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**Determine in-stadium event staffing levels (ushers, gate staff, security, etc.)**

**Identify potential fan logistical challenges (gate giveaways, ingress/egress, etc.)**

**Preparations for concession and merchandise in-stadium sales**

**Preparations for stadium turnover for future events (cleaning, re-stocking, etc.)**

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**Dynamic Pricing Insights**

**Optimal promotion and special event placement**

**Identify optimal games for discounts and offers**

**Game, series, and homestand revenue & per cap estimates**

**Inform the development of sales performance metrics**

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**Annual ticket revenue forecasting**

**Insights to help inform expense, payroll and capital investment budgets**

**Forecast league financial impacts (i.e., revenue sharing)**

**Inform decisions related to product development & general marketing strategies**

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