



IMPACTS OF GAME ATTENDANCE FORECASTING

Twins

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Twins MinneMUDAC Team

Jason Lee

- **Sr. Vice President, Chief Strategy Officer**

Lisa Moschkau

- **Director, Business Intelligence & Analytics**

Dane Sorensen

- **Director, Baseball Research**

Brandon Johnson

- **Sr. Director, Strategy & Insights**

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Operational Impacts



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.)

Sales & Revenue Impacts



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

Financial & Strategic Impacts



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



THANK YOU

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