## \$21.39M

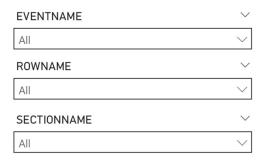
## **Gamecock Football 2024**

# 407.48K

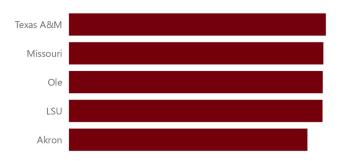
#### Top 5 Revenue Total by Game



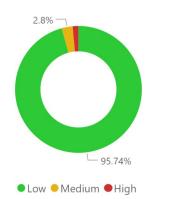
### Season Overall



Top 5 Attendance Rates by Game



No Show Risk





Predicted Attendance Rate

89%

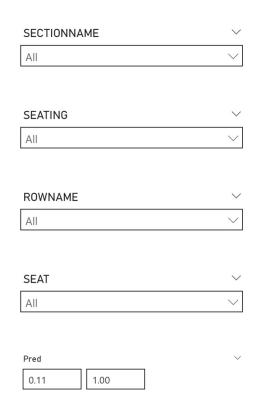
Actual Attendance Rate

87%



## **Williams-Brice Stadium**





Football coordinates.X	Football coordinates.Y	Average of Pred	ROWNAME	SECTIONNAME
2,447.21	2,875.48	0.90	50	4
Total		0.90		

## **All Potential Attendance Influencers**

### **Negatively Impact Attending** Positively Impact Attending Season Attendance Percentage Free Ticket Seating - White Season Ticket Seating - Tan Total Tickets Scanned Current Season Ticket Member Seating - LOG Seating - WC Unknown Seating - Lime Green Engagement Seating - Purple Final Purchase via GamecocksMigration Seating - Light Blue Final Purchase via Ticketmaster Total Tickets Scanned Per Game Length of Season Tickets Final Purchase via SFMC vs. Texas A&M

## **Controllable Potential Attendance Influencers**

### **Negatively Impact Attending** Positively Impact Attending Season Attendance Percentage Free Ticket Seating - White Season Ticket Seating - Tan Total Tickets Scanned Current Season Ticket Member Seating - LOG Seating - WC Unknown Seating - Lime Green Engagement Seating - Purple Final Purchase via GamecocksMigration Seating - Light Blue Final Purchase via Ticketmaster Total Tickets Scanned Per Game Length of Season Tickets Final Purchase via SFMC Ticket is Resold