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MSIS 2629

Individual Project—MLB Attendance

Project Critique

What I learned:

* Drowning in data: I did a lot of exploratory analysis before I decided on what attributes I should use in the final dashboard. It was really easy to drown and get lost in the amount of attributes that existed in the data sources
* Importance of definition prior to action and documentation: to prevent the drowning issue and getting confused, staying organized and defining clearly what each viz and formula is helps greatly in not getting confused down the line when the complexity increases. You can always go back to your documentation.
* Research your data: Initially I wanted to just use the stadium that had the most unsold seats which was Turner Field in Atlanta. I initially did a lot of work on graphing and looking into what days, teams, etc was related to that field. I ended up Google-ing it to check a date and found out that it was retired at the end of the 2016 and decided to exclude it from my data set.
* Choose data wisely: if there’s no action, the data might not be worth adding and might not add value. Think about the value add. Specifically when I was looking about what might impact the seat sales I was looking at attributes like winning team. One may be able to guess stronger team, but little action can be taken on that attribute, it can’t be predicted however popularity and overall visiting team can be looked at, which is included.
* Worksheet🡪dashboard🡪story🡪 while I have used tableau before I had not used the story feature to direct a user’s attention. It is a useful tool, but there are nuances with formatting and graphics that can help to make it more visually appealing and help with storytelling like the order in which the viz is created which is important

Next Versions:

There were a lot of different ideas I had for this project that if I had more time or different/more data I would implement for next versions if I were to pursue this project further:

* How do some of these patterns compare for other stadiums – do other stadiums having issues with unsold seats see the same day/time patterns?
* How can an operations and sales team utilize patterns and learnings from a stadium that sells out YOY to one that has a large number of unsold seats?
* Additional data sets:
  + Who is attending by zip code: where are fans coming from? This data could help target specific audiences or reach out to new ones
  + Ticket price by game: further analysis for ticket price variation by game. How does ticket price variation impact attendance/sales? (as well as % of season tickets)
* Which kinds of seats are not selling (IE cheap seats, sections, visitor vs home) – action: how can these be rebranded to bring fans to these areas?
* Using regression to look at correlation of unsold seats and other attributes to see what impacts sales
* How do the presence of certain players – visiting or home team—impact attendance?

What I like

* To be as clear and direct as possible I used the Tableau story structure, it helped also be streamlined in my thoughts about the message I was trying to get across.
* Bar charts seemed to be the most effective way in showing the message about times, days, and cost of not selling seats

What I don’t like

* Although not always necessary I would like to make the dashboard have more sophisticated graphics, dig deeper into the data
* It might be hard to tell that the drilled down cards are for Chase Stadium specifically (mentioned in the cards, but not in the embedded viz’s)
* In the team analysis, highlighting the cells above 30k would help draw the users attention to specific cells.