College Football analysis

* Analyzed data for season passes and ticket passes, performed analytics on it based on customer demographic, performed analytics based on opponent teams played and win or loss. Compared with past 30 seasons.

Scarlet Knights – evenue ticket sales boosting:

Got ticket sales data for Rutgers home games football season. Performed EDA on the data to identify demographics with the most sales.

Also identifies which opponent team brings in the most supporters and thus higher ticket sales.

* Used historical data to identify correlation between the ticket sales and opponent teams.
* Gemerated a Tableau dashboard based on the data and presented findings to decide on better targeting dates, narrow down on colleges that bring the most sales and use social media effectively. Presented results, implemented the marketing strategies and led to a 24% additional ticket sales next season. +

Preprocessed ticket sales data of Rutgers Football Matches from evenue using python.

Analysed correlation between ticket sales and opponent teams by leveraging historical data dnd identified teams that bring in the most sales and supporters

Created tableau dashboards to present the observed insights and proposed marketing strategies specific to individual targeted colleges and rollout dates result in 87 percent renewal in season ticket sales and 34 percent increase in single game sales the following season.

* Utilized Python to preprocess Rutgers Football matches ticket sales data from eVenue.
* Conducted correlation analysis between ticket sales and opponent teams using historical data, identifying key teams that drive sales and support.
* Developed Tableau dashboards to present insights, proposed and implemented targeted marketing strategies, leading to an 87% renewal in season ticket sales and a 34% increase in single game sales the following season.
* Implemented strategies resulted in a 24% increase in ticket sales in the following season.

Preprocessed Rutgers home games ticket

Analysed various clubs across Rutgers, cost of events, footfall for events, expenditure over an academic year. Also analysed data of participating groups undergrad, grad, phd data. Cleaned and preprocessed the data. To understand patterns of interests of each group . Prepared Tableau dashboards to better allocate funding.