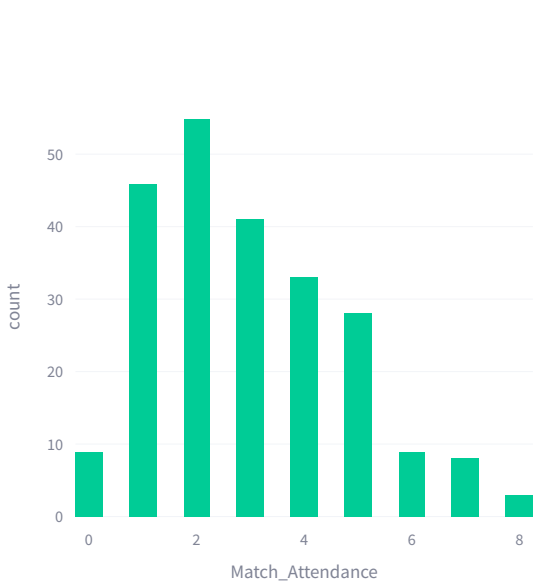
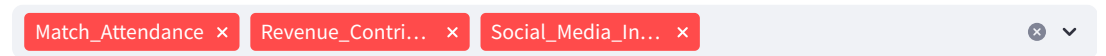### Revenue vs Retention Score

Correlation Heatmap

Fan Segmentation with K-Means Clustering

Select Features for Clustering

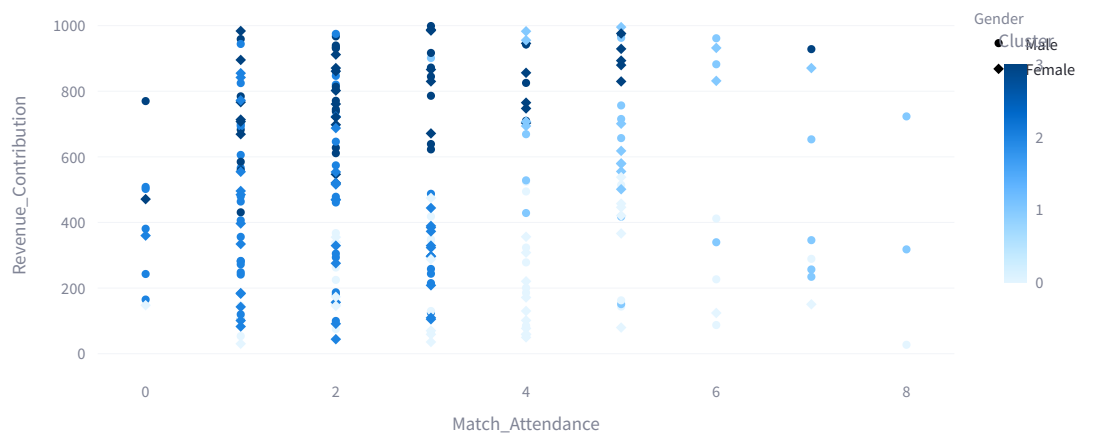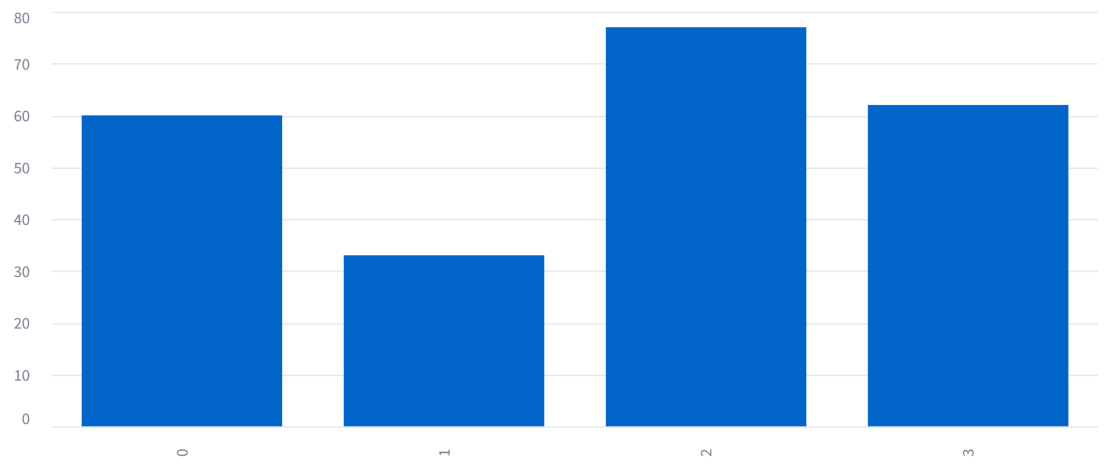| Match_Attendance × | Revenue_Contri... × | Social_Media_In... × | | ⊗ ⌄ |

Number of Clusters

4

2   6
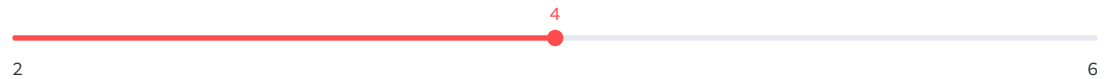
Fan Clusters

Interactive Dashboard — Tennis Fan Engagement