

# CHURCHILL DOWNS **KENTUCKY DERBY**





# BUSINESS PROBLEM:

## DECLINE OF HORSE RACING POPULARITY

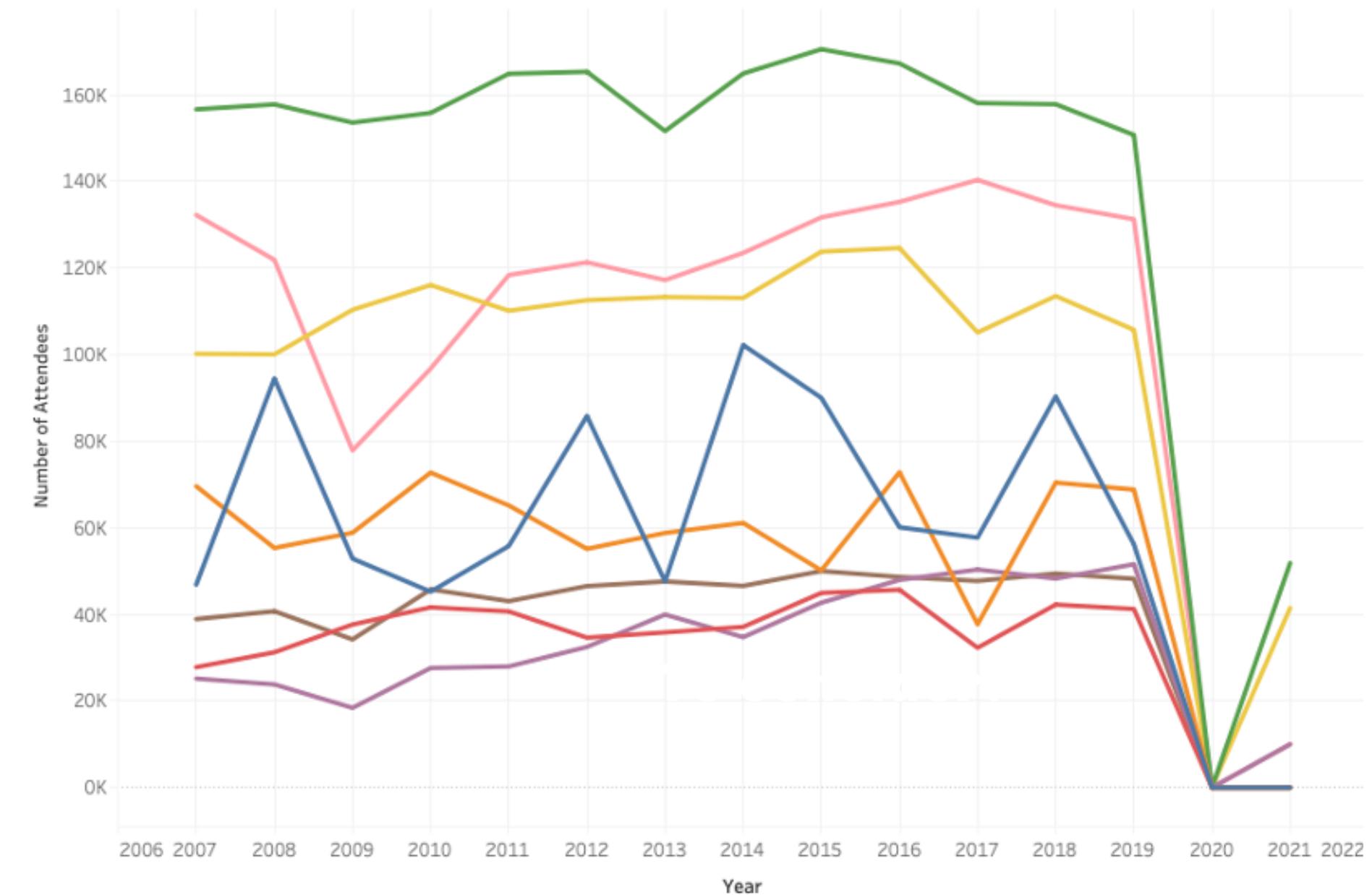


How can we make horse racing a more interactive and exciting experience to get them coming back and encouraging their friends?

- Historical sports around for centuries
- decline in the popularity of horse race attendance.
- Tradition and finances threatened
- GA attendees are extremely important
- Attendees will spend their money elsewhere

**Measure Names**  
Belmont Stakes Saturday  
Breeders' Cup Classic Saturday  
Breeders' Cup Distaff Friday  
George E. Mitchell Stakes Friday  
Kentucky Derby Saturday  
Kentucky Oaks Friday  
Preakness Stakes Saturday  
Travers Stakes Saturday

Horse Race Attendance Over The Past Years



The trends of eight top average attended stake races for thoroughbred racing in North America by year.



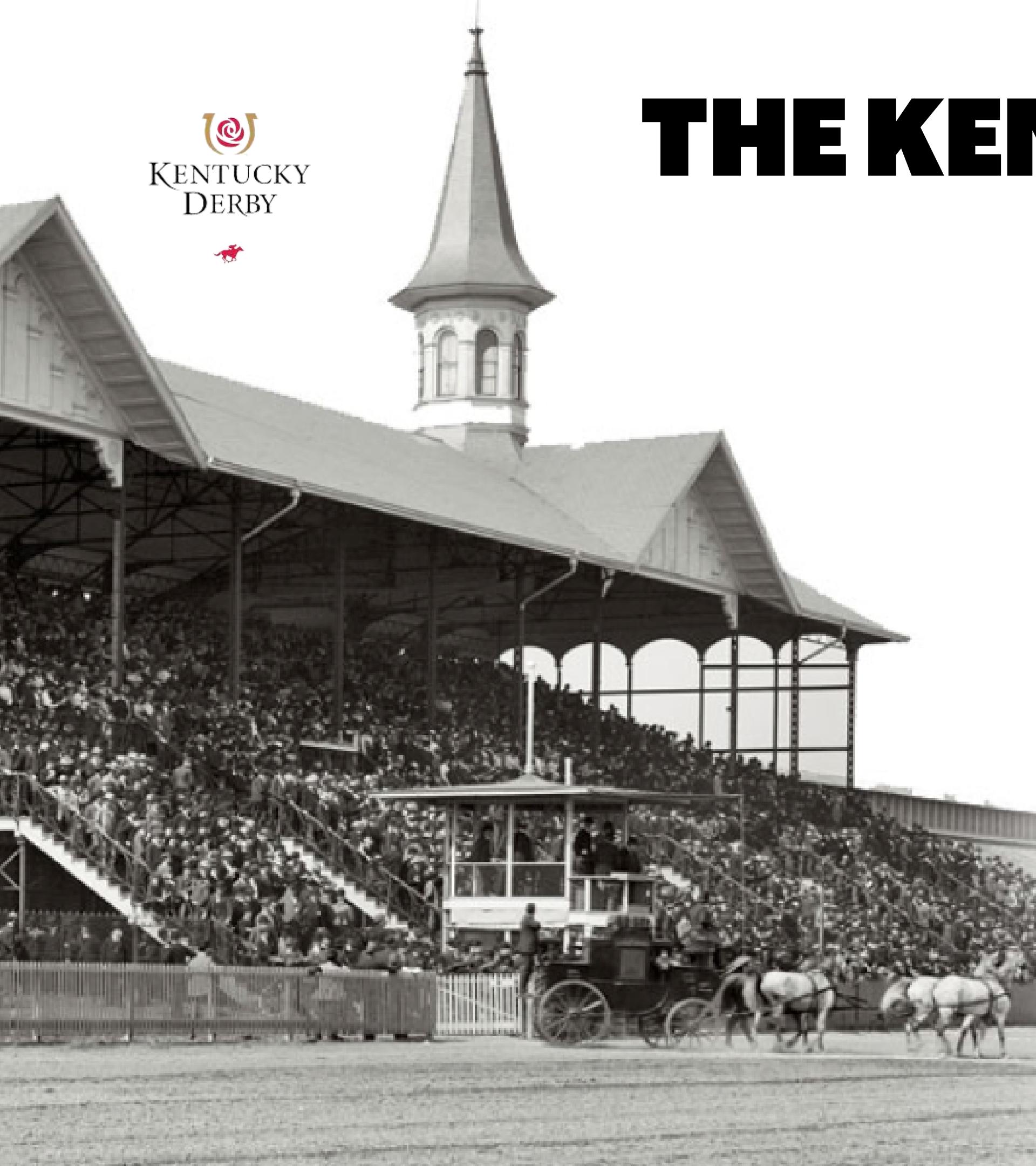
# ***DERBYDASH***

**VOTE WITH CONFIDENCE**



# THE KENTUCKY DERBY

## AMERICA'S GREATEST RACE



- Horse racing event with **rich history** and **cultural** significance
- Considered the most **iconic** and **popular** horse racing event in the world
- The race draws **large crowds** of spectators and bettors, contributing significantly to the horse racing **industry** and the **economy**
- Will serve as the **prototype** event to perfect our product before bringing to other races in the US and around the world

# THE KENTUCKY DERBY EXPERIENCE

## Event



## Fashion



## Food & Drinks



- Festival: 2 week-long
- Day: Most Exciting 2 Minutes in Sports
- 150,000 + attendees of which 95000 are general attendees

- Bold & extravagant fashion
- Southern-inspired attire
- Showcasing the creativity and craftsmanship of attendees'

- Signature drinks and dishes
- Traditions and local flavor
- Gourmet food and drink options

# BETTING

## ESSENTIAL ASPECT OF HORSE RACING

- Horse racing has **social** and **entertainment** aspects
- Designed for crowds who **spend money** on betting
- Legal **betting** contributes to the popularity
- General admission can place bets at **self-service kiosks** or with tellers at **betting windows**.
- Betting **minimums** can be as low as **\$2**
- **Pari-mutuel** betting.

How can we leverage these crucial aspects of horse racing to improve the experience of general admission attendees?



# GA ATTENDEE JOURNEY



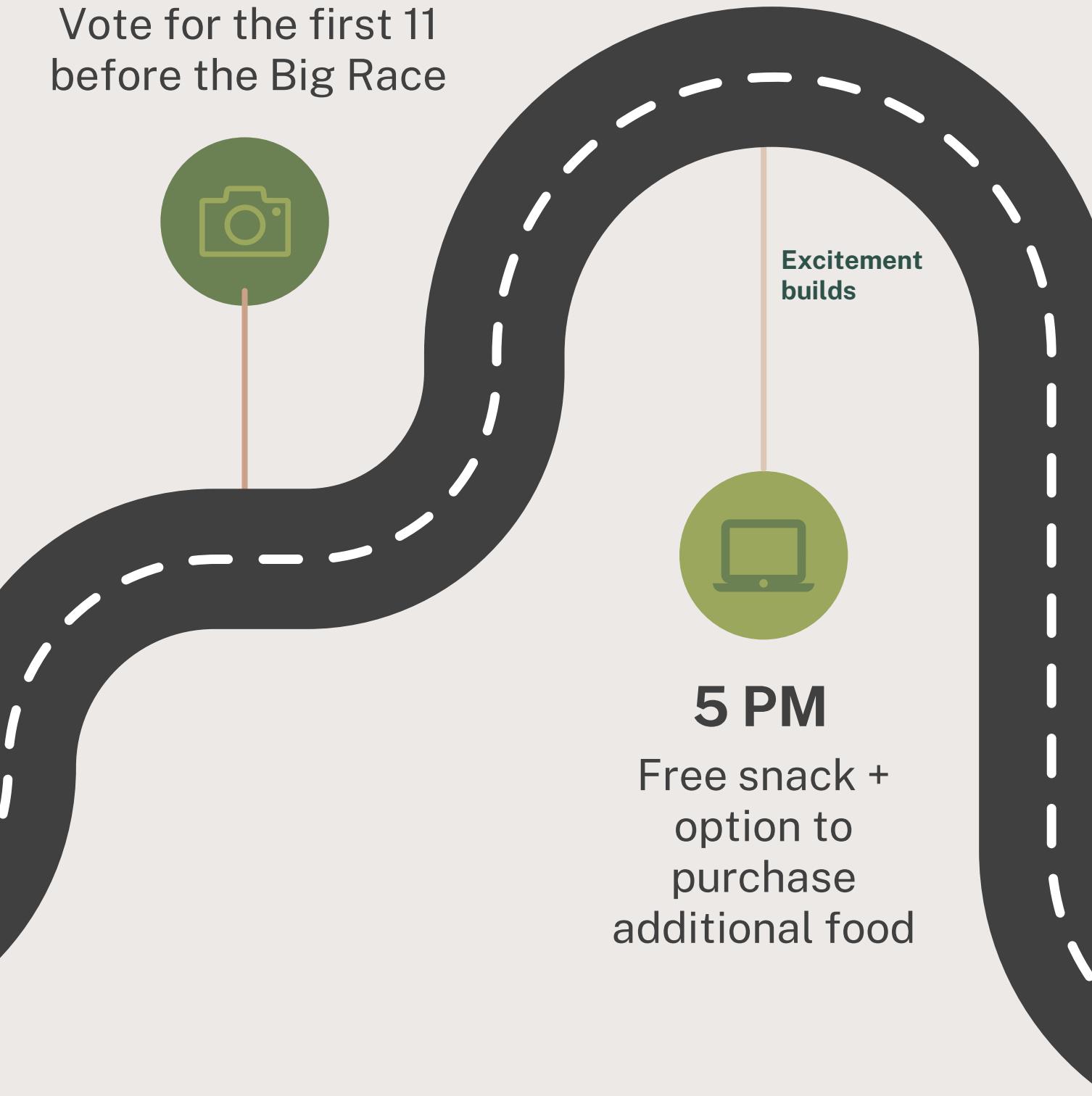
**9AM - 5PM**

Vote for the first 11  
before the Big Race



**9 AM**

See voting system  
upon arrival



**5:40PM**

Head to celebration  
featuring food and drinks



App displays heat map  
to choose less  
trafficked areas and  
nationality-specific  
tents with different  
offers

# CELEBRATION TENTS

HONORING HORSES & CULINARY  
HISTORY OF RACING

## TOP 10 HORSES

Mo Donegal  
Happy Jack  
Epicenter  
Summer is Tomorrow  
Smile Happy  
Messier  
Crown Pride  
Charge It  
Tiz the Bomb  
Zandon

## FEATURED ITEM

Mo Donegal Mule  
Happy Jack's IPA  
Epicenter's Empanadas  
Summer's Nachos  
Smile Happy Smore Icecream  
Messier Martini  
Crown Pride's Crown Ale  
Charge It Cheese Curds  
Tiz the Bombshell Mocktail  
Zandon's Wings



# A JOURNEY THROUGH DATA



## HISTORIC DATA GATHERED

Found 2022 Kentucky Derby Data

- Horse Names
- Ranks
- Points
- Jockey Names
- Countries
- Records

## GENERATED DATA

Data Gathered in Real Time

- Number of Attendees at Event/Time
- Number of Current Votes/Horse
- Celebration Tent Wait Times

## DATA WRANGLING

Using R

- Numerous Steps Taken To Clean Individual Datasets
- Dropped Unnecessary Columns
- Created New Columns Using Existing Columns
- Merged 3 Datasets together using Horse Name



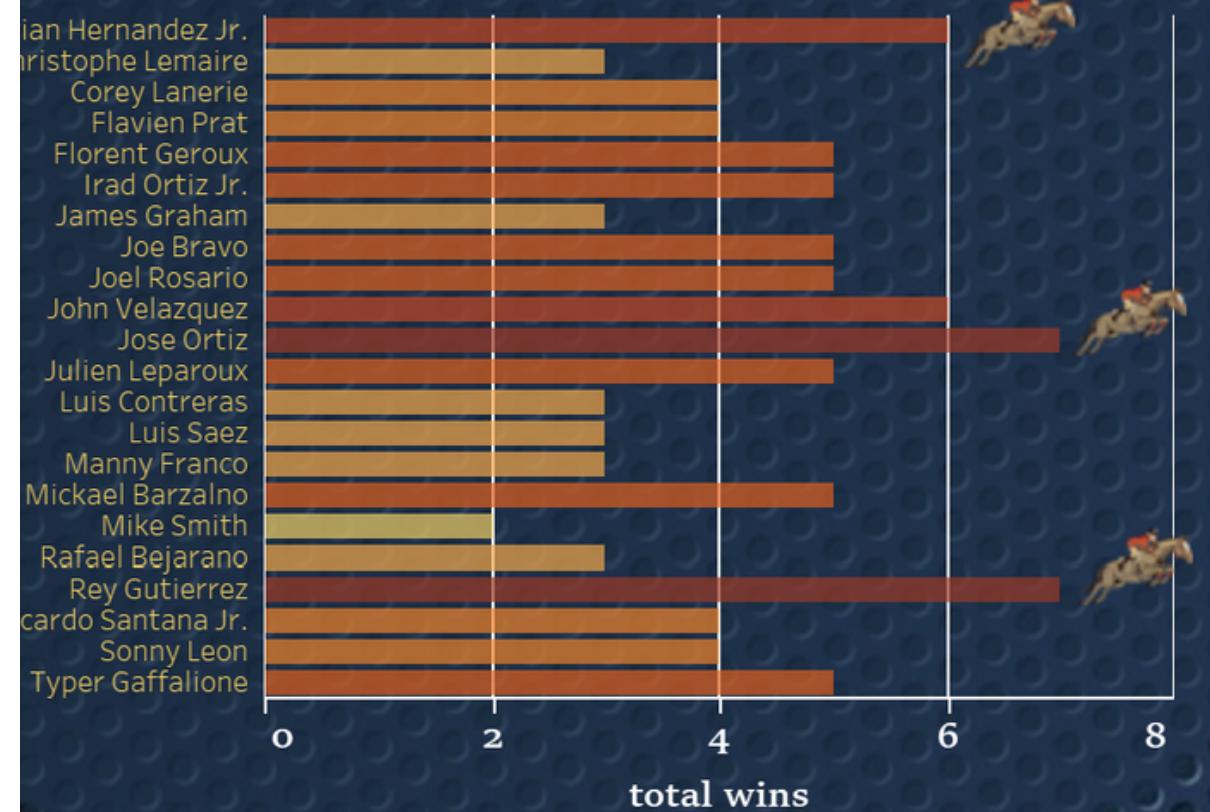


# KENTUCKY HORSE RACING DATA

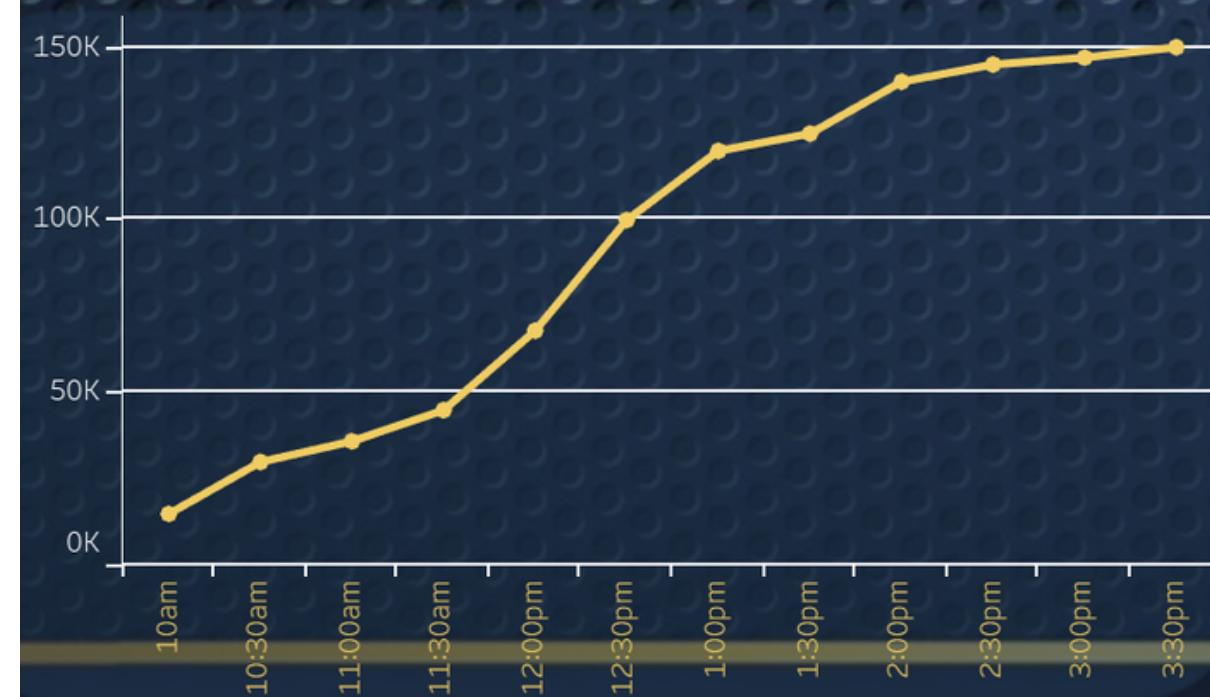
## DERBYDASH VISUAL DASHBOARD

VOTE WITH CONFIDENCE

### Jockey Performance



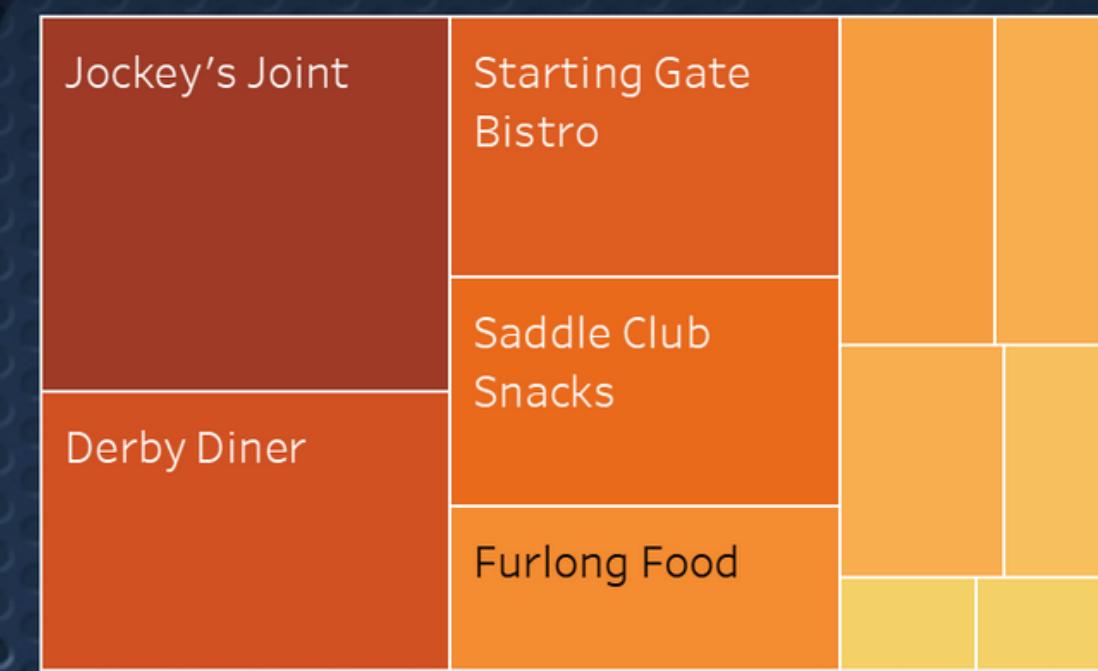
### Attendance in real time



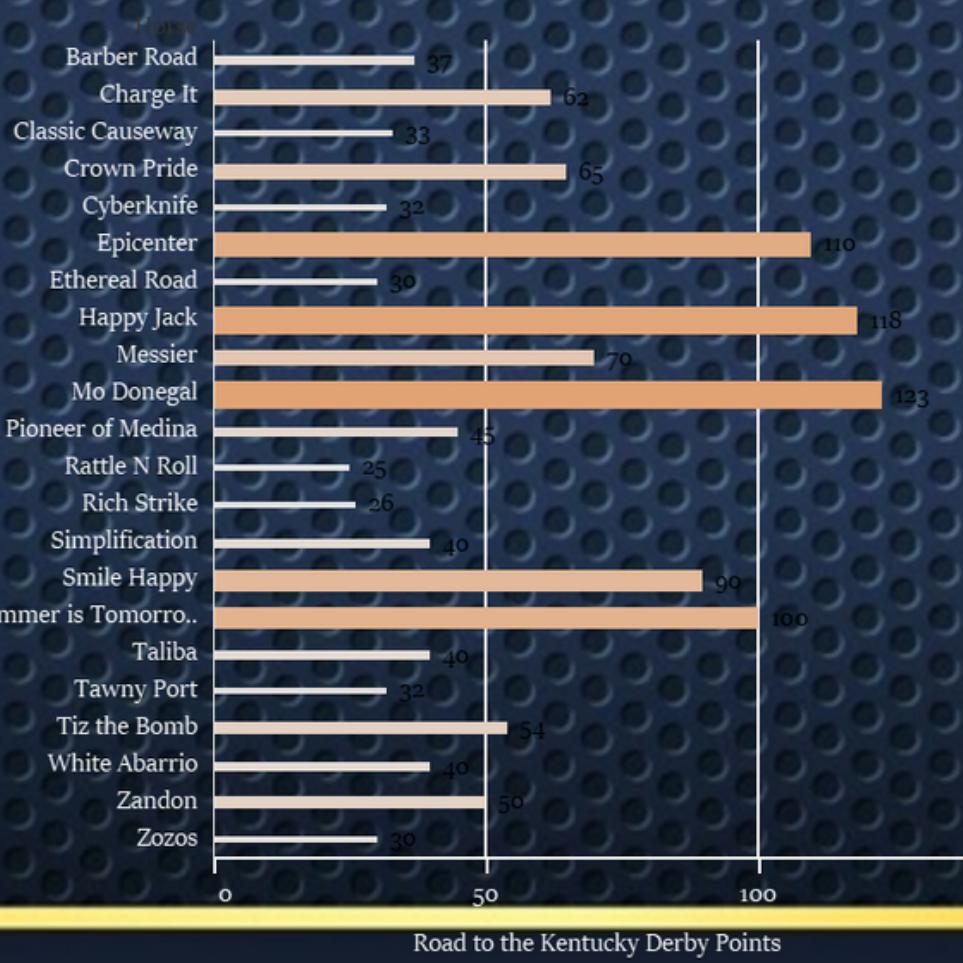
### Celebration Tents

Derby Diner	60
Furlong Food	25
Horsey Hot Dogs	15
Jockey's Joint	68
Paddock Pantry	30
Railside Refresments	19
Saddle Club Snacks	30
Starting Gate Bistro	35
Tripe Crown Grill	10
Turfside Tavern	10
Winner's Circle Café	19

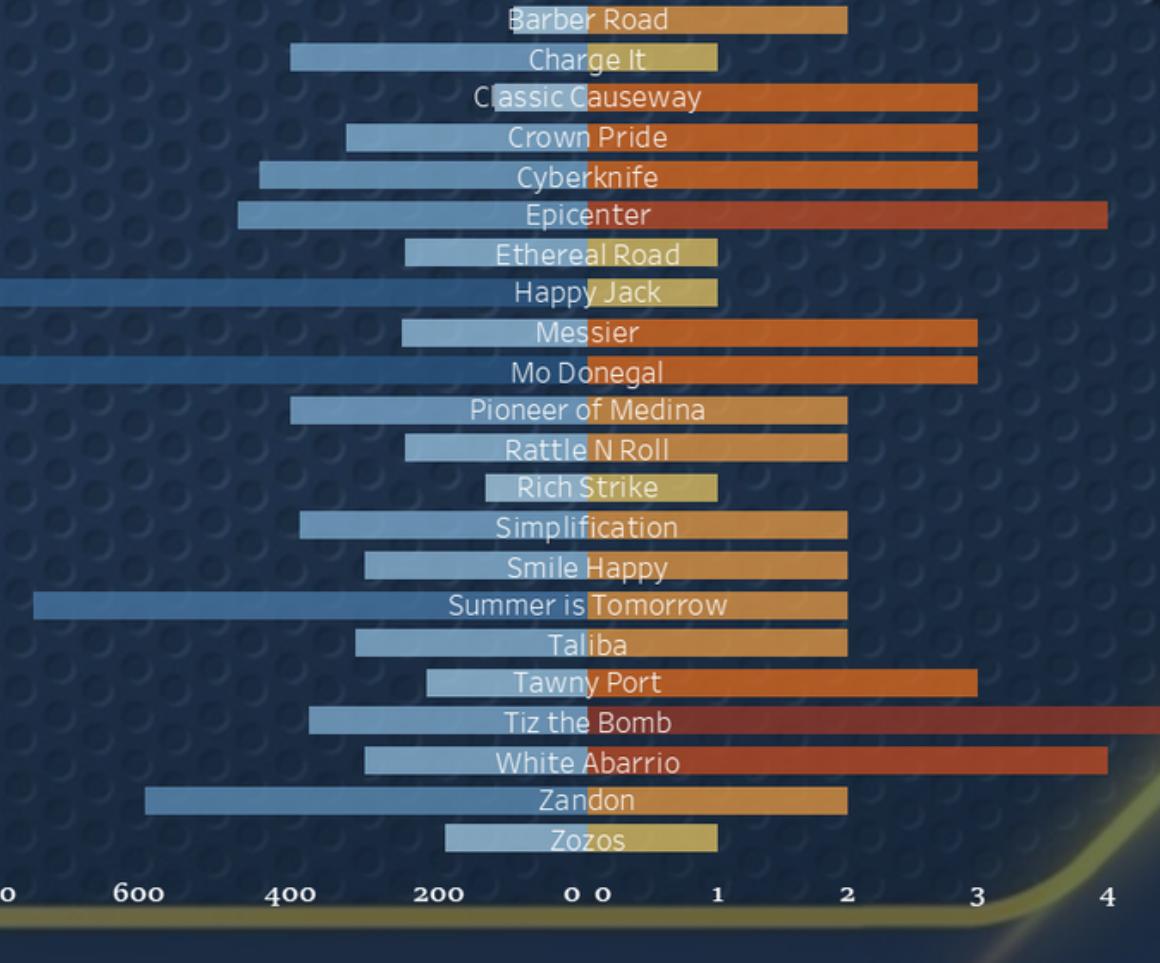
### Food Waiting Time

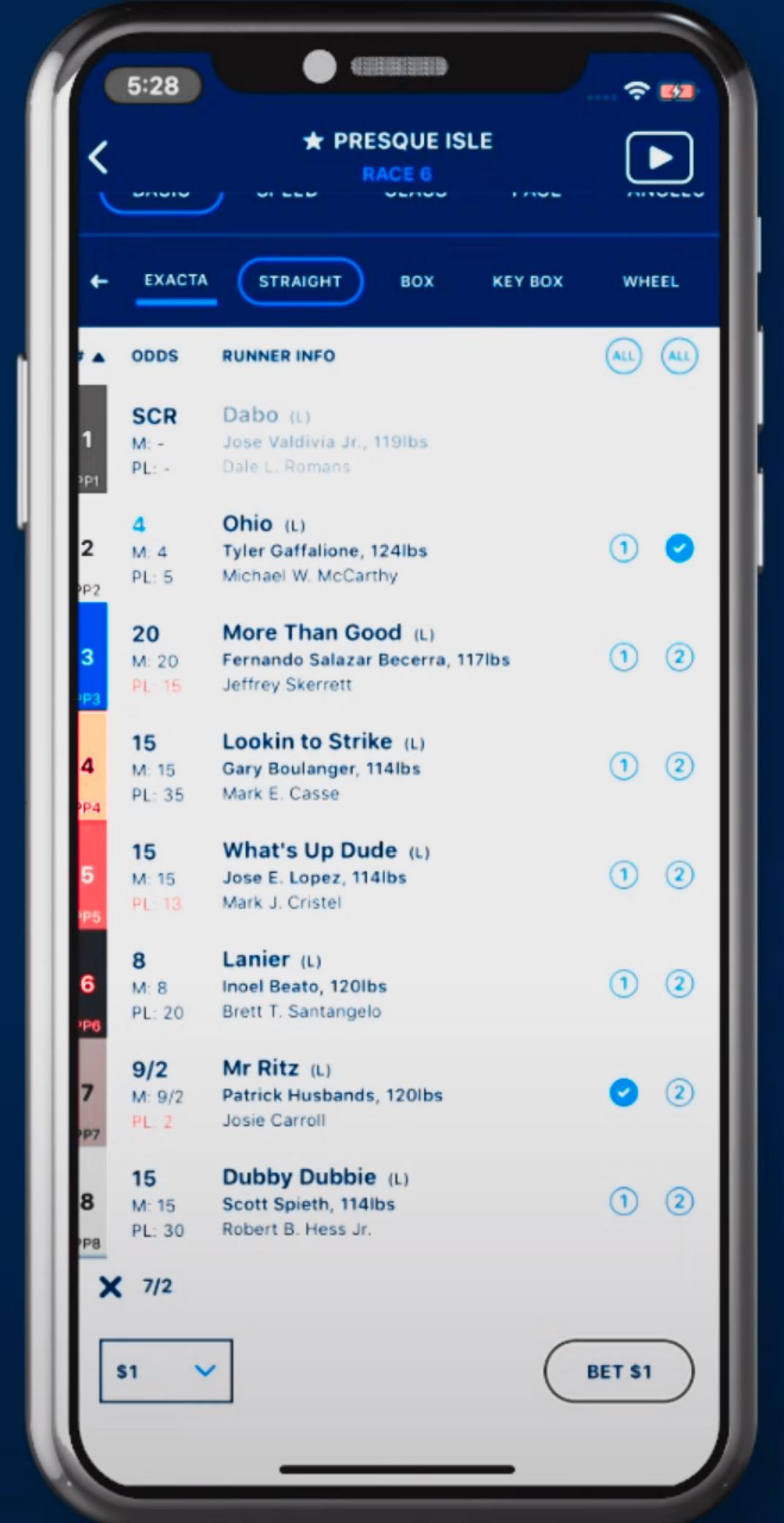


### Road to the Kentucky



### Horse Performance & Beting Number





- Android and iPhone versions available
- Records the historical performance of Horses and Jockeys
- Used in collaboration with twinSpires
- Win the coupon if you vote correctly
- See which restaurant/celebration tent has a short line of waiting in the heatmap
- Provide real-time updates on the status of the races and schedules



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**JOIN US**

**NEW FOOD, NEW EXPERIENCES, NEW FANS**

# THANK YOU.

TEAM 4



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