**Sports:**

One of our ideas is to do sports and primarily focus on basketball and the NBA. The NBA is a big global market for fans all over the world, mainly in the United States and China. The NBA takes in billions and billions of dollars and they pay players millions in salary. The business goal is to profit off from big name players in the NBA and to sell tickets. In order to do this it raises up the prices of ticket sales for NBA games that feature superstars and big name players in the league. This idea has been used by multiple ticket sales companies such as TicketMaster, SeekGeek, and Stubhub. A normal day would be having the ability to sell tickets from every team in the NBA and then going over every teams schedule and to find the most profitable player and games and boost up sales for those tickets. The 5 tables are going to be players and their social media following, jersey sales, sponsorships, venues, and the end user table would be the app that tracks all the customers purchases and preferences for NBA tickets. The app would follow what tickets these fans have purchased and what teams they find the most entertaining. Since the goal is to make money off players and specific games we will use the table of players and their social media following as well as the table with venues. Big venues like ones in LA and NYC are bigger markets so they are more attractive to fans. The players and their social media following explains how much of an influence they have on the community and the big name players can easily increase ticket sales.

**Example Table:**

|  |  |  |
| --- | --- | --- |
| **Player** | **Jersey Sales ($)** | **InstaFollowers** |
| LeJames Bron | 1600 | 33.4k |
| Cody Gyant | 3500 | 1.1 mil |

**Theme Park:**

One of our potential ideas is a theme park, mainly focusing on Disney parks. The Walt Disney Company has expanded internationally, is constantly buying out other competing companies, and is among the top best regarded companies in the world according to Forbes’ list. That being said there is a lot to learn from what they are doing. Our goal is to figure out what aspects of their parks bring in the most money, in order to create a new park to satisfy these findings. For Disney to continue to make more money, they need to create new parks and attractions to keep patrons coming back year after year. A typical day in this business will be just like that of any theme park. Tickets will be purchased by customers who will then enter the park. From there they can choose to ride roller-coaster / themed rides, see shows, buy food / refreshments, and also buy merchandise. In order to figure out what aspects of these parks create the most money, we would need a break down of an age demographic of the people entering the park (toddlers, children, teens, etc.). Another aspect that could be helpful, is looking at the proximity the food vendors, stores, shows, and rides are in relation to each other. Also, we could track how people spend their time at these parks by analyzing their park wristbands. Whether they are using their bands to buy fast pass tickets to rides, or are using them to buy merchandise, food, etc. (real-time data).

**Example Table:**

|  |  |  |  |
| --- | --- | --- | --- |
| Guest | Fast Pass | TotalPurchase Amnt. | PurchaseLocationType |
| John Doe | none | 8.99 | Food |
| Dawn Joe | [roller coaster name] | 14.99 | Merchandise |

**Spotify:**



One idea for this project is to look at Spotify and its effect on user hearing. Spotify is a music streaming service with one of the most all-encompassing libraries on the internet. Users can use the free version, which will shuffle songs in a playlist, prevent skips, and play ads often. Or users can pay for a monthly “Premium” subscription that opens up much more usability and gets rid of ads. Users can access already-created playlist or create their own, and the library of music contains pretty much every artist you could think of. All albums by each artist are available and displayed in chronological order, and similar artists are displayed underneath. Since Spotify already has algorithms that take the music a user listens to and finds similar genres or artists to suggest, we are not looking for data like that. We are looking to see if users that have Premium, and have changed the audio level settings have had any negative impacts on their hearing. This would also depend on the type of music listened to and the average volume. This would require users to participate in some sort of hearing exam, the results of which would go into a real-time data table. Others tables include the user and: the status of their account (Premium or Free, how long it has been active), the genres of music they listen to, the equalizer settings of the account, and the average volume at which the device is playing music. This data can be combined to see if there is any real impact on users hearing based on the extended use of the Spotify streaming service.

**Example Table:**

|  |  |  |
| --- | --- | --- |
| User | Frequent Genre 1 | Frequent Genre 2 |
| john.123 | Country | Rock |
| m\_lastname3 | Hip Hop | Rap |