# 4. AI-Supported Ticketing Forecast for the Grizzlys

**Presented by:** Simon Druehmel, Grizzlys

**Background:**
Ticketing is a central revenue source in professional sports and at the same time a highly dynamic system. Attendance numbers fluctuate significantly depending on sporting performance, opponent attractiveness, day of the week, weather, marketing campaigns, or societal events.

Up to now, planning for attendance and revenue has often been based on experience and manual estimations.

With modern data sources and artificial intelligence (AI) methods, there is an opportunity to significantly improve forecasting: a data-driven forecast model can help predict ticket sales more accurately, plan marketing measures more precisely, and manage operational resources more efficiently on game days.

**Challenge:**
Develop an AI-supported forecasting model that can predict attendance numbers and ticket revenue for upcoming games—ideally for the 25/26 season—based on historical and contextual data.

The model may consider various influencing factors, such as:

- Historical attendance numbers and revenues
- Opponent strength and league position
- Match day, time, weekday, school holidays, public holidays
- Weather conditions
- Marketing activities, promotions, ticket prices
- Team performance and current form

Optionally, the model can be expanded with scenario analysis—for example, to simulate the effect of price changes, marketing campaigns, or sporting performance on attendance development.

User-friendly visualizations or dashboards should help decision-makers understand the calculations and forecasts.

**Available data foundation:**

- Some real data will be provided by the Grizzlys
- The inclusion of publicly accessible data is encouraged

**Additional assumptions, creative visualization ideas, and extensions are explicitly welcome.**