Mark,

It was brought to my attention at our most recent meeting that The Kansas City Chiefs’ stadium operations department performed sub-optimally during previous NFL season games. Financial losses the past regular season targeted to improve fan satisfaction, this approach will be re-strategized for merchandise and utilities teams to improve our performance and sustain profitability. A text mining project will provide value through a cost-effective method that gains prior insight to Chiefs game’s attendance, preparing underperforming teams effectively. Searching tweets containing #Chiefs that were posted within a 25-kilometer radius of Arrowhead Stadium, a sample size of 500, tweet attributes from users include:

* Hashtags: identify fan base loyalty of a user, multiple hashtags
* Verified: indicates if a tweet’s user is a person of interest or not
* Language: majority will likely be in English; other languages have a higher chance of misrepresenting our sample data by including irrelevant tweets
* Text: determine sentiment of a user who includes the Chiefs hashtag
* Created: chronologically organize tweets to identify trends
* Status, Retweet, Favorite, and Follower: counts user and tweet variables, representative of impressions

This project will predict attendance level of a game and signal to stop offering promotional Chiefs merchandise or power down utilities, when the level is high and low respectively. Each team’s process optimization will require implementation of a predictive text analytics portfolio to reduce cost organization-wide. Combining samples from various media sites such as YouTube, Facebook, and Google API require analysis before determining weights of dimension importance, to provide an accurate depiction of the Chiefs’ current following.

Sincerely,

Andrew Pierson