



Scenario Introduction

School of Information Studies
Syracuse University

Welcome to the World of Analytics

- Obtain
- Scrub
- **Explore**
- **Model**
- **iNterpret**



Our Challenge This Week?



How Do We Attract Fans?



But Which Promotion Is Best?

month	day	attend	opponent	Temp	skies	day_night	cap	shirt	fireworks	bobble head
APR	10	56000	Pirates	67	Clear	Day	NO	NO	NO	NO
APR	11	29729	Pirates	58	Cloudy	Night	NO	NO	NO	NO
APR	12	28328	Pirates	57	Cloudy	Night	NO	NO	NO	NO
APR	13	31601	Padres	54	Cloudy	Night	NO	NO	YES	NO
APR	14	46549	Padres	57	Cloudy	Night	NO	NO	NO	NO
APR	15	38359	Padres	65	Clear	Day	NO	NO	NO	NO
APR	23	26376	Braves	60	Cloudy	Night	NO	NO	NO	NO
APR	24	44014	Braves	63	Cloudy	Night	NO	NO	NO	NO

