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**Milwaukee Bucks – Analytics Hackathon 2022**

**Business Track**

Your shared folder includes 3 seasons worth of game attendance data. Datasets will include: Date of game, opponent, game tier (A = Marquee; B = Elite; C = Premier; D = Standard), attendance at tip, total attendance, promo item description and any additional notes (i.e., given to first 10K fans, etc.).

With this data, build a presentation for the following question:

What is the incremental attendance lift of promos? Based on your findings, what would be your recommendations on how the Bucks should use/leverage promos?

Be sure to lay out your methodology for calculating lift and your thought-process for the recommendations. The maximum allotted time for the presentation is 15 minutes. There will be room for 5 minutes of questions afterwards.

You will be judged upon:

1. Quality of the presentation
2. Creativity and soundness in analytical approach
3. Generation of actionable insights

Email your presentation in .ppt, .pdf, or Google Slides format to [hackathon@bucks.com](mailto:hackathon@bucks.com) by end of the day Wednesday, April 6th. Be sure to include any necessary addendums or code with the presentation.