



Female Population Percentage

vs.

Household Income

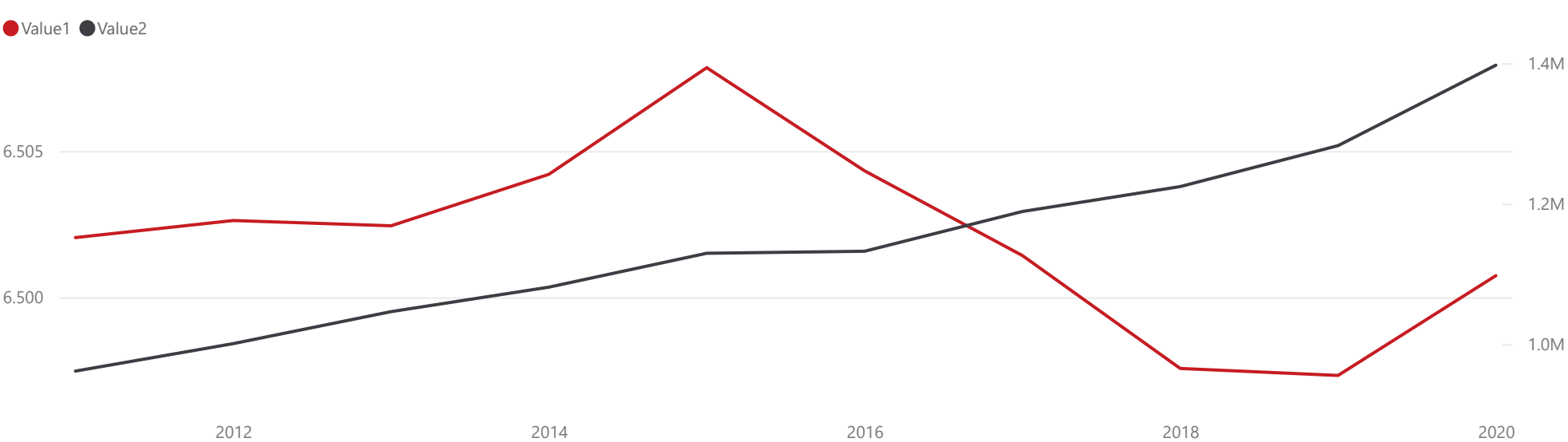
Hockey Canada Data

- ☐ Competitive Player Percentage
- ☐ Count of Competitive Player
- ☐ Count of Female Player
- ☐ Count of Male Player
- ☐ Count of Recreational Player
- ☐ Count of Total Player
- ☐ Female Player Percentage
- ☒ Female Population Percentage
- ☐ Lifespan
- ☐ Male Player Percentage
- ☐ Male Population Percentage
- ☐ New Participants Rate
- ☐ Percentage of Hockey Player in Population
- ☐ Recreational Player Percentage
- ☐ Retention Rate

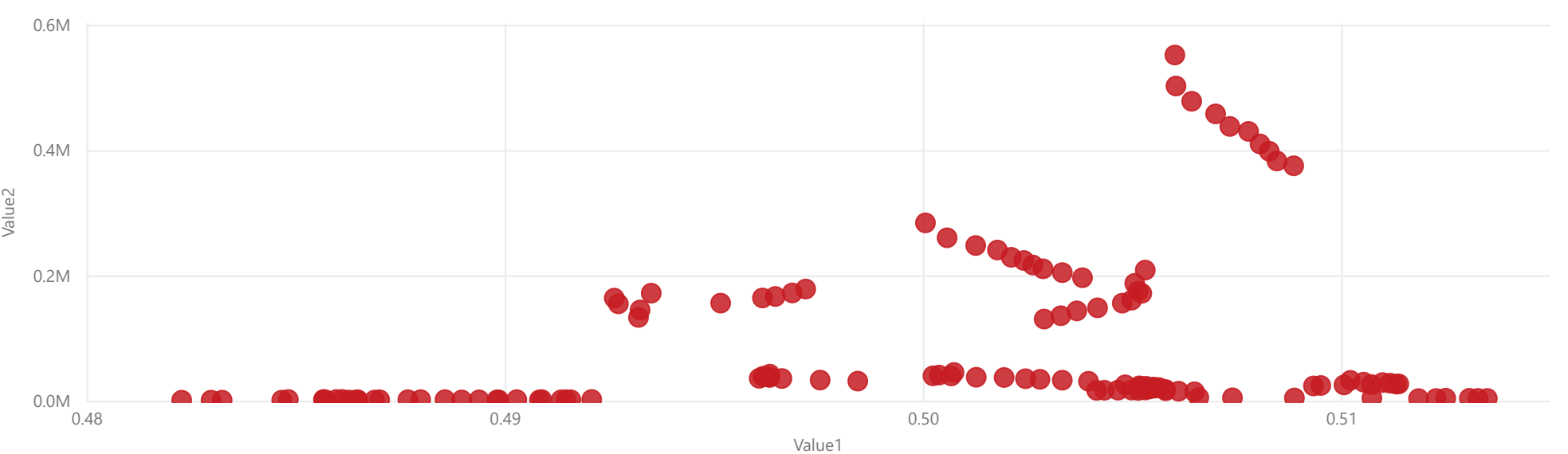
Stats Canada Data

- ☐ Average Gas Price
- ☐ Average Tuition
- ☐ Female Population
- ☐ GDP
- ☒ Household Income
- ☐ Live Births
- ☐ Male Population
- ☐ Province Greenness Percentage
- ☐ Total Fertility Rate
- ☐ Total Population

Metric 1 vs. Metric 2 by Year



Metric 1 vs. Metric 2





UBC Data Science Project

2010

2021

Member

All

Lifespan

New Participate Rate

Retention Rate

YoY Retention Rate

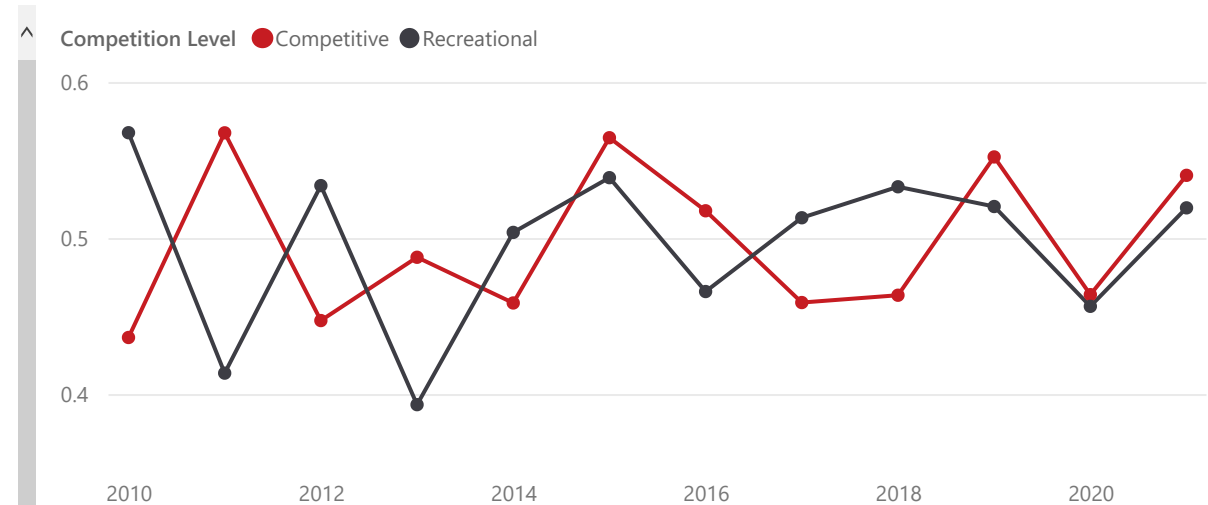
Competitive

Recreational

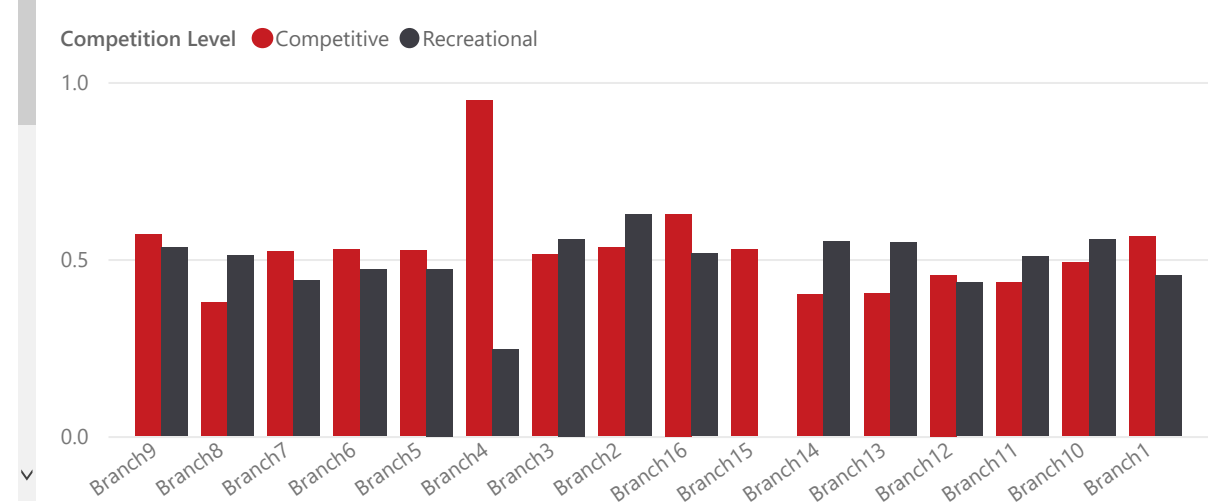
Retention Rate

Member	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Total
Branch1	0.62	0.49	0.54	0.56	0.31	0.61	0.38	0.45	0.56	0.58	0.43	0.55	0.51
Competitive	0.54	0.68	0.46	0.64	0.31	0.86	0.41	0.13	0.55	0.91	0.60	0.64	0.56
Recreational	0.70	0.30	0.63	0.48	0.32	0.37	0.35	0.77	0.56	0.26	0.26	0.45	0.45
Branch10	0.40	0.70	0.60	0.38	0.37	0.35	0.66	0.51	0.47	0.74	0.49	0.58	0.52
Competitive	0.41	0.67	0.29	0.35	0.23	0.06	0.65	0.86	0.21	0.73	0.55	0.76	0.49
Recreational	0.39	0.73	0.90	0.41	0.51	0.64	0.66	0.16	0.74	0.75	0.42	0.41	0.55
Branch11	0.39	0.52	0.45	0.56	0.31	0.59	0.28	0.31	0.59	0.64	0.38	0.61	0.47
Competitive	0.27	0.73	0.46	0.59	0.36	0.56	0.50	0.16	0.53	0.43	0.24	0.38	0.43
Recreational	0.50	0.30	0.44	0.54	0.26	0.62	0.05	0.46	0.64	0.86	0.52	0.76	0.51
Branch12	0.52	0.38	0.50	0.25	0.51	0.76	0.37	0.36	0.42	0.43	0.44	0.40	0.44
Competitive	0.33	0.49	0.85	0.09	0.55	0.88	0.33	0.54	0.27	0.21	0.32	0.59	0.46
Recreational	0.72	0.26	0.14	0.42	0.48	0.64	0.40	0.18	0.57	0.66	0.55	0.27	0.43
Branch13	0.57	0.32	0.45	0.41	0.38	0.56	0.57	0.50	0.68	0.40	0.31	0.53	0.47
Competitive	0.37	0.23	0.41	0.45	0.05	0.49	0.58	0.30	0.81	0.11	0.42	0.61	0.40
Recreational	0.77	0.41	0.49	0.38	0.71	0.63	0.56	0.70	0.55	0.70	0.20	0.45	0.55
Branch14	0.52	0.44	0.35	0.40	0.28	0.54	0.55	0.56	0.39	0.57	0.56	0.52	0.47
Competitive	0.33	0.43	0.25	0.25	0.48	0.86	0.46	0.47	0.30	0.58	0.21	0.18	0.40
Recreational	0.72	0.46	0.46	0.55	0.08	0.22	0.63	0.66	0.49	0.57	0.90	0.85	0.55
Branch15	0.75	0.58	0.49	0.29	0.36	0.59	0.75	0.89	0.59	0.18	0.41	0.45	0.53
Competitive	0.75	0.58	0.49	0.29	0.36	0.59	0.75	0.89	0.59	0.18	0.41	0.45	0.53
Branch16	0.70	0.43	0.48	0.43	0.37	0.63	0.55	0.66	0.47	0.64	0.76	0.68	0.57
Competitive	0.49	0.60	0.34	0.58	0.60	0.78	0.59	0.79	0.55	0.76	0.67	0.74	0.63
Recreational	0.91	0.27	0.63	0.27	0.15	0.49	0.50	0.53	0.40	0.52	0.85	0.62	0.52
Branch2	0.59	0.66	0.89	0.94	0.67	0.41	0.69	0.46	0.54	0.51	0.21	0.15	0.58
Competitive	0.46	0.83	0.79	0.97	0.94	0.02	0.89	0.20	0.19	0.61	0.32	0.15	0.53
Recreational	0.72	0.49	0.99	0.90	0.39	0.79	0.49	0.72	0.89	0.40	0.10		0.63
Branch3	0.60	0.34	0.80	0.63	0.67	0.47	0.66	0.45	0.26	0.54	0.63	0.38	0.53
Competitive	0.34	0.54	0.81	0.84	0.57	0.44	0.79	0.42	0.02	0.52	0.34	0.50	0.51
Recreational	0.87	0.14	0.80	0.42	0.76	0.49	0.52	0.47	0.49	0.56	0.92	0.25	0.56
Branch4	0.15	0.28	0.40	0.22	0.31		0.13	0.08	0.05	0.17	0.55	0.95	0.29
Competitive												0.95	0.95
Total	0.50	0.49	0.49	0.44	0.48	0.55	0.49	0.49	0.50	0.54	0.46	0.53	0.50

Retention Rate



Retention Rate





UBC Data Science Project

2011

2021

Member

Age Division

Multiple selections

All

Lifespan

New Participate Rate

Retention Rate

YoY Retention Rate

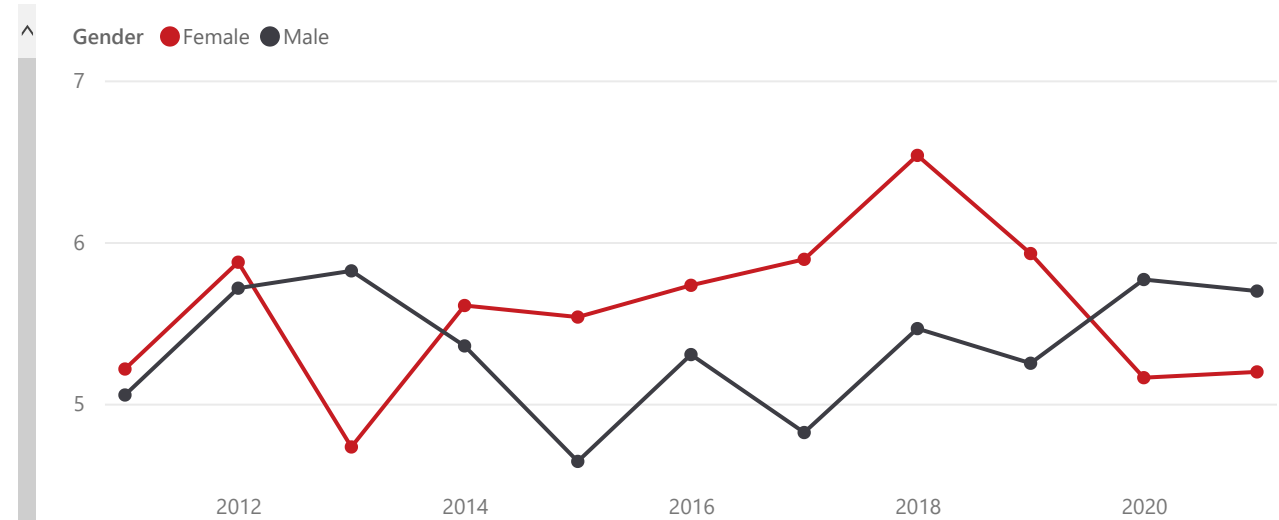
Female

Male

Lifespan

Member	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Total
Member1	5.56	5.69	5.38	5.06	5.44	5.88	5.25	5.81	6.06	5.00	5.38	5.50
Group1	7.00	6.50	7.50	5.50	5.50	8.00	5.00	5.50	2.50	5.00	4.50	5.68
Group2	2.50	5.50	1.00	5.00	5.50	4.00	4.00	7.00	3.00	2.50	5.00	4.09
Group3	4.00	7.00	9.50	8.00	5.50	5.00	3.50	5.50	6.50	10.00	6.50	6.45
Group4	8.00	7.50	6.50	4.50	6.50	6.50	7.50	8.00	6.00	2.00	4.00	6.09
Group5	3.50	6.50	4.50	5.00	6.00	3.00	9.50	6.00	7.00	2.00	6.00	5.36
Group6	6.50	6.50	4.00	5.00	4.00	7.50	6.00	4.50	7.00	8.00	6.00	5.91
Group7	6.50	1.50	6.50	3.00	8.00	7.00	4.00	6.50	8.00	5.50	5.00	5.59
Group8	6.50	4.50	3.50	4.50	2.50	6.00	2.50	3.50	8.50	5.00	6.00	4.82
Member2	5.88	6.50	6.81	5.81	4.81	5.94	3.94	5.94	5.81	5.00	5.13	5.60
Group1	5.50	7.00	4.50	7.00	4.00	5.00	2.50	7.50	6.00	4.50	3.50	5.18
Group2	5.50	6.50	8.50	10.00	6.00	9.00	1.00	2.50	5.50	5.50	5.50	5.95
Group3	5.50	9.00	7.50	5.00	6.00	5.00	7.00	5.50	7.00	3.00	2.00	5.68
Group4	8.50	4.50	7.50	7.50	6.00	6.00	4.00	6.50	3.50	7.00	4.00	5.91
Group5	6.50	5.00	7.00	6.00	6.50	4.00	4.00	8.50	5.50	7.00	6.50	6.05
Group6	5.50	8.50	7.00	3.00	5.00	4.50	3.50	6.50	6.50	5.00	8.00	5.73
Group7	6.00	3.50	6.50	3.50	2.00	6.00	7.00	5.00	6.00	5.50	5.00	5.09
Group8	4.00	8.00	6.00	4.50	3.00	8.00	2.50	5.50	6.50	2.50	6.50	5.18
Member5	5.25	5.63	4.25	5.19	6.25	4.94	6.38	6.06	4.63	5.94	5.69	5.47
Group1	8.00	7.50	4.50	4.50	5.50	1.50	5.00	5.00	5.00	5.00	5.00	5.14
Group2	5.00	5.50	2.00	3.00	4.50	5.00	6.50	5.00	1.00	2.50	6.00	4.18
Group3	3.00	2.00	7.50	5.00	6.50	6.50	6.50	9.50	9.00	10.00	5.00	6.41
Group4	4.50	5.00	1.50	6.50	7.50	7.00	8.00	7.50	2.00	3.50	3.00	5.09
Group5	8.00	7.50	4.00	5.50	8.00	2.50	8.00	4.00	2.50	5.50	8.00	5.77
Group6	1.50	5.50	5.50	3.50	5.50	3.50	6.00	6.50	8.50	5.00	8.50	5.41
Group7	4.00	7.00	5.00	6.50	6.00	7.50	6.00	5.50	2.50	8.00	3.50	5.59
Group8	8.00	5.00	4.00	7.00	6.50	6.00	5.00	5.50	6.50	8.00	6.50	6.18
Member6	5.69	4.94	5.00	5.75	4.38	5.63	4.88	6.50	5.38	5.69	5.63	5.40
Group1	4.50	6.50	5.50	6.50	1.50	5.00	10.00	6.00	4.50	5.00	5.50	5.50
Group2	8.00	7.00	9.00	5.50	2.50	6.50	3.00	9.50	7.50	2.00	4.00	5.86
Group3	7.50	5.00	3.00	4.50	1.50	3.50	4.50	6.00	3.50	3.00	9.50	4.68
Group4	7.00	4.00	5.50	9.00	8.50	5.50	3.00	7.00	3.50	7.50	5.00	5.95
Total	5.13	5.79	5.28	5.48	5.09	5.52	5.36	6.00	5.59	5.46	5.45	5.47

Lifespan



Lifespan

