



KODING with KAGR Case Competition

Prompt

As a result of the landmark NCAA vs. House settlement approved in June 2025, the collegiate athletic landscape has been significantly transformed. The settlement includes a \$2.8 billion back-payment to former student-athletes for lost earning opportunity and allows for schools to pay up to \$20.5 million directly to student-athletes on an annual basis. With many college athletic programs operating at low margins, or a deficit, this poses a significant burden to budgets.

To off-set the increased expenses, your Athletic Director has asked you to develop a set of business plan recommendations to drive incremental revenue for the department. To get you started, they have provided you with a dataset including 1) a summary of past university athletic events and 2) results from a recent customer experience survey, but also encourage you to leverage outside resources to inform industry best practices. The final deliverable should include:

1. **Fanbase Analysis:** Analyze the provided datasets to identify key customer profiles and behaviors indicative of opportunities (e.g., most popular events, under-utilized experiences, new promotional tactics) for further monetization.
2. **Industry Research:** Leverage publicly-available research to define and validate proven sales and marketing tactics for adoption from other universities.
3. **Action Plan:** Define go-forward recommendations to increase revenue across ticketing and merchandise, as well as broader fan engagement (e.g., social media)

Format

Analysis and recommendations should be consolidated into a formal Microsoft PowerPoint presentation. On the day of the event, each case team will have 7 minutes (plus Q&A) to present their results and recommendations.

Each member of the winning team will earn a spot in the [2026 MIT Sloan Sports Analytics Conference](#) Mentorship Program, an exclusive opportunity to attend an industry-leading event and gain valuable insight from established sports business veterans.

KAGR Mentors

Each team will have access to a KAGR mentor for support and guidance throughout the case development process. The mentor will be available for two 30-minute sessions during the beginning and midway through the project, as well as on the day of the event, to assist with any questions or roadblocks.

Deadline

The planned presentation should be sent to KODINGwithKAGR@kagr.com by 11:59pm ET on Monday, November 10, 2025.

Judgement Criteria

Weight	Category	Success Factors
40%	Quality of Analysis	<ul style="list-style-type: none"> • Incorporation of trends from all provided datasets and public research • Relevance and accuracy of presented findings • Connection of data to recommendations/conclusions
30%	Quality of Recommendations	<ul style="list-style-type: none"> • Well-backed recommendations through case studies or supporting data • Anticipated impact and/or next steps for organization to take
30%	Quality of Presentation	<ul style="list-style-type: none"> • Logical sequence of presentation • Participation from all team members • Demonstrated understanding and preparation of subject-matter