

MARYLAND  
**SMITH**

**Smith Analytics  
Consortium**

**NBA Analytics**

**Team: Devs**



# Agenda

1. Meet the team
2. Datasets and Data Wrangling
3. Finalize Cities
4. Cost and Revenue Analysis
5. Sponsorship Analysis
6. Team Name and Mascot
7. International expansion
8. Tech to support expansion

# Team - DEVS



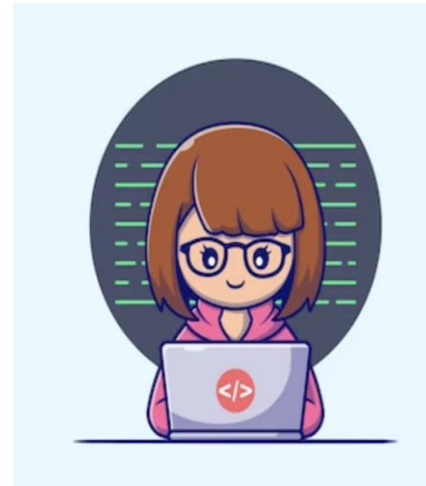
Arhab  
Khan



Balaji  
Udayakumar



Kobe  
Wang



Maggie  
Zheng



Siddharth  
Dudla



Siddharth  
Khare



# Dataset and Data Wrangling

1. Given datasets consists of columns such as revenue, age\_median etc.
2. Gathered new datasets, and took data from various sources and filled the missing values
3. Applied Random Forest ML model to find the most important features.
4. Predicted possible cities in USA according to the features using clustering.
5. Gathered additional data( land cost, avg wages per hour etc) to come to the final conclusion of selecting the two cities.

# Two Cities:



**Kansas City, Missouri**



**Louisville, Kentucky**

## Advantages for both cities:

Kansas City	Louisville
<ul style="list-style-type: none"><li>a. Population: 509,297</li><li>b. T-Mobile Arena already built (18,000 seating capacity)</li><li>c. Location is optimal for growth (Missouri)</li><li>d. History of sports viewership</li><li>e. Median education is higher</li></ul>	<ul style="list-style-type: none"><li>a. Land Cost is lesser</li><li>b. Population is slightly more (624,444)</li><li>c. Wages are slightly less (\$24.76/hour)</li></ul>

# Final Decision

**Kansas City, Missouri** presents a much better option because of the following reasons:

- a. T-Mobile Arena (Already Built)
- b. Location is optimal for growth
- c. History of Sports viewership
- d. Population and Salary go in hand and hand
- e. Median education is higher

# Capital Expenditure

**Cost (includes one-time and yearly costs):**

**One-Time Costs:**

Infrastructure (Stadium): **\$1 Billion to \$1.3 Billion** (If an arena partnership deal is not reached with T-Mobile)

Drafting Players: **\$141 Million**

**Total One-Time Costs: \$1.31 Billion**

**Recurring:**

Operating Expenses : **\$39.28 Million/year**

Player cost: **\$127 Million/year**

Taxes: **\$13.6 Million/year**

Revenue Sharing: **\$10.9 Million/year**

Miscellaneous: **\$2.16 Million/year**

**Total Recurring Costs (per year): \$218 Million/year**



# Revenue Analysis

## Revenue:

Arena Sponsorship: **\$26.82 Million/year**  
Premium Seating: **\$36.058 Million/year**  
General Seating: **\$47.68 Million/year**  
Broadcasting Rights: **\$150.4 Million/year**  
Other: **\$35.19 Million/year**

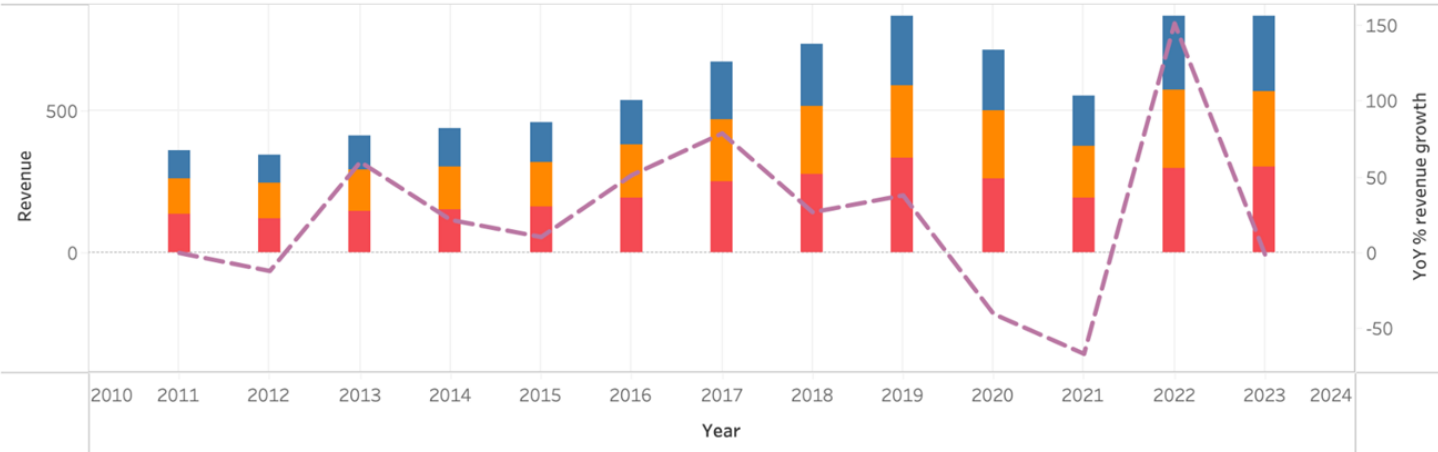
Total yearly revenue: **\$298 Million/year**

# Results - Financial Analysis of 3 similar cities to Kansas City

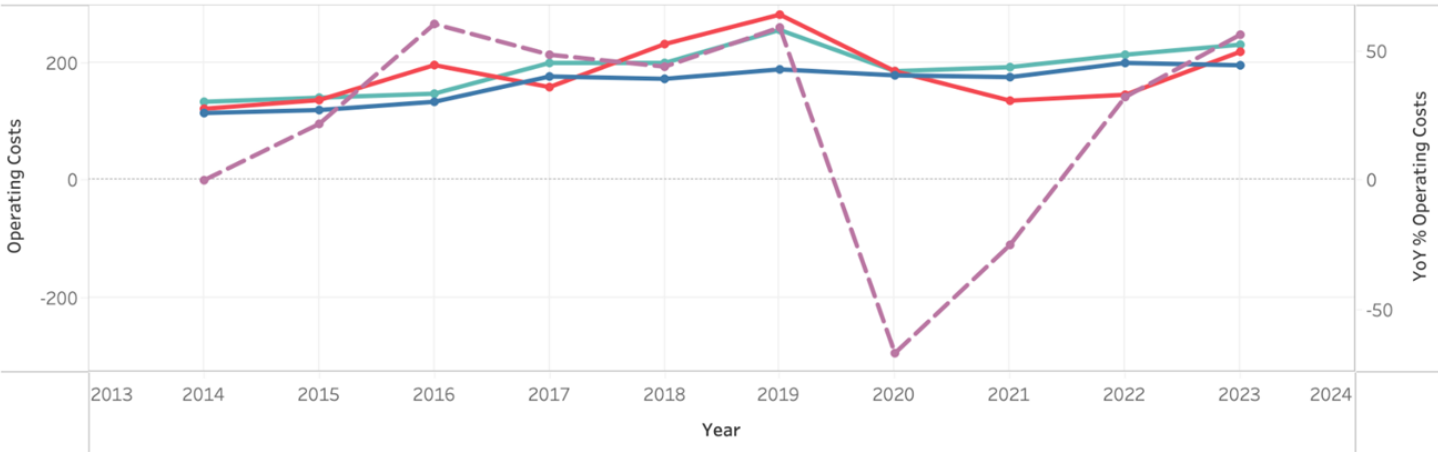
City Filter for three closest cities

(All)

Revenue growth of three closest cities



Operating Costs of three closest cities



# Cost Benefit Analysis - Kansas City

## KPIs for Kansas City

Avg. YoY % rev growth

8.863

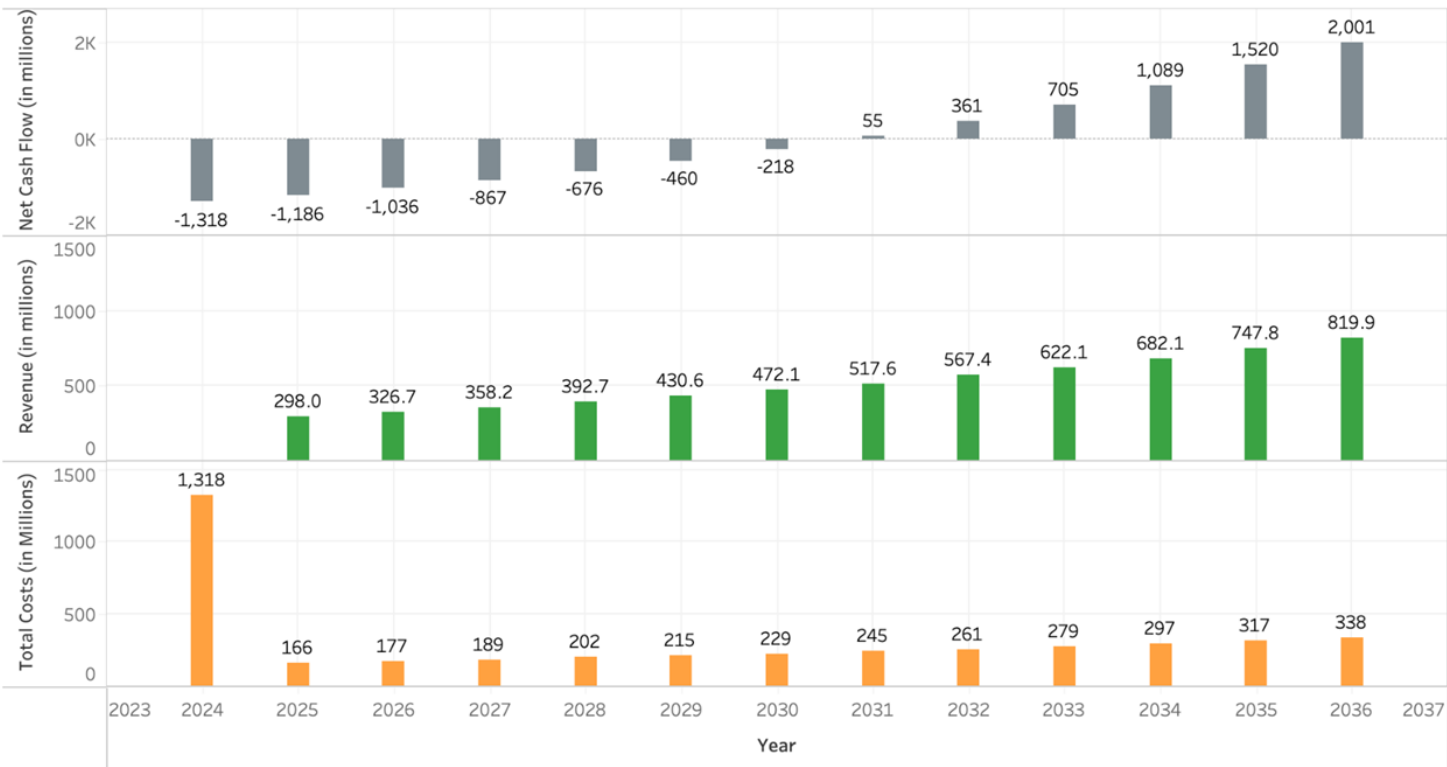
Avg. YoY % Operating Costs

8.531

Break Even Years

6.799

## Financial forecasts of Kansas City



# Sponsorship Analysis



T-Mobile



# Sponsorship Analysis

## 1. T-Mobile:

- It is the third-largest wireless carrier in the United States with 117.9 million subscribers as of December 31, 2023.
- The company has annual revenues of around \$80 billion and can sponsor new NBA team easily.
- T-Mobile Arena can host the NBA team in Kansas City

## 2. UMB Financial Corporation ( an alternate option):

- It is a financial services company headquartered in Kansas City, Missouri.
- Listed on NASDAQ
- May be hard to get them on board as a large investment is required but can be considered as an alternate choice for sponsorship

## Team Name and Mascot

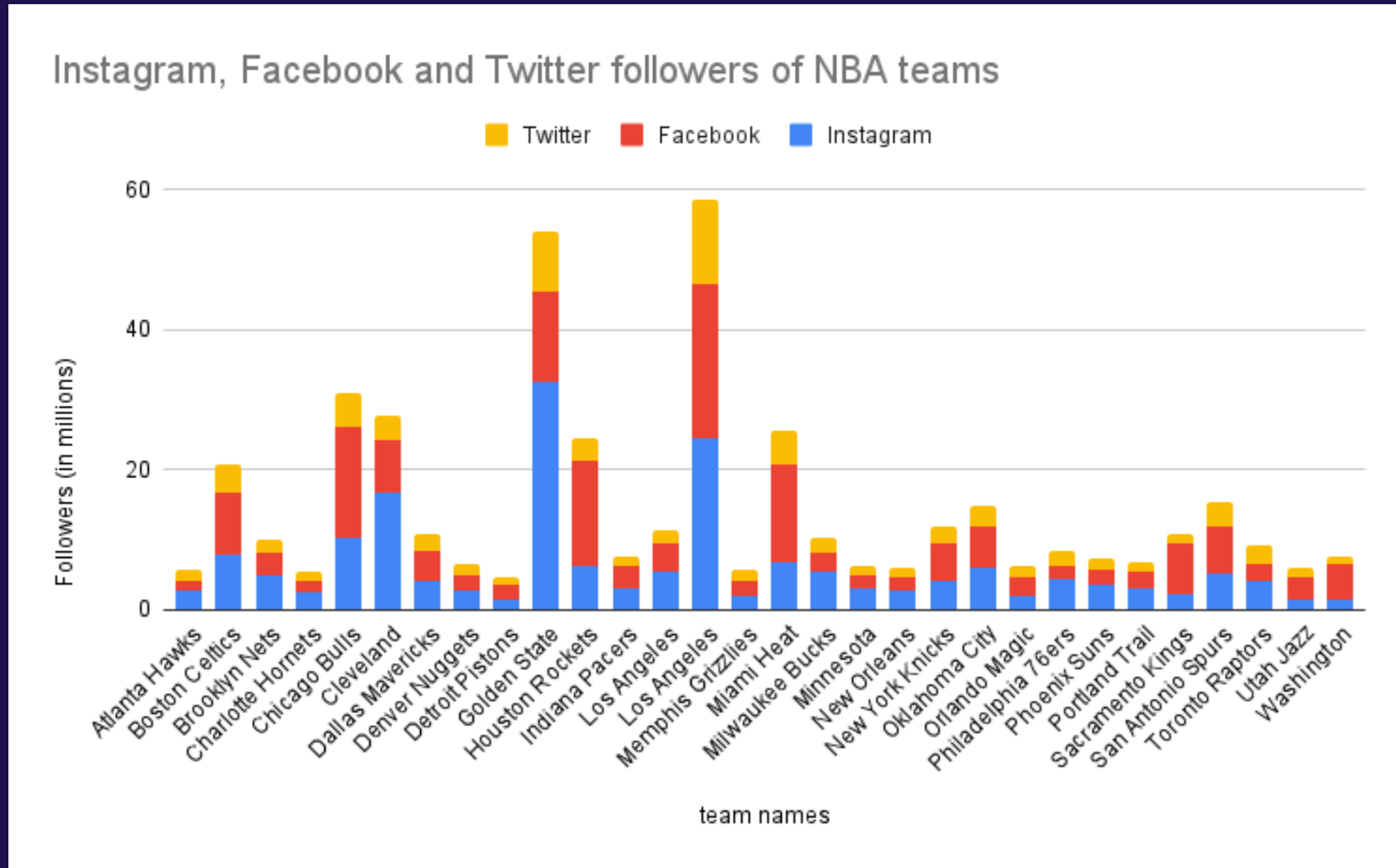
### What we think we should incorporate into our Maskot

- Tornado: to pay homage to the city located in the Tornado Alley
- Red: To symbolize Kansas barbeque traditions
- Blue: Kansas City is known as the City of Fountains




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# How might we promote this the Tornadoes?





# Tapping into the International Market



**warriorsbrasiloficial**


FollowMessage...


2,078 posts


25.8K followers


322 following


**Golden State Warriors Brasil**  
Sports team  
🇧🇷 | A casa do Golden State Warriors no Brasil  
🏆 | 7x NBA Champions  
📺 | We Are The #DubNation  
✉ | contatogswbrasil@gmail.com  
🔗 [linkr.bio/warriorsbrasiloficial](https://linkr.bio/warriorsbrasiloficial)

  
VERIFICADOS

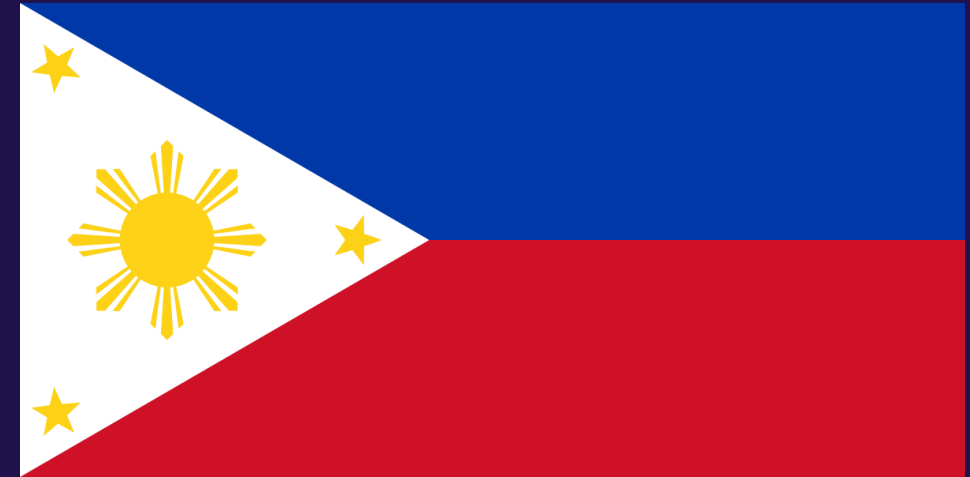
  
WALLPAPERS

  
CALENDÁRI...

  
SALVES

  
GRUPO WH...

# Tapping into the International Market Cont.



# Tapping into the International Market Cont.

Rank	Country	Continent	Time Spent on Smartphone per Day	Comparison to Average	Comparison to Average (%)
1	Philippines	Asia	5 hours 47 mins	+ 2 hours 4 mins	↑ 35.7%
2	Thailand	Asia	5 hours 28 mins	+ 1 hour 45 mins	↑ 32%
3	Brazil	South America	5 hours 25 mins	+ 1 hour 42 mins	↑ 31.4%
=4	Colombia	South America	5 hours 9 mins	+ 1 hour 26 mins	↑ 27.8%
=4	South Africa	Africa	5 hours 9 mins	+ 1 hour 26 mins	↑ 27.8%

## Tapping into the International Market Cont.



74.7%



8.4 Mil



# Marketing, Logisticals, and Management

Strategies for our new team “Kansas City Tornadoes” :

1. Community-driven Streetball Tournaments:  
Organize streetball tournaments across different neighborhoods in Kansas City, fostering a sense of community ownership and identifying local talent.
2. Interactive Museum Experience:  
Develop an interactive museum experience based on AR/VR technology within the arena showcasing the history of basketball in Kansas City, including the legacy of the Kansas City Monarchs.
1. Data-driven Fan Engagement:  
Utilize data analytics to personalize content and promotions for each fan, tailoring offers and experiences to their interests.



# References

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**Thank You!**

**We're open for questions.**