

# Professional Sports Impact on College Revenue

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# Topic

- College baseball and basketball revenue as influenced by proximity to respective professional sports venues.
- This topic was chosen based on personal interest and the availability of baseball and basketball data at the professional and collegiate level.

# Data

- College location and financial data from Equity in Athletics Data Analysis (EADA).
- MLB teams/stadiums from [MLB Data API](#)
- NBA teams/stadiums from [NBA Wikipedia page](#)
- Geographical coordinates via Wikimedia API.
- Distances to nearest professional stadiums computed using coordinates for stadiums and schools.

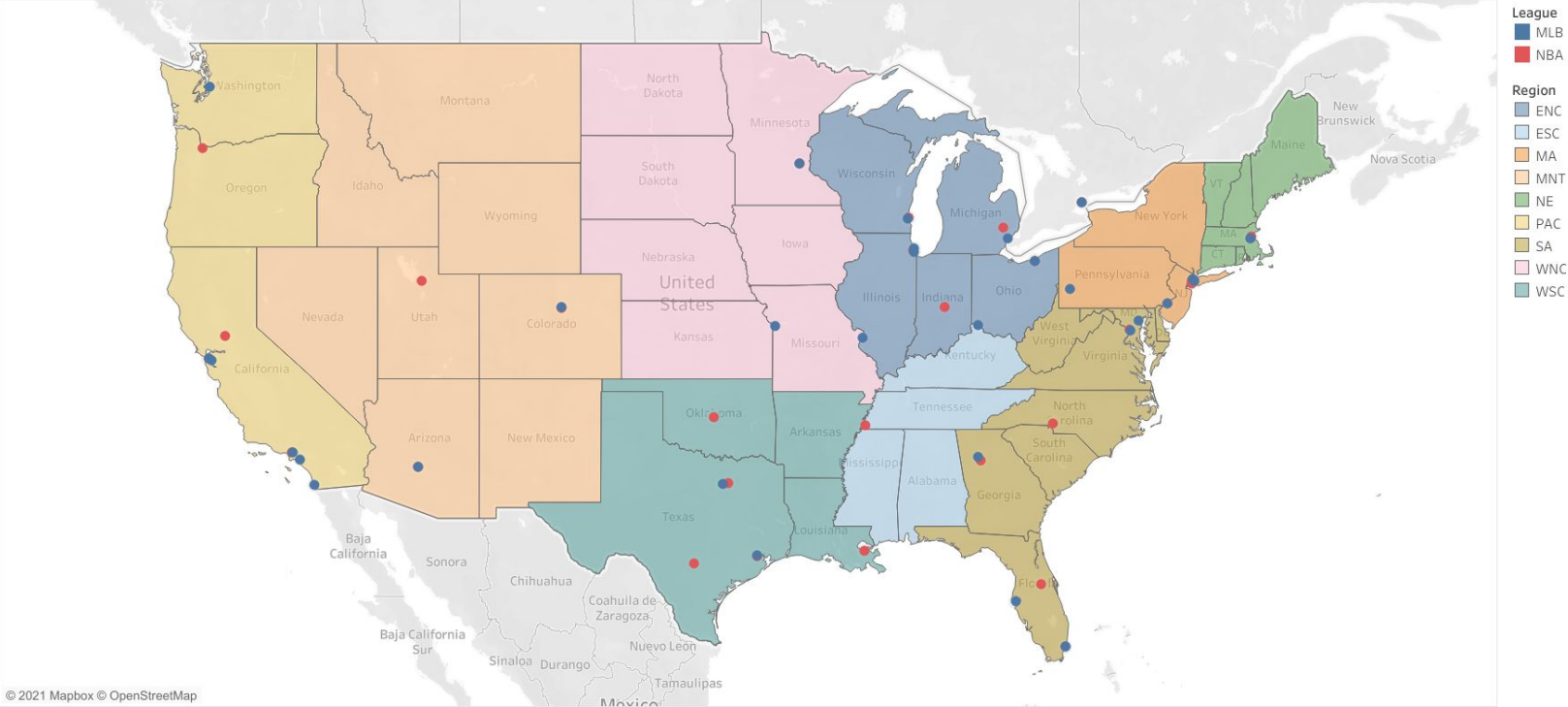
# Question

- Does the proximity to a major league sports venue have a positive influence on college athletic program revenue in respective sports?

# Data Exploration

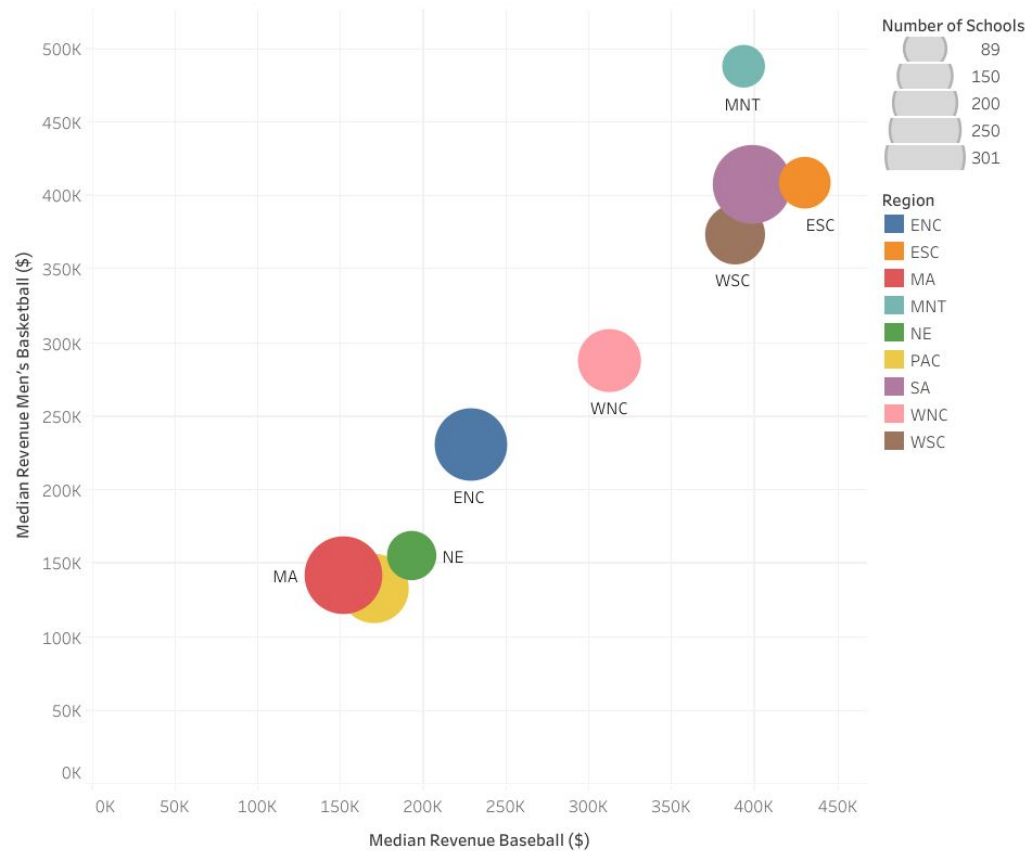
- 2,074 schools in original EADA dataset
- 1,812 colleges and universities whose pages were geotagged on Wikipedia (13% data loss due to unavailability of coordinates)
- Professional sports venues identified for each MLB and NBA franchise
- Coordinates for each professional sports venue collected
- Distance to nearest sports franchise to each college identified
- Colleges and sports franchises grouped into regions

Teams and Regions



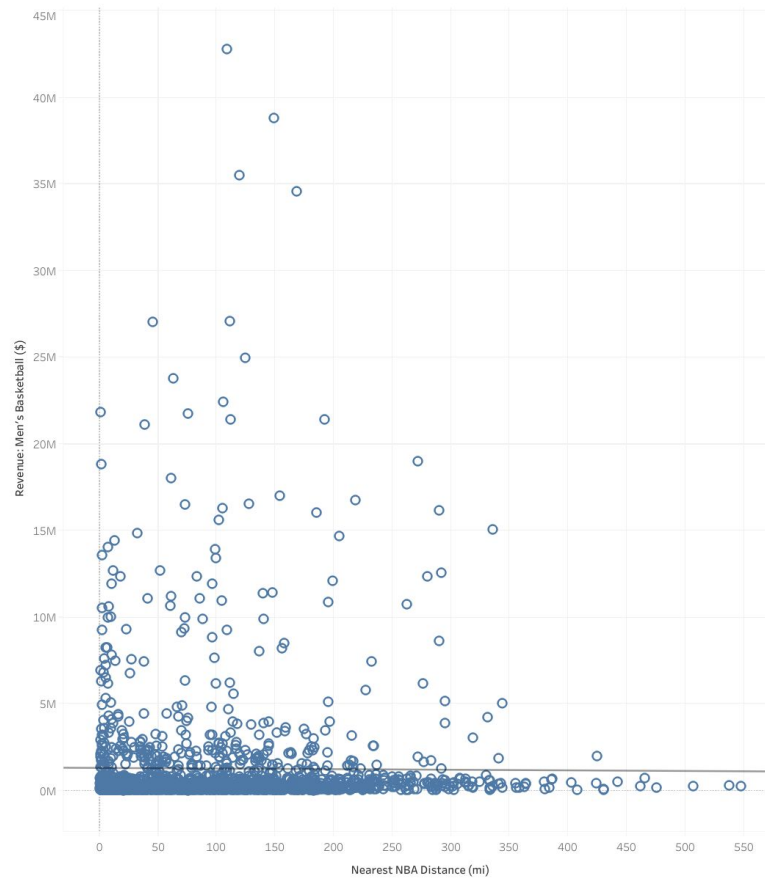
Teams and Regions

Revenue by Regions with Size



Revenue by Regions

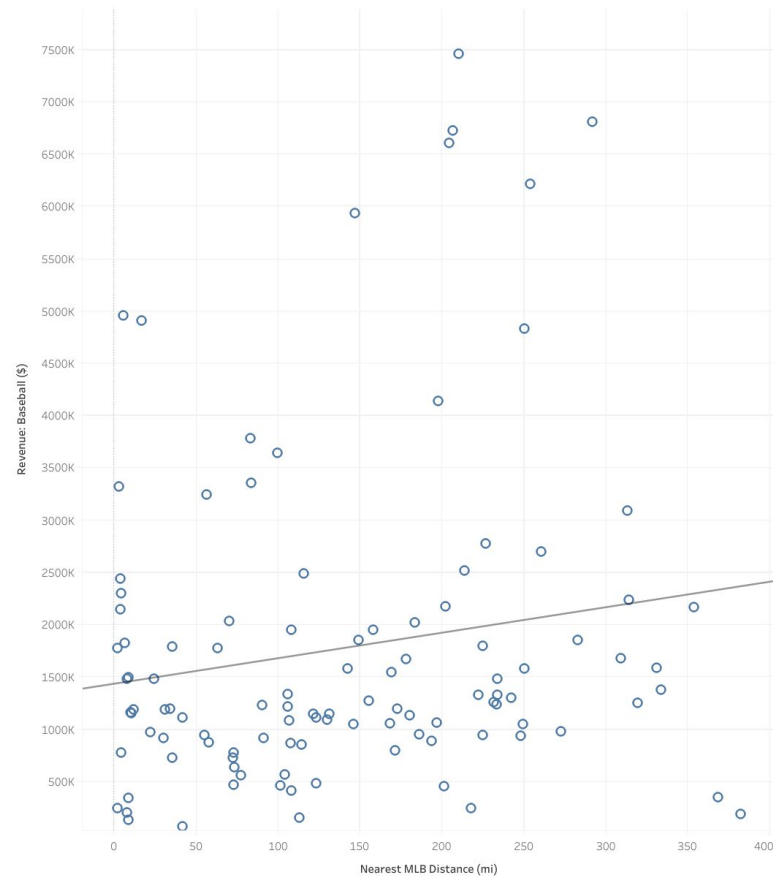
Basketball Revenue vs. Distance to NBA Team



Basketball Revenue vs. Distance to NBA Team

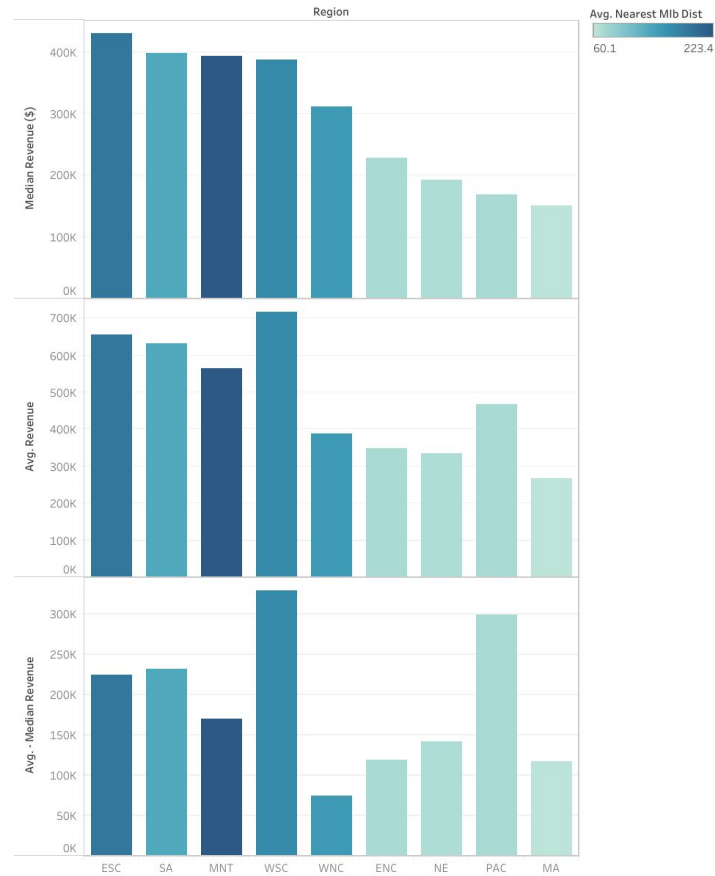


Baseball Revenue vs. Distance to MLB Team



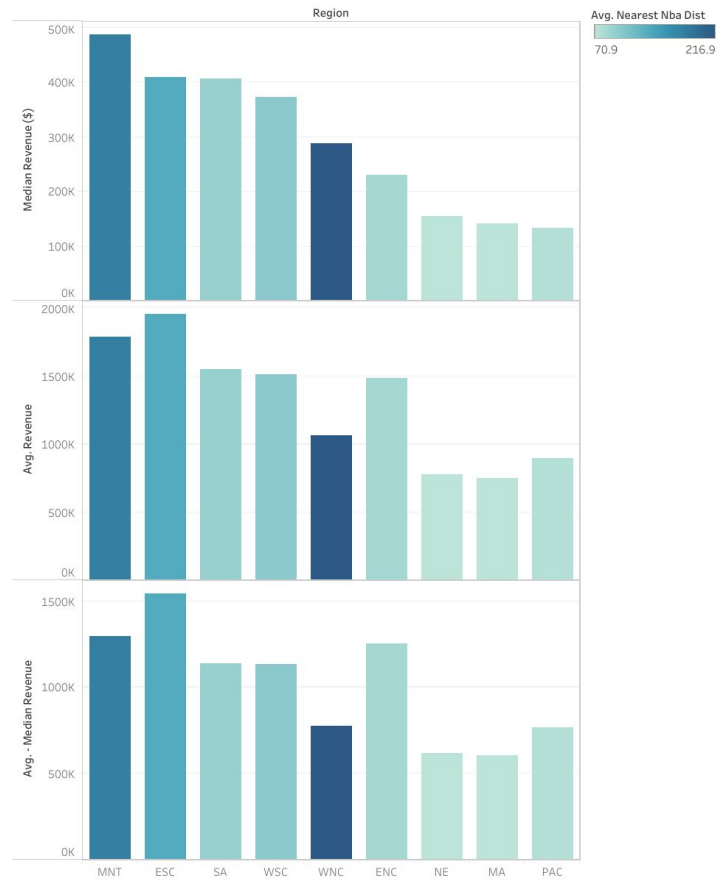
Baseball Revenue vs. Distance to MLB Team

Baseball Revenue by Region



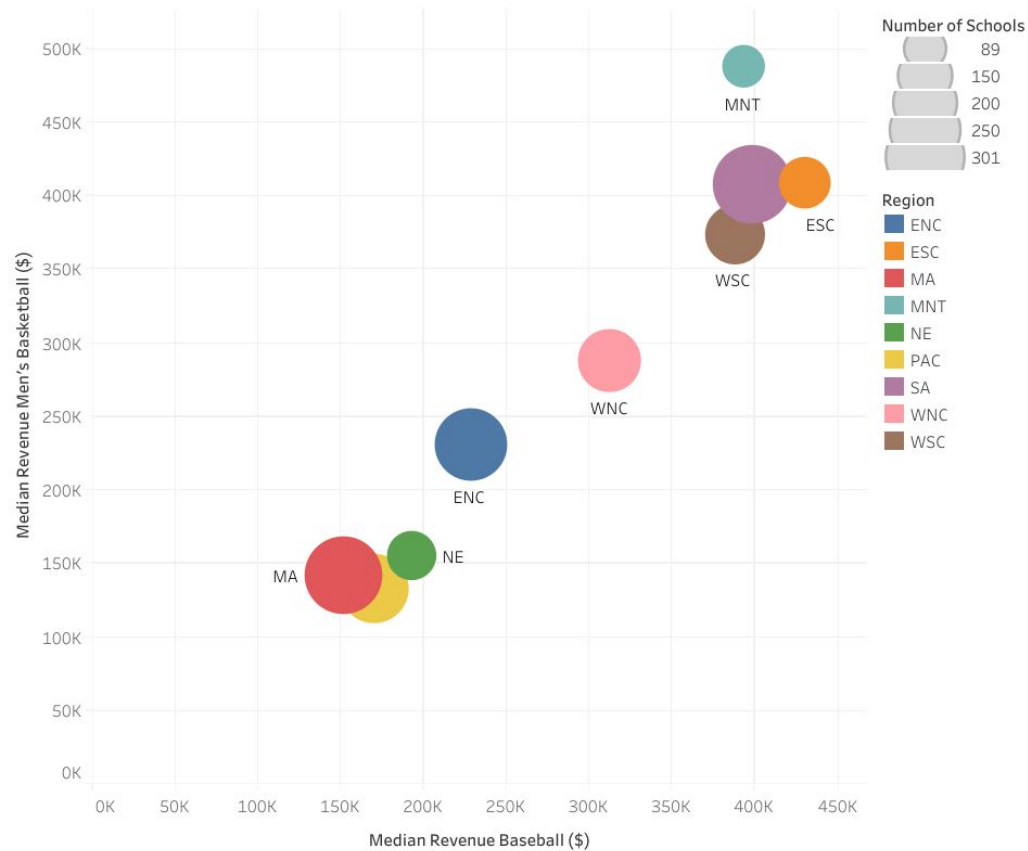
Baseball Revenue by Region

Basketball Revenue by Region



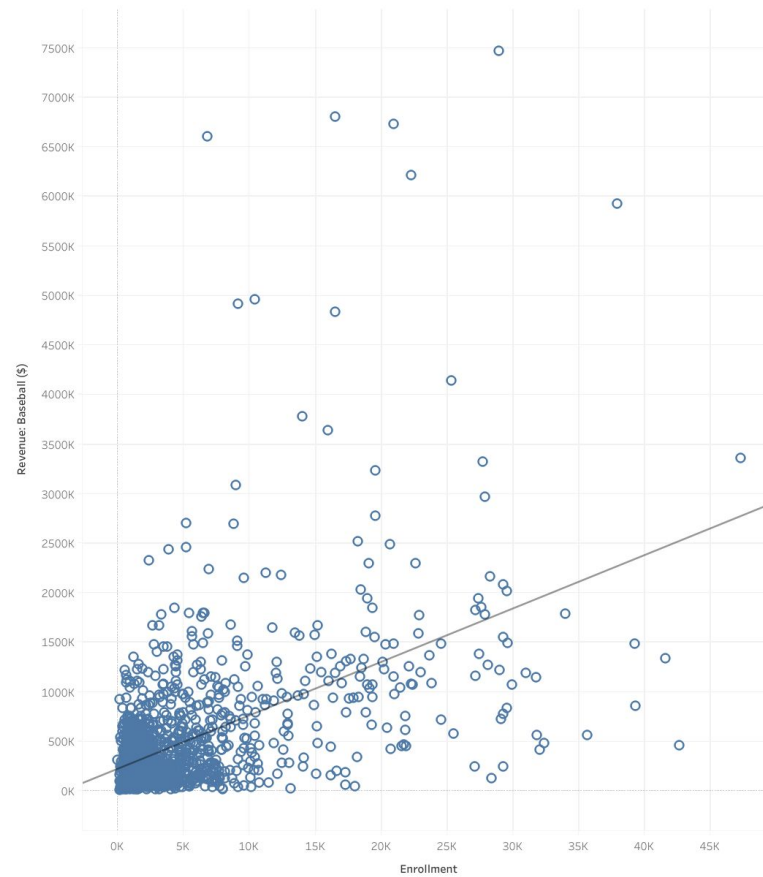
Basketball Revenue by Region

Revenue by Regions with Size



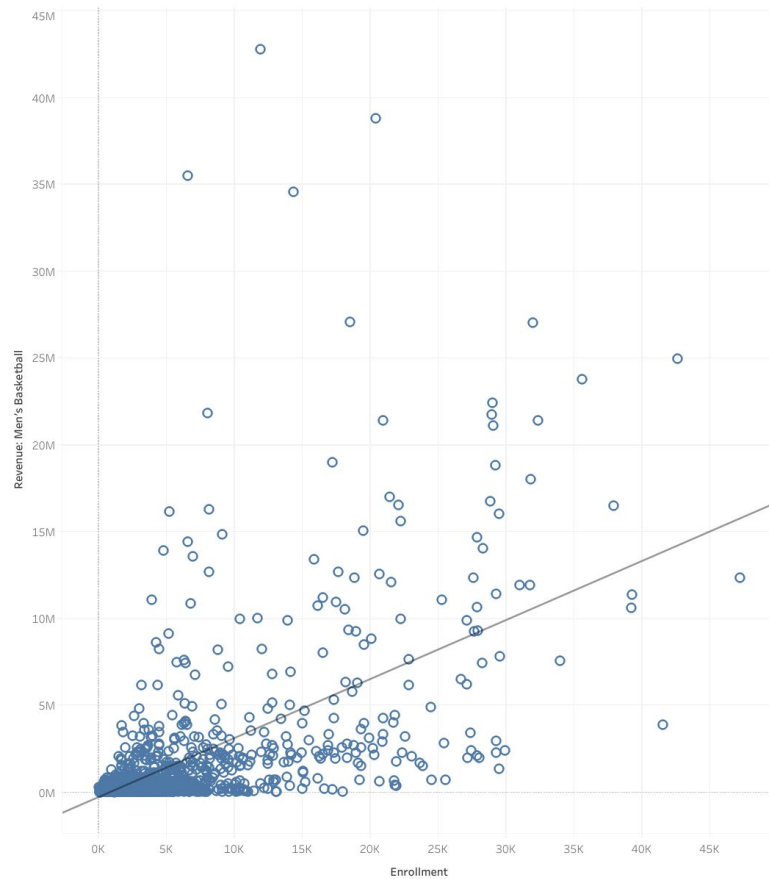
Revenue by Regions

Baseball Revenue vs. Enrollment



Baseball Revenue vs. Enrollment

Men's Basketball Revenue vs. Enrollment



Men's Basketball Revenue vs. Enrollment

# Summary

- No significant correlation between distance from professional teams and revenues for colleges included in the analysis
- Notable levels of correlation when the schools are grouped by region suggesting region may be a significant factor in determining the revenues for basketball and baseball at a college