
March Madness - DS3001 Case 1

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Business Problem

How should companies like Nike and Under Armour determine how much apparel to print for a college basketball team? We think it should be based on popularity so they can prevent both over and under-ordering.

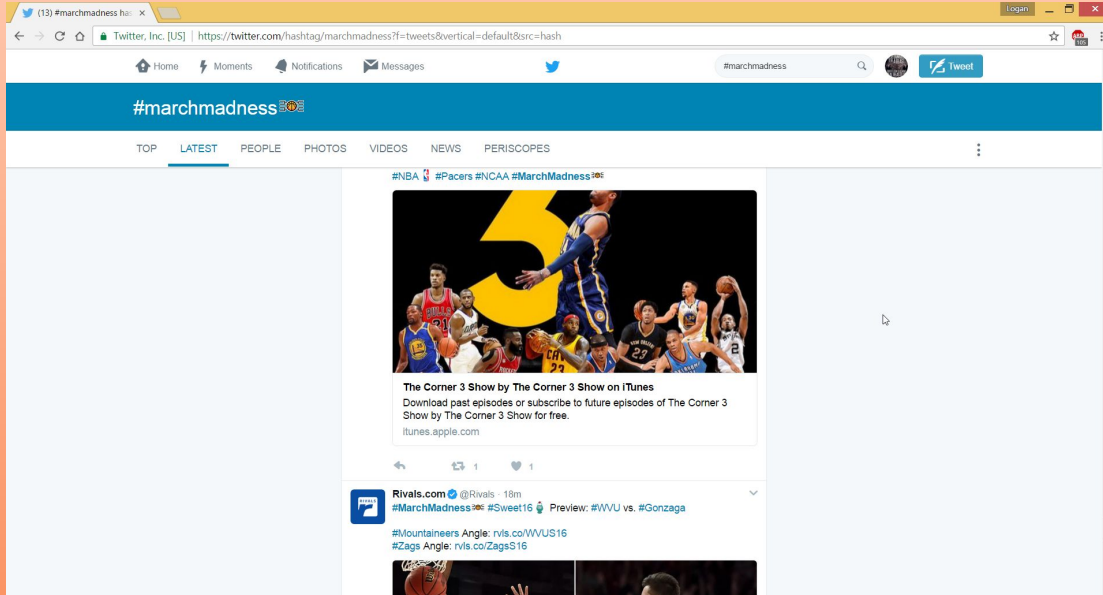
Business (cont.)

When teams win throughout the tournament, they are talked about more. T-Shirts and hats will be needed before the next big game, but how many should be made?

The more popular schools will have a larger market to appeal to. With a cheaper cost per unit in large orders, it gives the seller a bigger profit margin if they sell it at the same price.

With the less popular schools having a smaller market, the apparel companies can print smaller orders so they do not have excess inventory of something that may not sell.

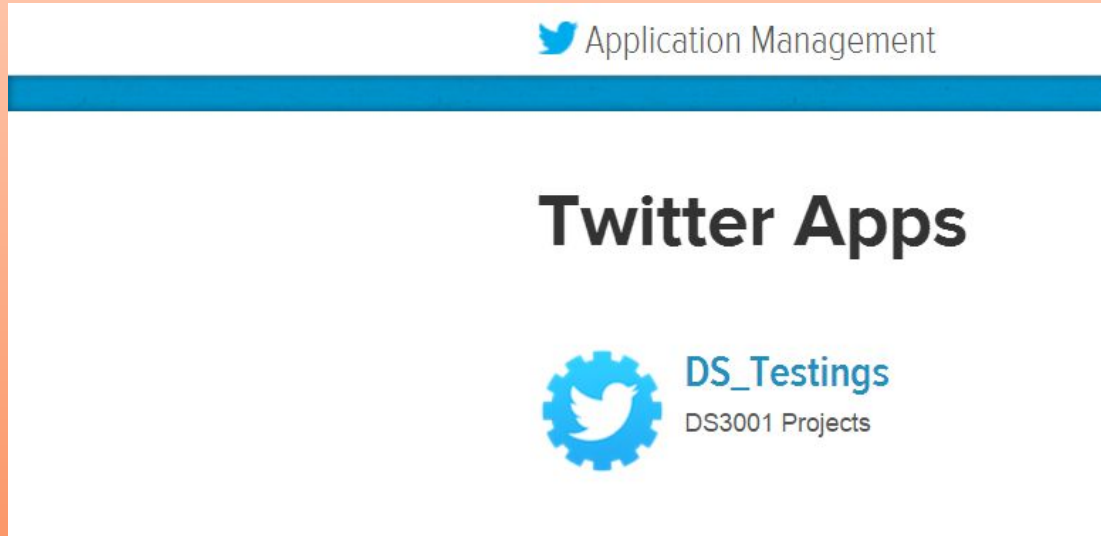
Data Collection



Collect tweets about college basketball teams still in the NCAA tournament right now. The teams we used are teams who play the night of Thursday 3/23:

- Oregon Ducks
- Michigan Wolverines
- Gonzaga Bulldogs
- Western Virginia Mountaineers

Hacking Solution



- Twitter API
 - Custom queries with hashtags
 - Word count/frequency
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Solution

Team Tweet Frequency

