# EDLD 610 Final Project

Woocheol Kim¹ & Jessica Canfield¹

<sup>1</sup> University of Oregon

### Author Note

1

3

- Jessica Canfield & Woocheol Kim are both Marketing PhD students at the University of Oregon.
- <sup>7</sup> Correspondence concerning this article should be addressed to Woocheol Kim, 1208
- 8 University St, Eugene, OR 97403. E-mail: wkim4@uoregon.edu

Abstract

One or two sentences providing a **basic introduction** to the field, comprehensible to a scientist in any discipline.

Two to three sentences of **more detailed background**, comprehensible to scientists in related disciplines.

One sentence clearly stating the **general problem** being addressed by this particular study.

One sentence summarizing the main result (with the words "here we show" or their equivalent).

Two or three sentences explaining what the **main result** reveals in direct comparison to what was thought to be the case previously, or how the main result adds to previous knowledge.

One or two sentences to put the results into a more **general context**.

Two or three sentences to provide a **broader perspective**, readily comprehensible to a scientist in any discipline.

24 Keywords: sports, NBA, NHL, NFL, MLB

Word count: X

mlb <- import(here("Data", "MLB.xlsx")) %>%

characterize() %>%

clean names() %>%

26

28

34

35

### EDLD 610 Final Project

```
select(sport, team, year, capacity, attend_tot, attend_avg, games, ticket_price, home_
 as_tibble() %>%
 mutate(attend_tot = as.numeric(attend_tot),
        attend_avg = as.numeric(attend_avg),
        capacity = as.numeric(capacity),
        games = as.numeric(games),
        ticket_price = as.numeric(ticket_price),
        home wins = as.numeric(home wins)) #changed attent_tot, games, home_wins, tick
str(mlb) #I added code to see the structure of each sports dataset when I was trying t
## Classes 'tbl_df', 'tbl' and 'data.frame': 528 obs. of 9 variables:
                 : chr "MLB" "MLB" "MLB" "MLB" ...
## $ sport
   $ team
                        "(Anaheim) Angels" "(Anaheim) Angels" "(Anaheim) Angels" "(Anah
                 : chr
                        2000 2001 2002 2003 2004 ...
   $ year
##
                 : num
##
   $ capacity
                 : num 65000 65000 65000 45050 45050 ...
##
   $ attend_tot : num
                        2066977 2000919 2305565 3061094 3375677 ...
                        25118 24702 28463 37791 41675 ...
   $ attend avg : num
##
                 : num 81 81 81 82 81 81 81 81 81 81 ...
   $ games
##
   $ ticket_price: num 13.2 13.4 11.8 16 16.6 ...
##
   $ home wins : num 46 39 54 45 45 49 45 54 50 49 ...
```

```
is.character(mlb$capacity)
```

#### 37 ## [1] FALSE

```
nba <- import(here("Data", "NBA.xlsx")) %>%
  characterize() %>%
  clean_names()%>%
  select(sport, team, year, capacity, attend_tot, attend_avg, games, ticket_price, home_
  as_tibble() %>%
  rename(home_wins = home_win) %>%
  as_tibble()

nba <- nba %>% mutate(capacity = as.numeric(capacity), attend_tot = as.numeric(attend_tot)
str(nba)
```

```
## Classes 'tbl_df', 'tbl' and 'data.frame': 480 obs. of 9 variables:
                   : chr "NBA" "NBA" "NBA" "NBA" ...
  ## $ sport
                          "Hawks" "Hawks" "Hawks" ...
  ## $ team
                   : chr
40
                          2000 2001 2002 2003 2004 ...
  ##
    $ year
                  : num
41
      $ capacity : num 19445 19445 19445 19445 ...
  ##
42
      $ attend_tot : num 560324 506110 528644 565728 586390 ...
  ##
      $ attend_avg : num 13666 12344 12894 13798 14302 ...
  ##
      $ games
                   : num 41 41 41 41 41 41 41 41 41 ...
  ##
45
      $ ticket price: num 45.9 42.8 37.5 37.5 37.7 ...
  ##
    $ home wins : num 18 23 26 18 9 18 18 25 31 34 ...
```

```
ncaaf <- import(here("Data", "NCAAF.xlsx")) %>%
    characterize() %>%
    clean_names() %>%
    select(sport, team, year, capacity, attend tot, attend avg, games, ticket price, home
    as_tibble()
  str(ncaaf)
  ## Classes 'tbl_df', 'tbl' and 'data.frame': 2064 obs. of 9 variables:
                  : chr "NCAAF" "NCAAF" "NCAAF" ...
  ## $ sport
                  : chr "Air Force" "Air Force" "Air Force" "Air Force" ...
  ## $ team
                   : num 2000 2001 2002 2003 2004 ...
  ##
     $ year
51
  ## $ capacity : num 52480 52480 52480 52480 52480 ...
52
  ##
      $ attend tot : num 255357 230631 298993 235259 266302 ...
      $ attend avg : num 42560 38439 42713 39210 38043 ...
  ##
               : num 66767...
  ## $ games
  ## $ ticket price: logi NA NA NA NA NA NA ...
  ## $ home wins
                    : num NA NA NA NA NA NA NA NA NA ...
  nfl <- import(here("Data", "NFL.xlsx")) %>%
    characterize() %>%
    clean_names()%>%
    select(sport, team, year, capacity, attend_tot, attend_avg, games, ticket_price, home_
    as_tibble()
  nfl <- nfl %>% mutate(attend tot = as.numeric(attend tot), attend avg = as.numeric(att
  str(nfl)
```

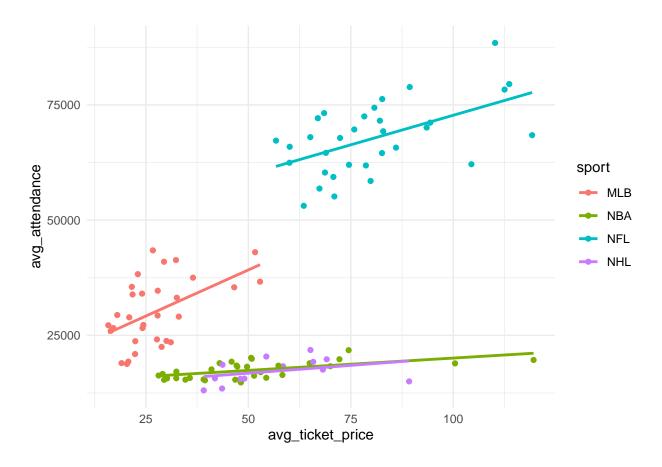
## Classes 'tbl\_df', 'tbl' and 'data.frame': 528 obs. of 9 variables:

```
"NFL" "NFL" "NFL" "NFL" ...
      $ sport
                     : chr
  ##
59
                            "Arizona Cardinals" "Arizona Cardinals" "Arizona Cardinals" "Ar
  ##
      $ team
                     : chr
60
                            2000 2001 2002 2003 2004 ...
  ##
      $ year
                     : num
61
      $ capacity
                           73379 73379 NA 71706 ...
  ##
                     : num
62
  ##
      $ attend tot
                    : num
                            387475 307315 327272 288499 300267 ...
63
      $ attend_avg : num
                            NA NA NA NA ...
  ##
64
      $ games
                     : num 888888888 ...
  ##
65
      $ ticket_price: num 39.6 37.6 33.7 36 39.7 ...
  ##
      $ home wins
                     : num 3 3 3 4 5 3 3 6 6 4 ...
  ##
  nhl <- import(here("Data", "NHL.xlsx")) %>%
    characterize() %>%
    clean_names()%>%
    select(sport, team, year, capacity, attend_tot, attend_avg, games, ticket_price, home_
    as_tibble()
  str(nhl)
  ## Classes 'tbl_df', 'tbl' and 'data.frame':
                                                   480 obs. of 9 variables:
                            "NHL" "NHL" "NHL" "NHL" ...
      $ sport
                     : chr
69
                            "Ducks" "Ducks" "Ducks" ...
  ##
      $ team
                     : chr
70
  ##
      $ year
                     : num
                            2000 2001 2002 2003 2004 ...
71
                            17174 17174 17174 17174 17174 ...
      $ capacity
                     : num
72
      $ attend tot : chr
                            "553470" "492089" "573524" "614476" ...
  ##
73
      $ attend avg : chr
                            "13499" "12002" "13998" "14987" ...
  ##
  ##
      $ games
                            41 41 41 41 0 41 41 41 41 41 ...
                     : num
75
      $ ticket_price: chr
                            "N/A" "N/A" "N/A" "N/A" ...
  ##
76
  ##
      $ home_wins
                    : num 15 15 22 19 0 26 26 28 20 25 ...
```

```
sports <- bind_rows(mlb, nba, ncaaf, nfl, nhl) %>% as_tibble()
  str(mlb)
  ## Classes 'tbl_df', 'tbl' and 'data.frame':
                                                528 obs. of 9 variables:
                           "MLB" "MLB" "MLB" ...
  ## $ sport
                   : chr
                           "(Anaheim) Angels" "(Anaheim) Angels" "(Anaheim) Angels" "(Anah
  ## $ team
                    : chr
                           2000 2001 2002 2003 2004 ...
  ##
      $ year
                   : num
81
      $ capacity : num 65000 65000 65000 45050 45050 ...
  ##
82
      $ attend tot : num 2066977 2000919 2305565 3061094 3375677 ...
  ##
      $ attend avg : num 25118 24702 28463 37791 41675 ...
  ##
                    : num 81 81 81 82 81 81 81 81 81 81 ...
  ## $ games
      $ ticket_price: num 13.2 13.4 11.8 16 16.6 ...
  ## $ home_wins : num 46 39 54 45 45 49 45 54 50 49 ...
  sports_rev <- sports %>%
    drop_na() %>%
    filter(year >= 2010) %>%
    group_by(team, sport) %>%
    summarize(avg_ticket_price = mean(ticket_price), avg_homewins = mean(home_wins), avg_a
  sports rev %>%
    ggplot(aes(avg_ticket_price, avg_attendance, color = sport)) +
    geom_point() +
    geom_smooth(method = lm, se = FALSE) +
    theme_minimal()
```

nhl <- nhl %>% mutate(attend tot = as.numeric(attend tot), attend avg = as.numeric(attend

88



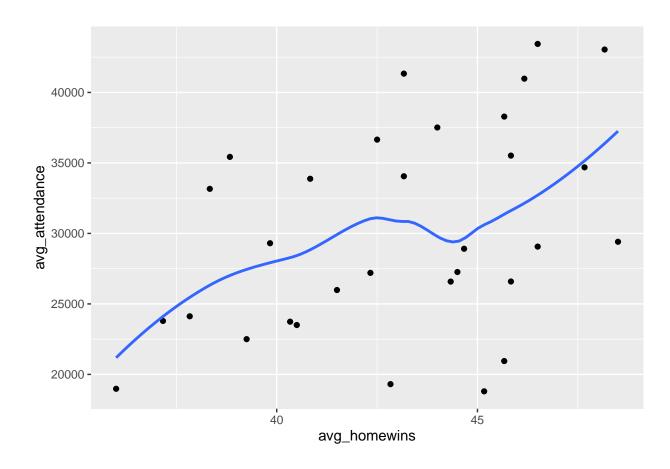
```
sports_rev %>%

filter(sport == "MLB") %>%

ggplot(aes(avg_homewins, avg_attendance)) +

geom_point() +

geom_smooth(se = FALSE)
```



```
sports_pivot <- sports %>%

pivot_longer(home_wins, names_to = c("home", "wins"), names_sep = "_", values_to = "viot_wider(names_from = wins, values_from = victory) %>%

select(-c(9)) %>%

rename(home_wins = wins)
```

# 90 Requirements

89

```
91 1. pivot_longer: Done
```

92 2. pivot\_wider: Done

3. group\_by: Done

4. summarize: Done

5. filter: Done

96	6. select: Done
97	7. Mutate: Done
98	${f Methods}$
99	We report how we determined our sample size, all data exclusions (if any), all
100	manipulations, and all measures in the study.
101	Participants
102	Material
103	Procedure
104	Data analysis
105	We used R (Version 3.6.1; R Core Team, 2019) for all our analyses.
106	Results
107	Discussion

108 References

```
r_refs(file = "r-references.bib")
```

- R Core Team. (2019). R: A language and environment for statistical computing. Vienna,
- Austria: R Foundation for Statistical Computing. Retrieved from
- https://www.R-project.org/