

FINAL STORY: CASE ANALYSIS 2

TITLE	INTRODUCTION	DEMOGRAPHIC ANALYSIS	JAMOVI 1	MARKETING STRATEGY 1	TICKET PRICE ANALYSIS	JAMOVI 2	MARKETING STRATEGY #2	GAME SATISFACTION	JAMOVI 3	MARKETING STRATEGY 3
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SMGT 800: CASE ANALYSIS 2



FAN BEHAVIOUR ANALYTICS



ESWAR HEMANT MAJETI

C233R756



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GROUP 2

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Introduction



Welcome to our presentation on the "2022-23 Shocker Athletics Fan Experience" analysis. This project is a comprehensive analysis of the fan experience at Wichita State University's Charles Koch Arena during the 2022-23 season.

Our objective is to understand the various factors that contribute to the overall fan experience, from facilities and services to game day experiences, parking and transportation, guest services, and the Shocker Store. Satisfaction levels, etc.

Through this project, we aim to identify areas of strength and opportunities for improvement in the fan experience. Our ultimate goal is to use these insights to develop effective marketing strategies that enhance the fan experience, boost attendance, and increase sales.

DATA CLEANING & PROCESSING

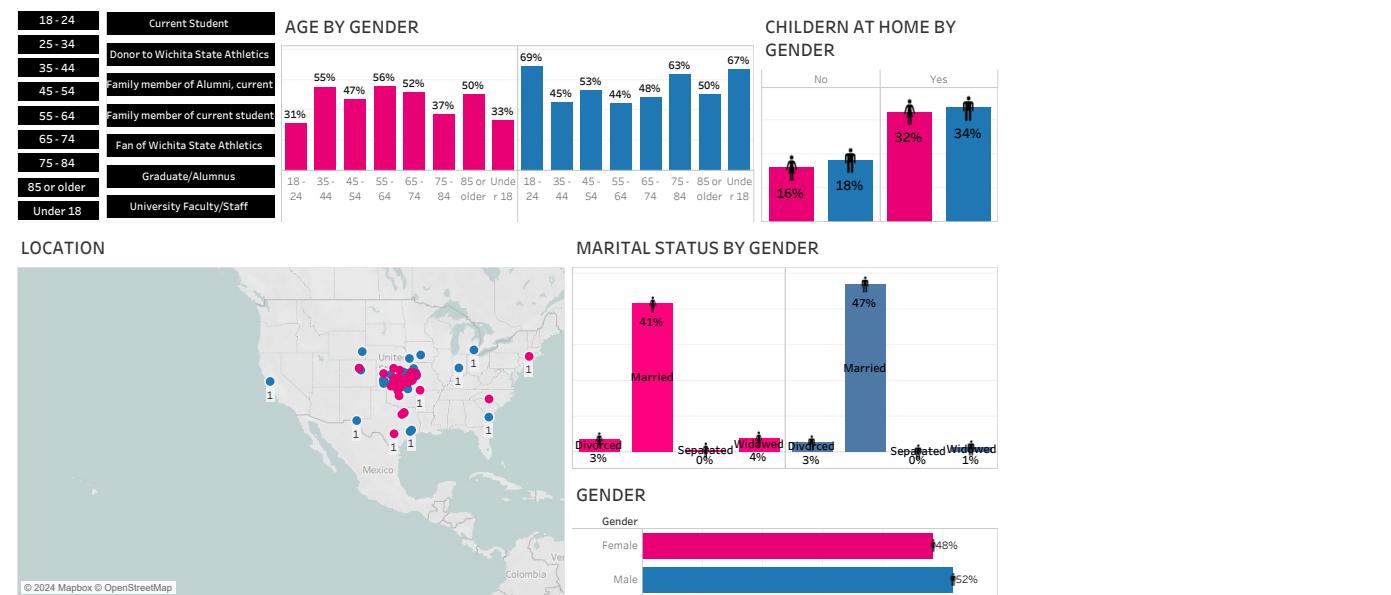
Our initial dataset consisted of 955 records. However, to ensure the quality and accuracy of our analysis, we undertook a rigorous data cleaning process. This involved removing rows that contained NULL values or misinformation, resulting in a cleaned dataset of 788 observations. In addition to cleaning the data, we also preprocessed it to better suit our analysis needs. Specifically, we performed one-hot encoding on several categorical variables like:

- Source of Information on Shocker Athletics.
- Social Media to Follow WSU Athletics
- What types of information are you most interested in seeing from our social media channels? Check the box of all that apply – Selected Choice

INTRODUCTION
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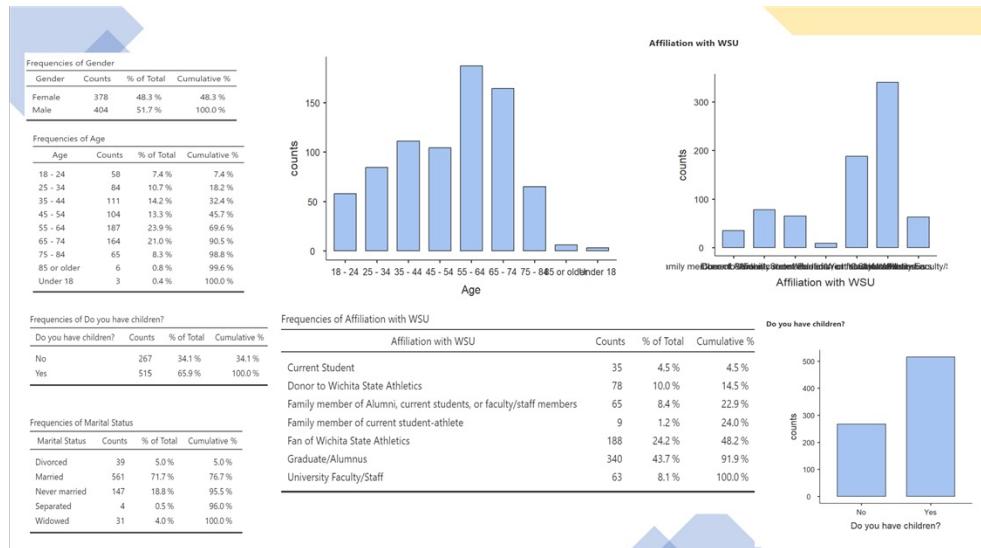
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Marketing Strategy #1

Shocker Alumni Family Engagement Program

To engage with the alumni of Wichita State University, particularly those who are in the age groups of 55-64 and 65-74, are married, and have children, as they represent a significant portion of the fan base.

Alumni Family Packages: Introduce special family packages for alumni. These could include discounted tickets, priority parking, and special family seating areas. This would cater to the 66% of your fans who have children.

Senior Alumni Engagement: Develop initiatives specifically for older alumni (age groups 55-64 and 65-74). This could include comfortable seating arrangements, priority access to facilities, or special events like "Alumni Reunion Games".



Alumni Kids Club: Start a "Shocker Alumni Kids Club" with special activities for children of alumni during game days. This could include sports clinics with the players, mascot interactions, or on-field experiences during halftime.

Alumni Recognition: During games, recognize alumni families in the audience. This could be a special shout-out, featuring them on the big screen, or a small token of appreciation for their continued support.

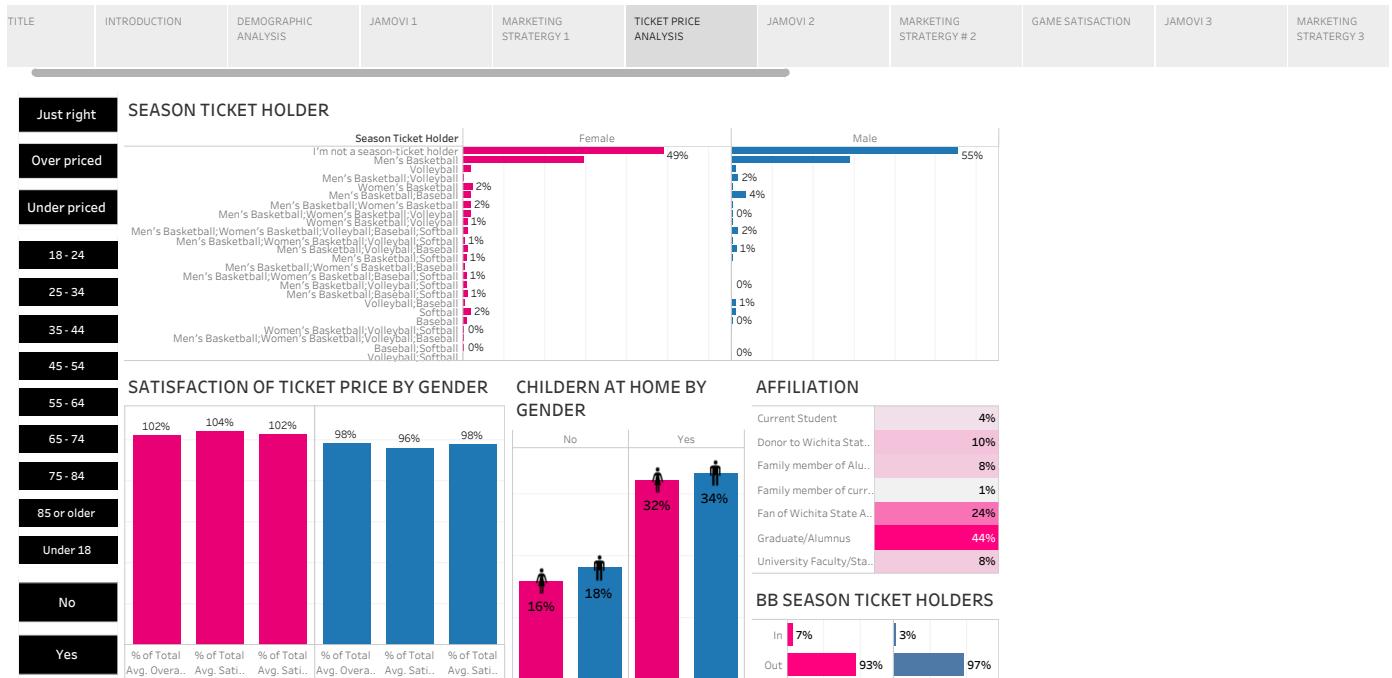
Communication: Keep alumni informed about upcoming games, special events, and offers through their preferred channels of communication. Highlight the benefits of the new initiatives in your communications.

Expected Outcome: By focusing on alumni, particularly those with families, you can enhance their game day experience, strengthen their connection with WSU Athletics, and encourage them to attend more games. This strategy aims to build a stronger and more engaged Shocker community that spans across generations.

MARKETING STRATEGY 1

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FINAL STORY: CASE ANALYSIS 2

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Correlation Matrix - Ticket price satisfaction levels

Correlation Matrix		Satisfaction: Ticket Purchasing Process			Satisfaction: Digital Ticketing			Overall Satisfaction: Ticketing Process		
Satisfaction: Ticket Purchasing Process	Pearson's r	—								
	df	—								
	p-value	—								
Satisfaction: Digital Ticketing	Pearson's r	0.495	—							
	df	780	—							
	p-value	<.001	—							
Overall Satisfaction: Ticketing Process	Pearson's r	0.761	0.690	—						
	df	780	780	—						
	p-value	<.001	<.001	—						

T-Test - Ticket price ~ Gender

Independent Samples T-Test		Statistic	df	p
Satisfaction: Digital Ticketing	Student's t	3.77	780	< .001
Overall Satisfaction: Ticketing Process	Student's t	2.02	780	0.043
Satisfaction: Ticket Purchasing Process	Student's t	2.56	780	0.011

Note: $H_0: \mu_{\text{Female}} \neq \mu_{\text{Male}}$

One-Way ANOVA - Ticket price ~ Age

One-Way ANOVA (Welch's)				
	F	df1	df2	p
Satisfaction: Ticket Purchasing Process	3.118	8	35.4	0.009
Satisfaction: Digital Ticketing	1.772	8	35.5	0.116
Overall Satisfaction: Ticketing Process	0.664	8	35.4	0.719

One-Way ANOVA - Ticket price analysis (Satisfaction ~ ticket price review)

One-Way ANOVA (Welch's)				
	F	df1	df2	p
Satisfaction: Ticket Purchasing Process	30.93	2	2.67	0.014
Satisfaction: Digital Ticketing	6.09	2	2.67	0.101
Overall Satisfaction: Ticketing Process	19.35	2	2.67	0.026

Independent Samples T-Test - Ticket price ~ Downloaded the app

Independent Samples T-Test		Statistic	df	p	Mean difference	SE difference
Satisfaction: Ticket Purchasing Process	Student's t	-3.95	780	< .001	-0.276	0.0698
Satisfaction: Digital Ticketing	Student's t	-4.31	780	< .001	-0.316	0.0734
Overall Satisfaction: Ticketing Process	Student's t	-4.45*	780	< .001	-0.298	0.0670

Note: $H_0: \mu_{\text{No}} \neq \mu_{\text{Yes}}$

* Levene's test is significant ($p < .05$), suggesting a violation of the assumption of equal variances

Independent Samples T-Test - Ticket price ~ NOT a season ticket holder

Independent Samples T-Test		Statistic	df	p	Mean difference	SE difference
Satisfaction: Ticket Purchasing Process	Student's t	7.508*	780	< .001	0.5115	0.0681
Satisfaction: Digital Ticketing	Student's t	0.137	780	0.891	0.0102	0.0743
Overall Satisfaction: Ticketing Process	Student's t	4.222	780	< .001	0.2833	0.0671

Note: $H_0: \mu_{\text{No}} \neq \mu_{\text{Yes}}$

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DEMOGRAPHIC ANALYSIS	JAMOVI 1	MARKETING STRATEGY 1	TICKET PRICE ANALYSIS	JAMOVI 2	MARKETING STRATEGY # 2	GAME SATISFACTION	JAMOVI 3	MARKETING STRATEGY 3	SHOCKER FAN EXPERIENCE	JAMOVI 4
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Marketing Strategy #2



Shocker Season Savers: Maximizing Value for Our Loyal Fans

Gender-Specific Ticketing Offers: Your t-test results indicate a significant difference in satisfaction levels between genders for the ticket purchasing process and overall ticketing process. To address this disparity, we propose the introduction of gender-specific offers or discounts.

Value Pricing for Alumni Families: The ANOVA results show significant differences in satisfaction levels with the ticket purchasing process, digital ticketing, and overall ticketing process based on perceptions of ticket prices. To address this, we propose the introduction of a special pricing package for alumni families, particularly those who perceive the ticket prices as overpriced (mean satisfaction score of 3.43).

Digital Ticketing Improvement: The satisfaction score for digital ticketing is lower for those who have not downloaded the app. To address this, we propose encouraging fans to download the app by highlighting its benefits, such as ease of use, ability to choose seats, and quick entry into the venue.

Age-Specific Offers: The ANOVA results show variations in satisfaction scores across different age groups. To cater to these variations, we propose introducing age-specific offers or discounts. For example, senior fans (age 65 and above) have a higher satisfaction score (mean satisfaction score of 4.14 for age 75-84), so you could offer them a 'senior discount'. For younger fans (age 18-24), who have a lower satisfaction score (mean satisfaction score of 3.57), consider student discounts or group discounts.

Season Ticket Holder Benefits: Your t-test results show that season ticket holders have a higher satisfaction score for the ticket purchasing process (mean difference of 0.5115). Recognize their loyalty by offering them exclusive benefits such as priority access, special discounts, or exclusive events.

Family-Friendly Initiatives: With a significant portion of your fans having children at home, consider initiatives that cater to families. This could include family packages for games, family-friendly activities during game day, or special promotions at the Shocker Store for family merchandise.

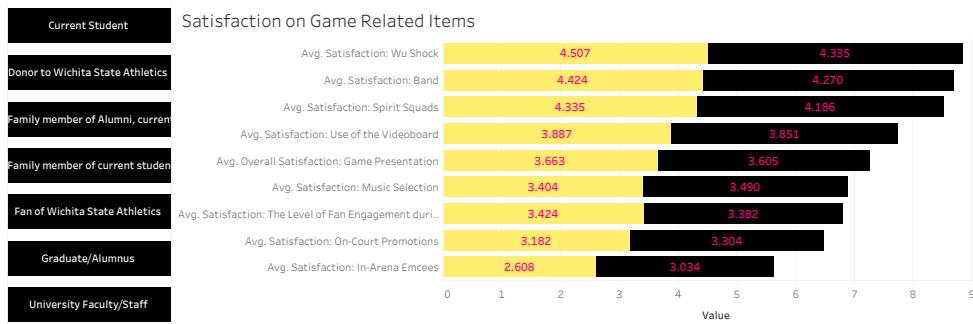
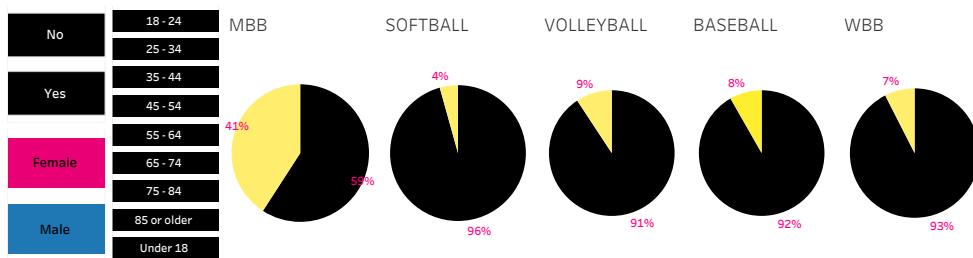
Expected Outcome: This strategy aims to enhance the ticketing experience for season ticket holders by addressing their specific concerns and preferences, thereby increasing their satisfaction and loyalty. This, in turn, is expected to boost attendance and drive revenue.

MARKETING STRATEGY 2

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JAMOVI 1	MARKETING STRATEGY 1	TICKET PRICE ANALYSIS	JAMOVI 2	MARKETING STRATEGY # 2	GAME SATISFACTION	JAMOVI 3	MARKETING STRATEGY 3	SHOCKER FAN EXPERIENCE	JAMOVI 4	MARKETING STRATEGY 4
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MARKETING STRATEGY 1	TICKET PRICE ANALYSIS	JAMOVI 2	MARKETING STRATEGY # 2	GAME SATISFACTION	JAMOVI 3	MARKETING STRATEGY 3	SHOCKER FAN EXPERIENCE	JAMOVI 4	MARKETING STRATEGY 4	FAN COMMUNICATION AND DIGITAL EN..
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Independent Samples T-Test Game related satisfaction ~ MBB

Independent Samples T-Test					
	Statistic	df	p	Mean difference	SE difference
Satisfaction: Music Selection	Student's t	4.32*	.780	< .001	0.3439 0.0796
Satisfaction: In-Arena Emcees	Student's t	12.40*	.780	< .001	1.6000 0.0471
Satisfaction: Band	Student's t	-2.40	.780	< .021	-0.1461 0.0630
Satisfaction: Spirit Squads	Student's t	-2.56	.780	0.011	-0.1575 0.0615
PSatisfaction: Wu Shock	Student's t	-3.03*	.780	< .001	-0.1734 0.0572
Satisfaction: On-Court Promotions	Student's t	6.88	.780	< .001	0.5300 0.0770
Satisfaction: Use of the Videoboard	Student's t	1.01	.780	< .115	0.0400 0.0699
Satisfaction: The Level of Fan Engagement during Games	Student's t	1.64	.780	0.102	0.1278 0.0781
Overall Satisfaction: Game Presentation	Student's t	4.15*	.780	< .001	0.3059 0.0747

Note: H₀: μ_{MBB} ≠ μ_{PS}

* Levene's test is significant ($p < .05$), suggesting a violation of the assumption of equal variances

One-Way ANOVA Game related satisfaction ~ Affiliation

One-Way ANOVA (Welch's)				
	F	df1	df2	p
Satisfaction: Music Selection	7.012	6	86.9	< .001
Satisfaction: In-Arena Emcees	8.929	6	84.3	< .001
Satisfaction: Band	0.684	6	84.0	0.663
Satisfaction: Spirit Squads	1.260	6	84.1	0.285
PSatisfaction: Wu Shock	1.954	6	86.8	0.081
Satisfaction: On-Court Promotions	4.942	6	84.2	< .001
Satisfaction: Use of the Videoboard	1.422	6	85.8	0.215
Satisfaction: The Level of Fan Engagement during Games	1.856	6	84.0	0.098
Overall Satisfaction: Game Presentation	3.124	6	84.8	0.008

Independent Samples T-Test - Game related satisfaction ~ Season ticket holder

Independent Samples T-Test					
	Statistic	df	p	Mean difference	SE difference
Satisfaction: Band	Student's t	1.85	.780	0.065	0.1146 0.0421
PSatisfaction: Wu Shock	Student's t	2.70*	.780	< .007	0.1522 0.0643
Satisfaction: Spirit Squads	Student's t	1.72	.780	0.068	0.1041 0.0606
Satisfaction: Use of the Videoboard	Student's t	-1.52	.780	0.128	-0.1041 0.0684
Overall Satisfaction: Game Presentation	Student's t	-3.38*	.780	< .001	-0.2493 0.0738
Satisfaction: In-Arena Emcees	Student's t	1.70	.780	< .001	-0.1250 0.0793
Satisfaction: In-Arena Emcees	Student's t	-10.25*	.780	< .001	-0.8065 0.0684
Satisfaction: The Level of Fan Engagement during Games	Student's t	-1.08	.780	0.282	-0.0628 0.0769
Satisfaction: On-Court Promotions	Student's t	-6.48	.780	< .001	-0.4929 0.0760

Note: H₀: μ_{MBB} ≠ μ_{PS}

* Levene's test is significant ($p < .05$), suggesting a violation of the assumption of equal variances

One-Way ANOVA Game related satisfaction ~ age

One-Way ANOVA (Welch's)				
	F	df1	df2	p
Satisfaction: Music Selection	1.39	8	35.4	0.233
Satisfaction: In-Arena Emcees	4.22	8	36.3	0.001
Satisfaction: Band	2.71	8	35.3	0.019
Satisfaction: Spirit Squads	1.96	8	35.6	0.080
PSatisfaction: Wu Shock	Nan	8	Nan	Nan
Satisfaction: On-Court Promotions	1.61	8	35.1	0.444
Satisfaction: Use of the Videoboard	1.56	8	36.1	0.171
Satisfaction: The Level of Fan Engagement during Games	2.03	8	35.4	0.071
Overall Satisfaction: Game Presentation	1.61	8	35.4	0.157

TICKET PRICE ANALYSIS	JAMOVI 2	MARKETING STRATEGY # 2	GAME SATISFACTION	JAMOVI 3	MARKETING STRATEGY 3	SHOCKER FAN EXPERIENCE	JAMOVI 4	MARKETING STRATEGY 4	FAN COMMUNICATION AND DIGITAL ENGAGEMENT	JAMOVI 5
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Marketing Strategy #3

Shocker Game Day Excellence: Enhancing the In-Game Experience

Customized Playlist: Develop dynamic playlists that resonate with the diverse tastes of the fan base. Integrate real-time song requests through a mobile app to empower fans in shaping the in-game musical experience.

- Implementation: Collaborate with popular music streaming platforms to curate playlists. Invest in an interactive app feature for fan song requests.
- Expected Impact: A 10-15% increase in Music Selection satisfaction, directly contributing to a 5-8% rise in Overall Satisfaction: Game Presentation.

Student-Centric Promotions: Student-exclusive events: Organize special pre-game events, discounts, or giveaways for students. Collaborate with student organizations to enhance the university community experience.

- Implementation: Create partnerships with student groups for collaborative events. Designate specific game days with student-focused promotions.
- Expected Impact: A 10-12% increase in satisfaction among the 18-24 age group and a 5-7% overall rise in Overall Satisfaction: Game Presentation.

Interactive Emcee Engagement: Fan-Emcee Interactions: Facilitate live fan interactions, shoutouts, and in-game contests led by the emcees. Leverage social media for pre-game fan engagement polls and questions to be addressed during the event.

- Implementation: Train emcees for dynamic audience engagement. Implement a dedicated social media team for pre-game interactions.
- Expected Impact: A targeted 15% increase in satisfaction with In-Arena Emcees, translating to a 7-10% boost in Overall Satisfaction: Game Presentation.

MBB Affiliation Packages: Custom Packages: Introduce MBB-themed packages including exclusive access to band rehearsals, meet-and-greets with emcees, and behind-the-scenes interactions with Wu Shock.

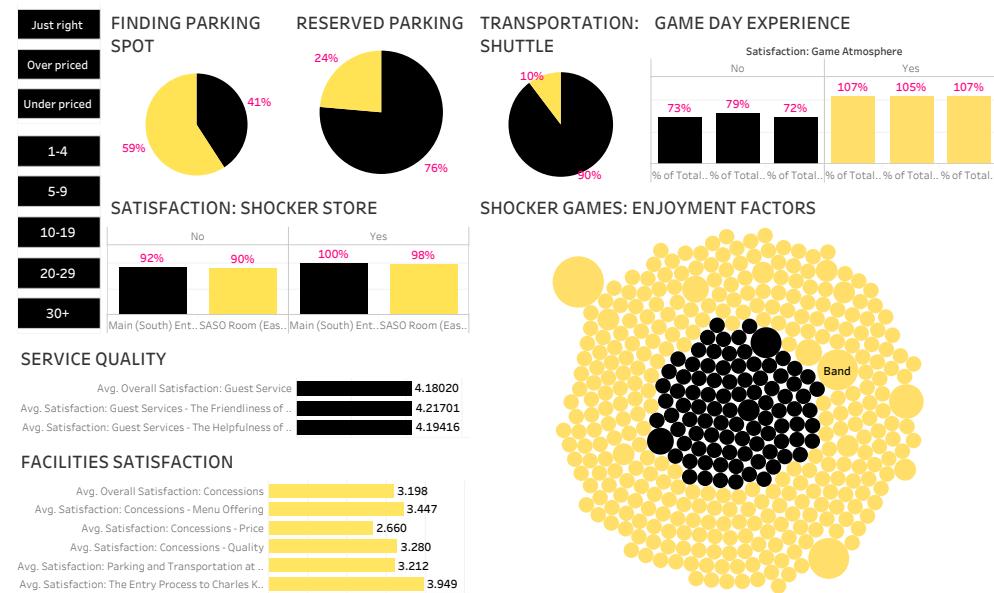
- Implementation: Collaborate with the university's music and arts departments for unique band experiences. Enhance the roles of Wu Shock and emcees in pre-game rituals.
- Expected Impact: A targeted 8-12% increase in satisfaction levels among MBB-affiliated fans, contributing to a 6-9% overall rise in Overall Satisfaction: Game Presentation.

MARKETING STRATEGY 3

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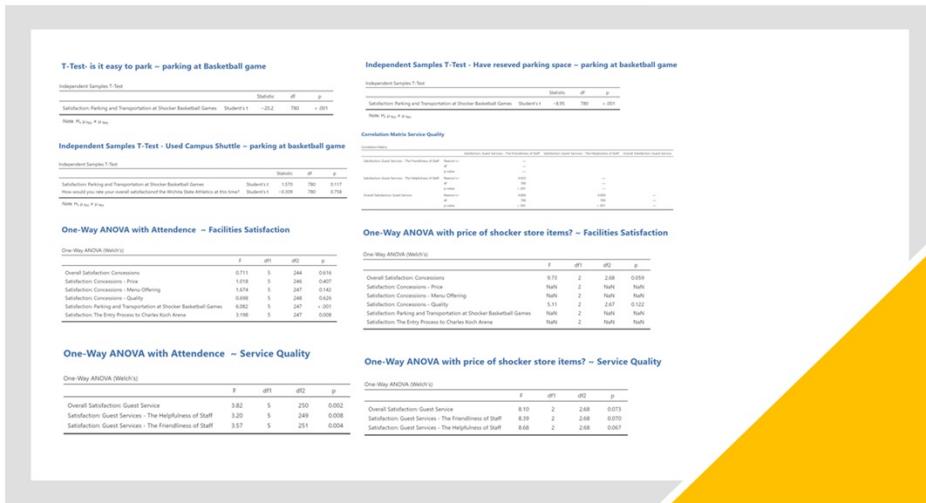
FINAL STORY: CASE ANALYSIS 2

JAMOVI 2	MARKETING STRATEGY #2	GAME SATISFACTION	JAMOVI 3	MARKETING STRATEGY 3	SHOCKER FAN EXPERIENCE	JAMOVI 4	MARKETING STRATEGY 4	FAN COMMUNICATION AND DIGITAL ENGAGEMENT	JAMOVI 5	MARKETING STRATEGY 5
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FINAL STORY: CASE ANALYSIS 2

MARKETING STRATEGY #2	GAME SATISFACTION	JAMOVI 3	MARKETING STRATEGY 3	SHOCKER FAN EXPERIENCE	JAMOVI 4	MARKETING STRATEGY 4	FAN COMMUNICATION AND DIGITAL ENGAGEMENT	JAMOVI 5	MARKETING STRATEGY 5	CONCLUSION
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GAME SATISFACTION	JAMOVI 3	MARKETING STRATEGY 3	SHOCKER FAN EXPERIENCE	JAMOVI 4	MARKETING STRATEGY 4	FAN COMMUNICATION AND DIGITAL ENGAGEMENT	JAMOVI 5	MARKETING STRATEGY 5	CONCLUSION	THANKYOU
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Marketing Strategy #4

Fan Fusion: Elevating Shocker Fandom with Five-Star Experiences



Smart Parking Management System: To alleviate parking difficulties, this system will offer real-time parking locators and pre-booking options through a mobile app. The goal is to reduce the time spent finding parking by 30% and improve parking satisfaction by 25% through digital signage.

Shocker Store Experience Initiative: Addressing the variable retail experience, this initiative includes remodeling the store layout, introducing exclusive game day merchandising, and launching a loyalty rewards program. The aim is to boost store satisfaction scores by 15% and increase merchandise sales by 20%.

Shuttle Transport System Overhaul: To enhance shuttle service satisfaction, the plan is to increase shuttle frequency, display clear schedules and routes, and brand the shuttles with team themes. The objective is to double shuttle service usage and improve transportation satisfaction by at least 20%.

Service Quality Enhancement Program: This program focuses on training staff in customer service excellence and implementing a 'Fan's Choice' staff recognition scheme. The goal is to achieve a 90% satisfaction rate in staff interactions and increase overall guest service ratings by 15%.

Atmosphere Activation Initiative: To boost the game day atmosphere, this initiative will include interactive zones for all age groups and dynamic entertainment segments, aiming to improve atmosphere satisfaction scores by at least 20% and increase game attendance by 5%.

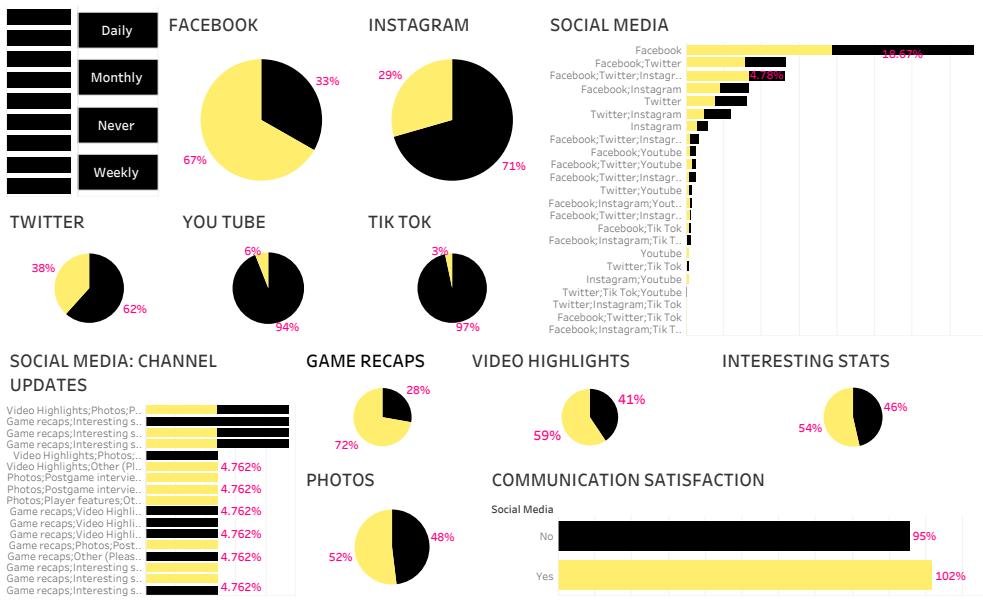
Concession Quality Revolution: To meet expectations in concessions, the plan is to introduce premium and diverse food offerings, possibly collaborating with local culinary talent. The target is to raise the quality satisfaction score by 25% and concession sales by 30%.

MARKETING STRATEGY 4

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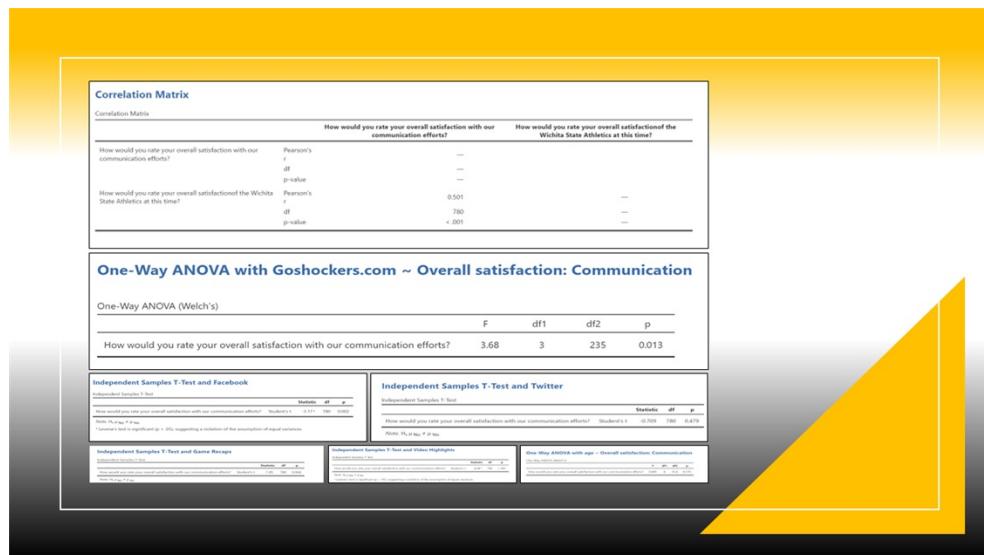
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GAME SA TISACTIO N	JAMOVI 3	MARKETING STRATEGY 3	SHOCKER FAN EXPERIENCE	JAMOVI 4	MARKETING STRATEGY 4	FAN COMMUNICATION AND DIGITAL ENGAGEMENT	JAMOVI 5	MARKETING STRATEGY 5	CONCLUSION	THANKYOU
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GAME SA TISACTIO N	JAMOVI 3	MARKETING STRATEGY 3	SHOCKER FAN EXPERIENCE	JAMOVI 4	MARKETING STRATEGY 4	FAN COMMUNICATION AND DIGITAL ENGAGEMENT	JAMOVI 5	MARKETING STRATEGY 5	CONCLUSION	THANKYOU
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Marketing Strategy #5

PulseConnect: Unleashing Dynamic Fan Connections in the Digital Realm



Comprehensive Social Media Utilization: The strategy involves a cross-platform content strategy that tailors content specifically for each social media platform. For instance, interactive stories for Instagram, engaging polls on Twitter, and compelling video series on YouTube. Additionally, a unified hashtag campaign will be launched across these platforms, helping to track and amplify fan engagement.

Personalized Communication: Utilizing CRM data, the plan includes developing a segmented messaging system that delivers personalized communication to fans based on their individual platform preferences and content interests. This targeted approach is expected to significantly improve the overall satisfaction score related to communication efforts.

Mobile App Engagement: The strategy also focuses on enhancing the GoShockers Mobile App by introducing exclusive content, app-only discounts, and personalized push notifications. This is aimed at encouraging more downloads and regular interaction with the app. Features like augmented reality (AR) games and live stats are anticipated to add significant value to the app, driving increased engagement.

Age-Based Content Diversification: Recognizing the varying content preferences across different age groups, the plan includes developing an age-diverse content strategy. This involves creating and disseminating content that resonates with specific age demographics, particularly focusing on younger audiences with platforms like TikTok.

Video Content Optimization: The strategy emphasizes investing in the quality of video production, especially for game recaps and highlights. These enhanced videos are planned to be distributed across platforms where video content currently underperforms, like YouTube and TikTok. Advanced analytics will be employed to gauge and understand the types of video content that are most appealing to the audience.

Feedback and Interaction Loop: A significant part of the strategy involves establishing a continuous feedback loop. This will be achieved through surveys, direct messaging, and comment analysis to gain a deeper understanding of fan satisfaction. The insights gathered from this feedback will be pivotal in making ongoing adjustments to the communication strategies.

GAME SA TISACTIO N	JAMOVI 3	MARKETING STRATEGY 3	SHOCKER FAN EXPERIENCE	JAMOVI 4	MARKETING STRATEGY 4	FAN COMMUNICATION AND DIGITAL ENGAGEMENT	JAMOVI 5	MARKETING STRATEGY 5	CONCLUSION	THANKYOU
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Conclusion

In the amalgamation of "Shocker Generations," "Shocker Loyalty Program," "Game Day Excellence," "Fan Fusion," and "PulseConnect," we've orchestrated a harmonious blend of strategies to resonate with every chord of fan satisfaction. These initiatives, crafted with precision and insight, are poised not only to meet but exceed fan expectations. As the curtain rises on this new chapter, we anticipate not just an uptick in attendance and revenue but a crescendo of Shocker pride and fandom that reverberates far beyond the arena. This isn't just a playbook; it's a symphony that echoes the heartbeat of Shocker success.



CONCLUSION

SMGT 800: CASE ANALYSIS 2

GAME SA TISACTIO N	JAMOVI 3	MARKETING STRATEGY 3	SHOCKER FAN EXPERIENCE	JAMOVI 4	MARKETING STRATEGY 4	FAN COMMUNICATION AND DIGITAL ENGAGEMENT	JAMOVI 5	MARKETING STRATEGY 5	CONCLUSION	THANKYOU
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GROUP 2



Introduction



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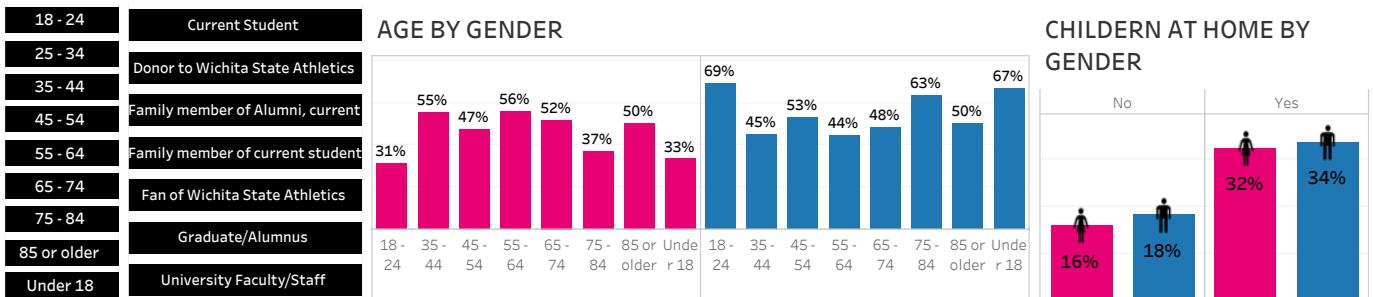
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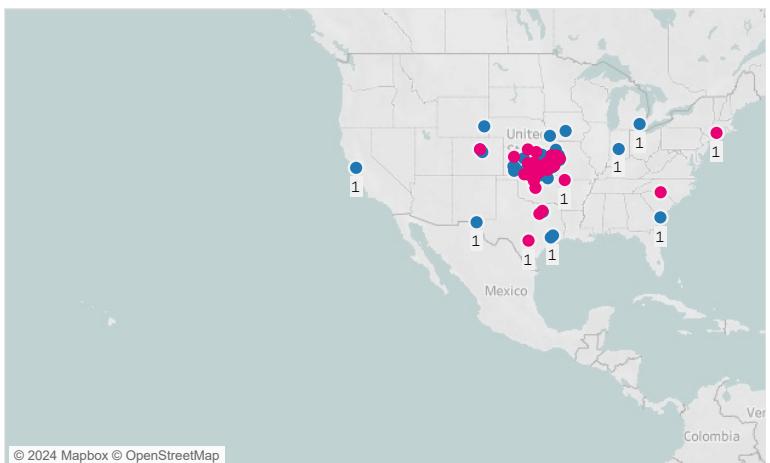
DATA CLEANING & PROCESSING

Our initial dataset consisted of 955 records. However, to ensure the quality and accuracy of our analysis, we undertook a rigorous data cleaning process. This involved removing rows that contained NULL values or misinformation, resulting in a cleaned dataset of 788 observations. In addition to cleaning the data, we also preprocessed it to better suit our analysis needs. Specifically, we performed one-hot encoding on several categorical variables like:

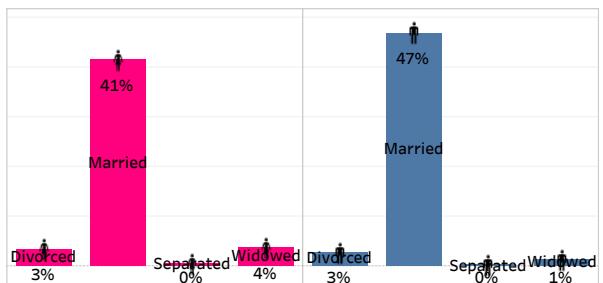
- Source of Information on Shocker Athletics.
- Social Media to Follow WSU Athletics
- What types of information are you most interested in seeing from our social media channels? Check the box of all that apply - Selected Choice



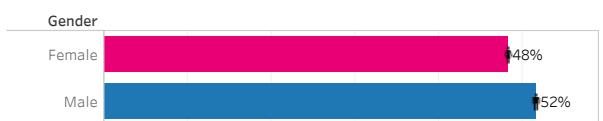
LOCATION



MARITAL STATUS BY GENDER



GENDER

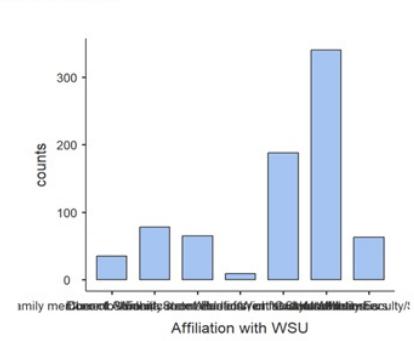
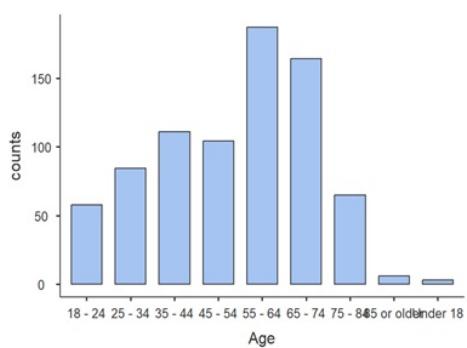


Frequencies of Gender			
Gender	Counts	% of Total	Cumulative %
Female	378	48.3 %	48.3 %
Male	404	51.7 %	100.0 %

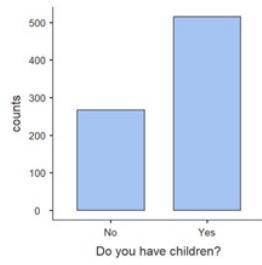
Frequencies of Age			
Age	Counts	% of Total	Cumulative %
18 - 24	58	7.4 %	7.4 %
25 - 34	84	10.7 %	18.2 %
35 - 44	111	14.2 %	32.4 %
45 - 54	104	13.3 %	45.7 %
55 - 64	187	23.9 %	69.6 %
65 - 74	164	21.0 %	90.5 %
75 - 84	65	8.3 %	98.8 %
85 or older	6	0.8 %	99.6 %
Under 18	3	0.4 %	100.0 %

Frequencies of Do you have children?			
Do you have children?	Counts	% of Total	Cumulative %
No	267	34.1 %	34.1 %
Yes	515	65.9 %	100.0 %

Frequencies of Marital Status			
Marital Status	Counts	% of Total	Cumulative %
Divorced	39	5.0 %	5.0 %
Married	561	71.7 %	76.7 %
Never married	147	18.8 %	95.5 %
Separated	4	0.5 %	96.0 %
Widowed	31	4.0 %	100.0 %



Do you have children?



Marketing Strategy #1

Shocker Alumni Family Engagement Program

To engage with the alumni of Wichita State University, particularly those who are in the age groups of 55-64 and 65-74, are married, and have children, as they represent a significant portion of the fan base.

Alumni Family Packages: Introduce special family packages for alumni. These could include discounted tickets, priority parking, and special family seating areas. This would cater to the 66% of your fans who have children.

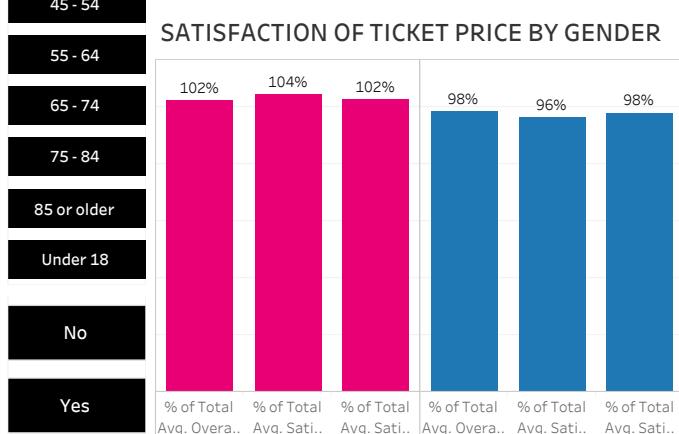
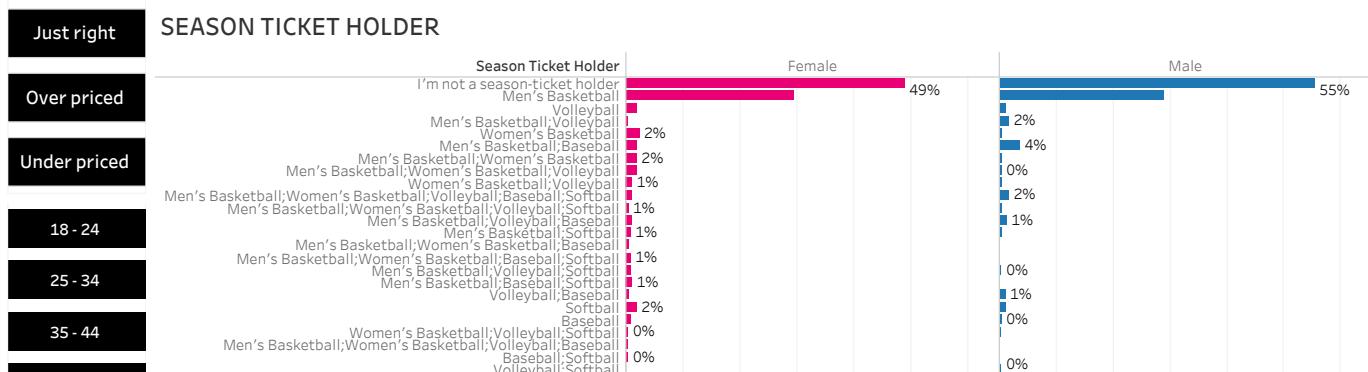
Senior Alumni Engagement: Develop initiatives specifically for older alumni (age groups 55-64 and 65-74). This could include comfortable seating arrangements, priority access to facilities, or special events like "Alumni Reunion Games".

Alumni Kids Club: Start a "Shocker Alumni Kids Club" with special activities for children of alumni during game days. This could include sports clinics with the players, mascot interactions, or on-field experiences during halftime.

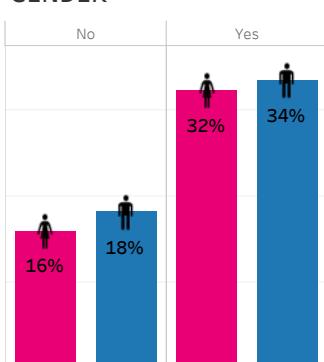
Alumni Recognition: During games, recognize alumni families in the audience. This could be a special shout-out, featuring them on the big screen, or a small token of appreciation for their continued support.

Communication: Keep alumni informed about upcoming games, special events, and offers through their preferred channels of communication. Highlight the benefits of the new initiatives in your communications.

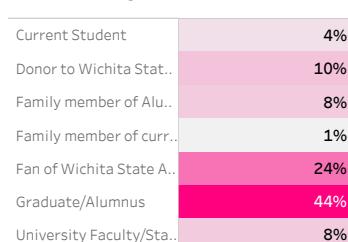
Expected Outcome: By focusing on alumni, particularly those with families, you can enhance their game day experience, strengthen their connection with WSU Athletics, and encourage them to attend more games. This strategy aims to build a stronger and more engaged Shocker community that spans across generations.



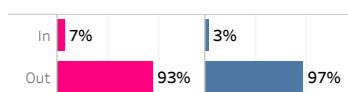
CHILDREN AT HOME BY GENDER



AFFILIATION



BB SEASON TICKET HOLDERS



Correlation Matrix - Ticket price satisfaction levels

Correlation Matrix		Satisfaction: Ticket Purchasing Process	Satisfaction: Digital Ticketing	Overall Satisfaction: Ticketing Process
Satisfaction: Ticket Purchasing Process	Pearson's r	—		
	df	—		
	p-value	—		
Satisfaction: Digital Ticketing	Pearson's r	0.495	—	
	df	780	—	
	p-value	< .001	—	
Overall Satisfaction: Ticketing Process	Pearson's r	0.761	0.690	—
	df	780	780	—
	p-value	< .001	< .001	—

T-Test - Ticket price ~ Gender

Independent Samples T-Test

		Statistic	df	p
Satisfaction: Digital Ticketing	Student's t	3.77	780	< .001
Overall Satisfaction: Ticketing Process	Student's t	2.02	780	0.043
Satisfaction: Ticket Purchasing Process	Student's t	2.56	780	0.011

Note: H₀: $\mu_{\text{Female}} \neq \mu_{\text{Male}}$

One-Way ANOVA - Ticket price ~ Age

One-Way ANOVA (Welch's)

	F	df1	df2	p
Satisfaction: Ticket Purchasing Process	3.118	8	35.4	0.009
Satisfaction: Digital Ticketing	1.772	8	35.5	0.116
Overall Satisfaction: Ticketing Process	0.664	8	35.4	0.719

One-Way ANOVA - Ticket price analysis (Satisfaction ~ ticket price review)

One-Way ANOVA (Welch's)

	F	df1	df2	p
Satisfaction: Ticket Purchasing Process	30.93	2	2.67	0.014
Satisfaction: Digital Ticketing	6.09	2	2.67	0.101
Overall Satisfaction: Ticketing Process	19.35	2	2.67	0.026

Independent Samples T-Test - Ticket price ~ Downloaded the app

Independent Samples T-Test

	Statistic	df	p	Mean difference	SE difference
Satisfaction: Ticket Purchasing Process	Student's t	-3.95	780	< .001	-0.276
Satisfaction: Digital Ticketing	Student's t	-4.31	780	< .001	-0.316
Overall Satisfaction: Ticketing Process	Student's t	-4.45*	780	< .001	-0.298

Note: H₀: $\mu_{\text{No}} \neq \mu_{\text{Yes}}$

* Levene's test is significant ($p < .05$), suggesting a violation of the assumption of equal variances

Independent Samples T-Test - Tickect price ~ NOT a season ticket holder

Independent Samples T-Test

	Statistic	df	p	Mean difference	SE difference
Satisfaction: Ticket Purchasing Process	Student's t	7.508*	780	< .001	0.5115
Satisfaction: Digital Ticketing	Student's t	0.137*	780	0.891	0.0102
Overall Satisfaction: Ticketing Process	Student's t	4.222	780	< .001	0.2833

Note: H₀: $\mu_{\text{No}} \neq \mu_{\text{Yes}}$

* Levene's test is significant ($p < .05$), suggesting a violation of the assumption of equal variances

Marketing Strategy #2

Shocker Season Savers: Maximizing Value for Our Loyal Fans

Gender-Specific Ticketing Offers: Your t-test results indicate a significant difference in satisfaction levels between genders for the ticket purchasing process and overall ticketing process. To address this disparity, we propose the introduction of gender-specific offers or discounts.

Value Pricing for Alumni Families: The ANOVA results show significant differences in satisfaction levels with the ticket purchasing process, digital ticketing, and overall ticketing process based on perceptions of ticket prices. To address this, we propose the introduction of a special pricing package for alumni families, particularly those who perceive the ticket prices as overpriced (mean satisfaction score of 3.43).

Digital Ticketing Improvement: The satisfaction score for digital ticketing is lower for those who have not downloaded the app. To address this, we propose encouraging fans to download the app by highlighting its benefits, such as ease of use, ability to choose seats, and quick entry into the venue.

MARKETING STRATEGY 2

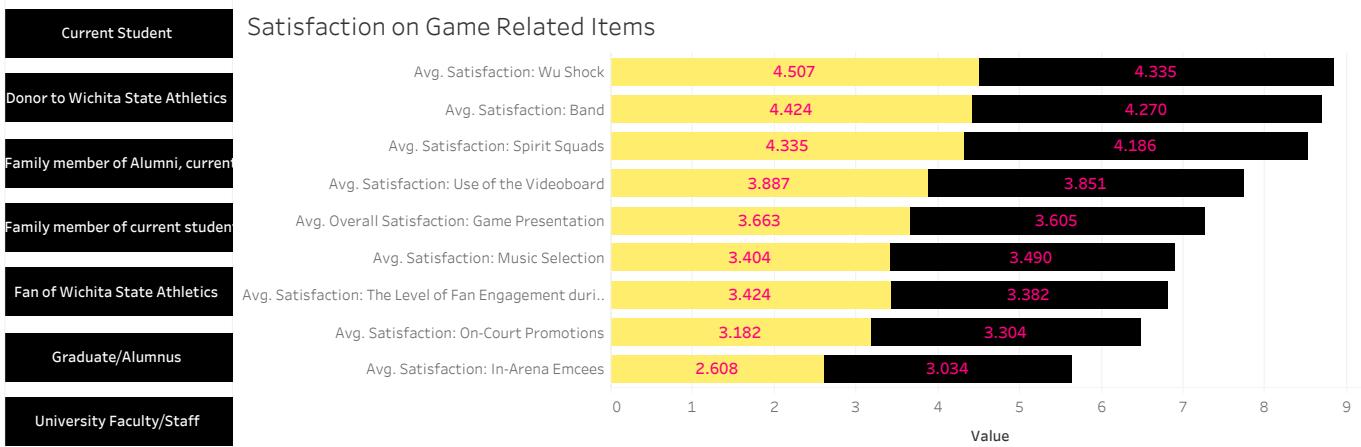
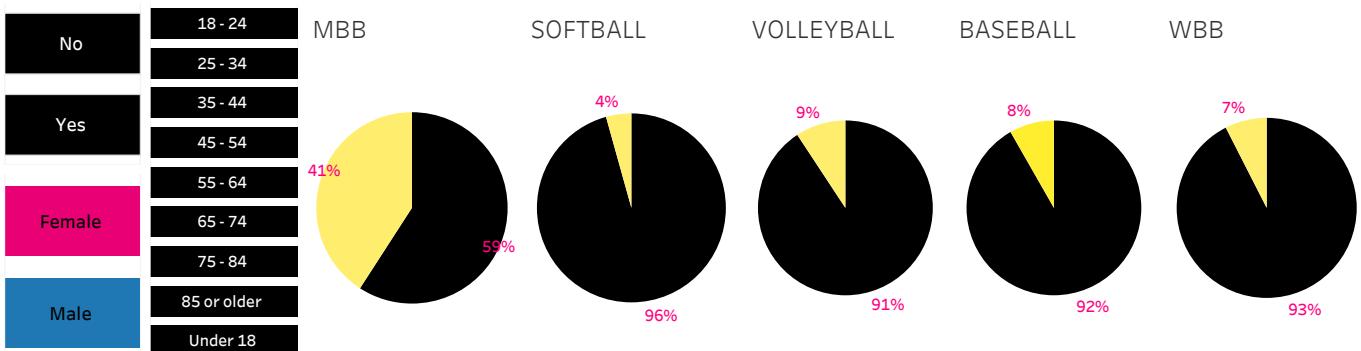
Age-Specific Offers: The ANOVA results show variations in satisfaction scores across different age groups. To cater to these variations, we propose introducing age-specific offers or discounts. For example, senior fans (age 65 and above) have a higher satisfaction score (mean satisfaction score of 4.14 for age 75-84), so you could offer them a 'senior discount'. For younger fans (age 18-24), who have a lower satisfaction score (mean satisfaction score of 3.57), consider student discounts or group discounts.

Season Ticket Holder Benefits: Your t-test results show that season ticket holders have a higher satisfaction score for the ticket purchasing process (mean difference of 0.5115). Recognize their loyalty by offering them exclusive benefits such as priority access, special discounts, or exclusive events.

Family-Friendly Initiatives: With a significant portion of your fans having children at home, consider initiatives that cater to families. This could include family packages for games, family-friendly activities during game day, or special promotions at the Shocker Store for family merchandise.

Expected Outcome: This strategy aims to enhance the ticketing experience for season ticket holders by addressing their specific concerns and preferences, thereby increasing their satisfaction and loyalty. This, in turn, is expected to boost attendance and drive revenue.

SMGT 800: CASE ANALYSIS 2



Independent Samples T-Test Game related satisfaction ~ MBB

Independent Samples T-Test

		Statistic	df	p	Mean difference	SE difference
Satisfaction: Music Selection	Student's t	4.32*	780	< .001	0.3439	0.0796
Satisfaction: In-Arena Emcees	Student's t	12.40	780	< .001	1.0846	0.0875
Satisfaction: Band	Student's t	-2.30	780	0.021	-0.1451	0.0630
Satisfaction: Spirit Squads	Student's t	-2.56	780	0.011	-0.1575	0.0615
PSatisfaction: Wu Shock	Student's t	-3.03*	780	0.003	-0.1734	0.0572
Satisfaction: On-Court Promotions	Student's t	6.88	780	< .001	0.5300	0.0770
Satisfaction: Use of the Videoboard	Student's t	1.01	780	0.315	0.0699	0.0695
Satisfaction: The Level of Fan Engagement during Games	Student's t	1.64	780	0.102	0.1278	0.0781
Overall Satisfaction: Game Presentation	Student's t	4.15*	780	< .001	0.3098	0.0747

Note: $H_0: \mu_{MBB} \neq \mu_{Yes}$

* Levene's test is significant ($p < .05$), suggesting a violation of the assumption of equal variances

One-Way ANOVA Game related satisfaction ~ Affiliation

One-Way ANOVA (Welch's)

	F	df1	df2	p
Satisfaction: Music Selection	7.012	6	86.9	< .001
Satisfaction: In-Arena Emcees	8.929	6	84.3	< .001
Satisfaction: Band	0.684	6	84.0	0.663
Satisfaction: Spirit Squads	1.260	6	84.1	0.285
PSatisfaction: Wu Shock	1.954	6	86.8	0.081
Satisfaction: On-Court Promotions	4.942	6	84.2	< .001
Satisfaction: Use of the Videoboard	1.422	6	85.8	0.215
Satisfaction: The Level of Fan Engagement during Games	1.856	6	84.0	0.098
Overall Satisfaction: Game Presentation	3.124	6	84.8	0.008

Independent Samples T-Test - Game related satisfaction ~ Season ticket holder

Independent Samples T-Test

		Statistic	df	p	Mean difference	SE difference
Satisfaction: Band	Student's t	1.85	780	0.065	0.1146	0.0621
PSatisfaction: Wu Shock	Student's t	2.70*	780	0.007	0.1522	0.0563
Satisfaction: Spirit Squads	Student's t	1.72	780	0.086	0.1041	0.0606
Satisfaction: Use of the Videoboard	Student's t	-1.52	780	0.128	-0.1041	0.0684
Overall Satisfaction: Game Presentation	Student's t	-3.38*	780	< .001	-0.2493	0.0738
Satisfaction: Music Selection	Student's t	-4.25*	780	< .001	-0.3331	0.0783
Satisfaction: In-Arena Emcees	Student's t	-10.25*	780	< .001	-0.9065	0.0884
Satisfaction: The Level of Fan Engagement during Games	Student's t	-1.08	780	0.282	-0.0828	0.0769
Satisfaction: On-Court Promotions	Student's t	-6.48	780	< .001	-0.4929	0.0760

Note: $H_0: \mu_{No} \neq \mu_{Yes}$

* Levene's test is significant ($p < .05$), suggesting a violation of the assumption of equal variances

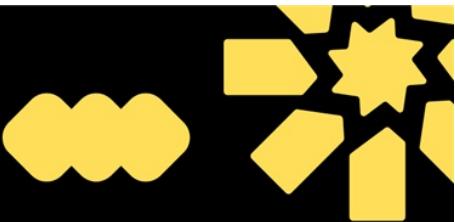
One-Way ANOVA Game related satisfaction ~ age

One-Way ANOVA (Welch's)

	F	df1	df2	p
Satisfaction: Music Selection	1.39	8	35.4	0.233
Satisfaction: In-Arena Emcees	4.22	8	36.3	0.001
Satisfaction: Band	2.71	8	35.3	0.019
Satisfaction: Spirit Squads	1.96	8	35.6	0.080
PSatisfaction: Wu Shock	NaN	8	NaN	NaN
Satisfaction: On-Court Promotions	1.01	8	35.4	0.444
Satisfaction: Use of the Videoboard	1.56	8	36.1	0.171
Satisfaction: The Level of Fan Engagement during Games	2.03	8	35.4	0.071
Overall Satisfaction: Game Presentation	1.61	8	35.4	0.157

Marketing Strategy #3

Shocker Game Day Excellence: Enhancing the In-Game Experience



Customized Playlists: Develop dynamic playlists that resonate with the diverse tastes of the fan base. Integrate real-time song requests through a mobile app to empower fans in shaping the in-game musical experience.

- Implementation: Collaborate with popular music streaming platforms to curate playlists. Invest in an interactive app feature for fan song requests.
- Expected Impact: A 10-15% increase in Music Selection satisfaction, directly contributing to a 5-8% rise in Overall Satisfaction: Game Presentation.

Interactive Emcee Engagement:

Fan-Emcee Interactions: Facilitate live fan interactions, shoutouts, and in-game contests led by the emcees. Leverage social media for pre-game fan engagement polls and questions to be addressed during the event.

- Implementation: Train emcees for dynamic audience engagement.
- Implement a dedicated social media team for pre-game interactions.
- Expected Impact: A targeted 15% increase in satisfaction with In-Arena Emcees, translating to a 7-10% boost in Overall Satisfaction: Game Presentation.

Student-Centric Promotions:

Student-Exclusive Events: Organize special pre-game events, discounts, or giveaways for students. Collaborate with student organizations to enhance the university community experience.

- Implementation: Create partnerships with student groups for collaborative events. Designate specific game days with student-focused promotions.
- Expected Impact: A 10-12% increase in satisfaction among the 18-24 age group and a 5-7% overall rise in Overall Satisfaction: Game Presentation.

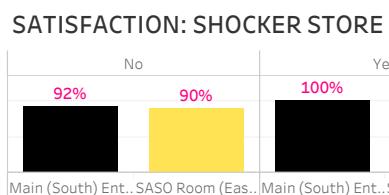
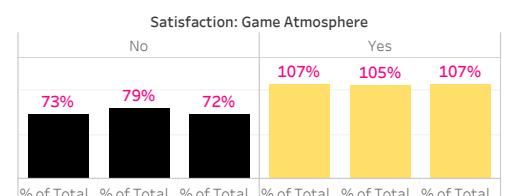
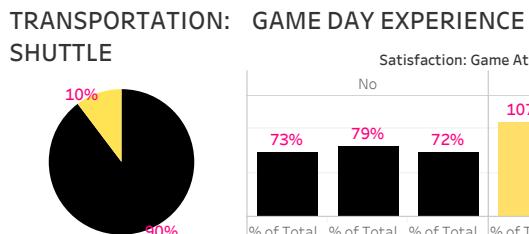
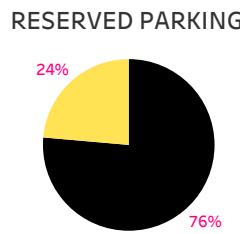
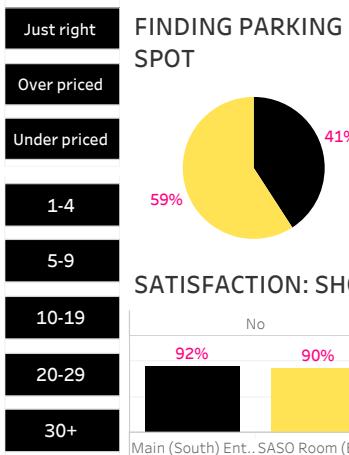
MBB Affiliation Packages:

Custom Packages: Introduce MBB-themed packages including exclusive access to band rehearsals, meet-and-greets with emcees, and behind-the-scenes interactions with Wu Shock.

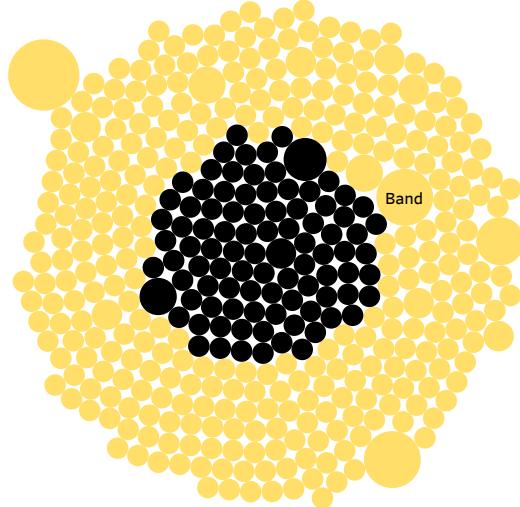
- Implementation: Collaborate with the university's music and arts departments for unique band experiences. Enhance the roles of Wu Shock and emcees in pre-game rituals.
- Expected Impact: A targeted 8-12% increase in satisfaction levels among MBB-affiliated fans, contributing to a 6-9% overall rise in Overall Satisfaction: Game Presentation.

MARKETING STRATEGY 3

SMGT 800: CASE ANALYSIS 2



SHOCKER GAMES: ENJOYMENT FACTORS



SERVICE QUALITY

Avg. Overall Satisfaction: Guest Service **4.18020**

Avg. Satisfaction: Guest Services - The Friendliness of .. **4.21701**

Avg. Satisfaction: Guest Services - The Helpfulness of .. **4.19416**

FACILITIES SATISFACTION

Avg. Overall Satisfaction: Concessions **3.198**

Avg. Satisfaction: Concessions - Menu Offering **3.447**

Avg. Satisfaction: Concessions - Price **2.660**

Avg. Satisfaction: Concessions - Quality **3.280**

Avg. Satisfaction: Parking and Transportation at .. **3.212**

Avg. Satisfaction: The Entry Process to Charles K. **3.949**

T-Test- is it easy to park ~ parking at Basketball game

Independent Samples T-Test			
	Statistic	df	p
Satisfaction: Parking and Transportation at Shockar Basketball Games	Student's t	-20.2	780 < .001
Note: M ₁ >M ₂ , P<.001			

Independent Samples T-Test - Used Campus Shuttle ~ parking at basketball game

Independent Samples T-Test			
	Statistic	df	p
Satisfaction: Parking and Transportation at Shockar Basketball Games	Student's t	1.570	780 0.113
How would you rate your overall satisfaction the White State Athletics at this time?	Student's t	-0.359	780 0.758
Note: M ₁ <M ₂ , P>.05			

One-Way ANOVA with Attedence ~ Facilities Satisfaction

One-Way ANOVA (Welch's)				
	F	df1	df2	p
Overall Satisfaction: Concessions	0.711	5	244	0.616
Satisfaction: Concessions - Price	1.018	5	246	0.407
Satisfaction: Concessions - Menu Offering	1.674	5	247	0.142
Satisfaction: Concessions - Quality	0.698	5	248	0.626
Satisfaction: Parking and Transportation at Shockar Basketball Games	6.082	5	247	< .001
Satisfaction: The Entry Process to Charles Koch Arena	3.198	5	247	0.008

One-Way ANOVA with Attedence ~ Service Quality

One-Way ANOVA (Welch's)				
	F	df1	df2	p
Overall Satisfaction: Guest Service	3.82	5	250	0.002
Satisfaction: Guest Services - The Helpfulness of Staff	3.20	5	249	0.008
Satisfaction: Guest Services - The Friendliness of Staff	3.57	5	251	0.004

Independent Samples T-Test - Have reseved parking space ~ parking at basketball game

Independent Samples T-Test			
	Statistic	df	p
Satisfaction: Parking and Transportation at Shockar Basketball Games	Student's t	-8.95	780 < .001
Note: M ₁ <M ₂ , P<.001			

Correlation Matrix Service Quality

Correlation Matrix	Satisfaction: Guest Services - The Friendliness of Staff	Satisfaction: Guest Services - The Helpfulness of Staff	Satisfaction: Guest Services - The Negligence of Staff	Overall Satisfaction: Guest Service
Satisfaction: Guest Services - The Friendliness of Staff	1	—	—	—
Satisfaction: Guest Services - The Helpfulness of Staff	0.667	1	—	—
Satisfaction: Guest Services - The Negligence of Staff	0.666	0.666	1	—
Overall Satisfaction: Guest Service	0.666	0.666	0.666	1

One-Way ANOVA with price of shocker store items? ~ Facilities Satisfaction

One-Way ANOVA (Welch's)				
	F	df1	df2	p
Overall Satisfaction: Concessions	9.73	2	268	0.059
Satisfaction: Concessions - Price	Nan	2	Nan	Nan
Satisfaction: Concessions - Menu Offering	Nan	2	Nan	Nan
Satisfaction: Concessions - Quality	0.111	2	268	0.722
Satisfaction: Parking and Transportation at Shockar Basketball Games	Nan	2	Nan	Nan
Satisfaction: The Entry Process to Charles Koch Arena	Nan	2	Nan	Nan

One-Way ANOVA with price of shocker store items? ~ Service Quality

One-Way ANOVA (Welch's)				
	F	df1	df2	p
Overall Satisfaction: Guest Service	8.10	2	268	0.073
Satisfaction: Guest Services - The Friendliness of Staff	8.39	2	268	0.070
Satisfaction: Guest Services - The Helpfulness of Staff	8.68	2	268	0.067

Marketing Strategy #4

Fan Fusion: Elevating Shocker Fandom with Five-Star Experiences

Smart Parking Management System: To alleviate parking difficulties, this system will offer real-time parking locators and pre-booking options through a mobile app. The goal is to reduce the time spent finding parking by 30% and improve parking satisfaction by 25% through digital signage.

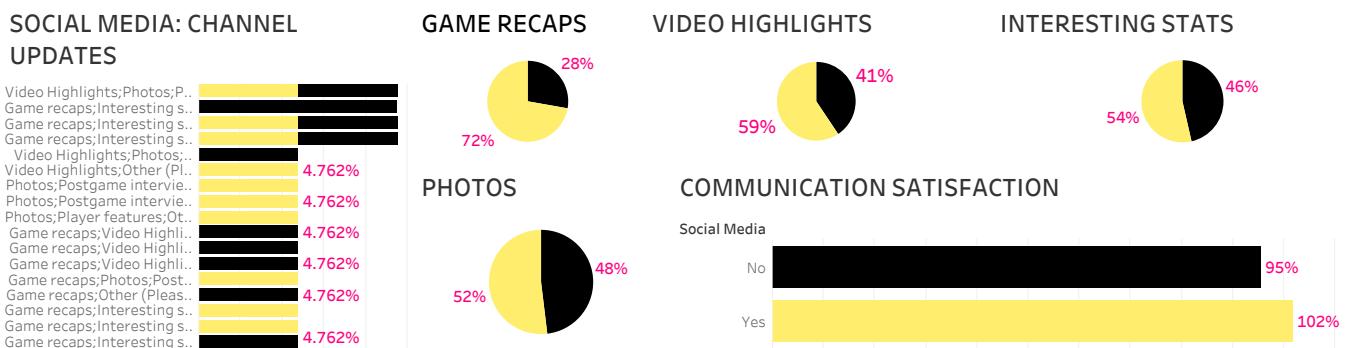
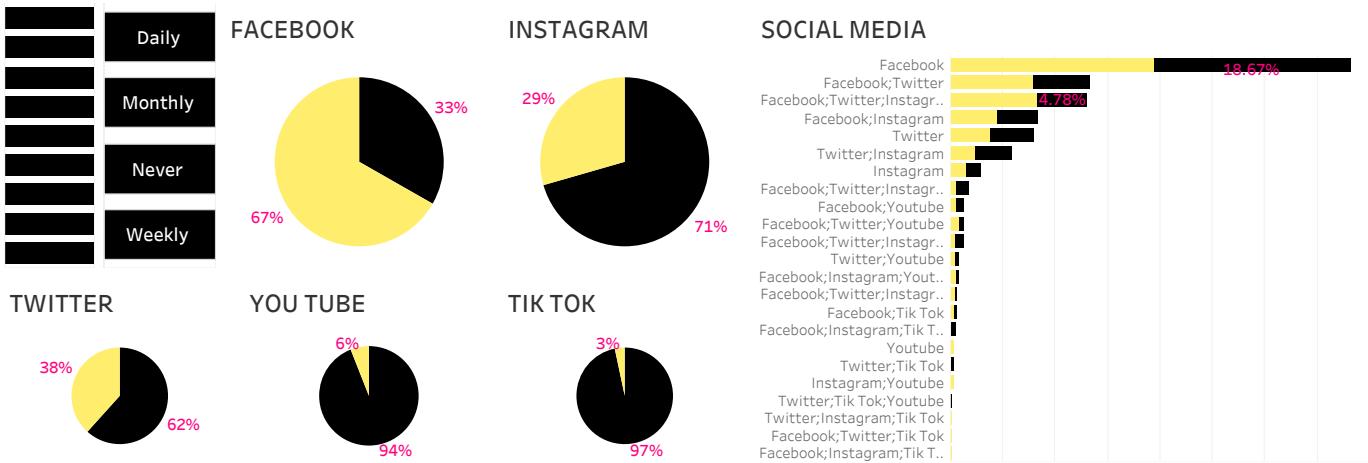
Shocker Store Experience Initiative: Addressing the variable retail experience, this initiative includes remodeling the store layout, introducing exclusive game day merchandising, and launching a loyalty rewards program. The aim is to boost store satisfaction scores by 15% and increase merchandise sales by 20%.

Shuttle Transport System Overhaul: To enhance shuttle service satisfaction, the plan is to increase shuttle frequency, display clear schedules and routes, and brand the shuttles with team themes. The objective is to double shuttle service usage and improve transportation satisfaction by at least 20%.

Service Quality Enhancement Program: This program focuses on training staff in customer service excellence and implementing a 'Fan's Choice' staff recognition scheme. The goal is to achieve a 90% satisfaction rate in staff interactions and increase overall guest service ratings by 15%.

Atmosphere Activation Initiative: To boost the game day atmosphere, this initiative will include interactive zones for all age groups and dynamic entertainment segments, aiming to improve atmosphere satisfaction scores by at least 20% and increase game attendance by 5%.

Concession Quality Revolution: To meet expectations in concessions, the plan is to introduce premium and diverse food offerings, possibly collaborating with local culinary talent. The target is to raise the quality satisfaction score by 25% and concession sales by 30%.



Correlation Matrix

Correlation Matrix

	How would you rate your overall satisfaction with our communication efforts?	How would you rate your overall satisfaction of the Wichita State Athletics at this time?
How would you rate your overall satisfaction with our communication efforts?	Pearson's <i>r</i> df p-value	— — —
How would you rate your overall satisfaction of the Wichita State Athletics at this time?	Person's <i>r</i> df p-value	0.501 780 <.001

One-Way ANOVA with Goshockers.com ~ Overall satisfaction: Communication

One-Way ANOVA (Welch's)

	F	df1	df2	p
How would you rate your overall satisfaction with our communication efforts?	3.68	3	235	0.013

Independent Samples T-Test and Facebook

	Statistic	df	p
How would you rate your overall satisfaction with our communication efforts?	Student's t	3.177	.780 .0509

Note: H₀: μ₁=μ₂ F=0.05

*Levene's test is significant ($p < .05$), suggesting a violation of the assumption of equal variances.

Independent Samples T-Test and Twitter

	Statistic	df	p
How would you rate your overall satisfaction with our communication efforts?	Student's t	-0.709	.780 .479

Note: H₀: μ₁=μ₂ F=0.05

Independent Samples T-Test and Game Recaps

	Statistic	df	p
How would you rate your overall satisfaction with our communication efforts?	Student's t	-1.177	.780 .2409

Note: H₀: μ₁=μ₂ F=0.05

*Levene's test is significant ($p < .05$), suggesting a violation of the assumption of equal variances.

Independent Samples T-Test and Video Highlights

	Statistic	df	p
How would you rate your overall satisfaction with our communication efforts?	Student's t	-0.101	.780 .904

Note: H₀: μ₁=μ₂ F=0.05

*Levene's test is significant ($p < .05$), suggesting a violation of the assumption of equal variances.

One Way ANOVA with age - Overall satisfaction: Communication

	F	df1	df2	p
How would you rate your overall satisfaction with our communication efforts?	0.461	3	235	.450

Note: H₀: μ₁=μ₂ F=0.05

*Levene's test is significant ($p < .05$), suggesting a violation of the assumption of equal variances.

Marketing Strategy #5

PulseConnect: Unleashing Dynamic Fan Connections in the Digital Realm



Comprehensive Social Media Utilization: The strategy involves a cross-platform content strategy that tailors content specifically for each social media platform. For instance, interactive stories for Instagram, engaging polls on Twitter, and compelling video series on YouTube. Additionally, a unified hashtag campaign will be launched across these platforms, helping to track and amplify fan engagement.

Personalized Communication: Utilizing CRM data, the plan includes developing a segmented messaging system that delivers personalized communication to fans based on their individual platform preferences and content interests. This targeted approach is expected to significantly improve the overall satisfaction score related to communication efforts.

Mobile App Engagement: The strategy also focuses on enhancing the GoShockers Mobile App by introducing exclusive content, app-only discounts, and personalized push notifications. This is aimed at encouraging more downloads and regular interaction with the app. Features like augmented reality (AR) games and live stats are anticipated to add significant value to the app, driving increased engagement.

Age-Based Content Diversification: Recognizing the varying content preferences across different age groups, the plan includes developing an age-diverse content strategy. This involves creating and disseminating content that resonates with specific age demographics, particularly focusing on younger audiences with platforms like TikTok.

Video Content Optimization: The strategy emphasizes investing in the quality of video production, especially for game recaps and highlights. These enhanced videos are planned to be distributed across platforms where video content currently underperforms, like YouTube and TikTok. Advanced analytics will be employed to gauge and understand the types of video content that are most appealing to the audience.

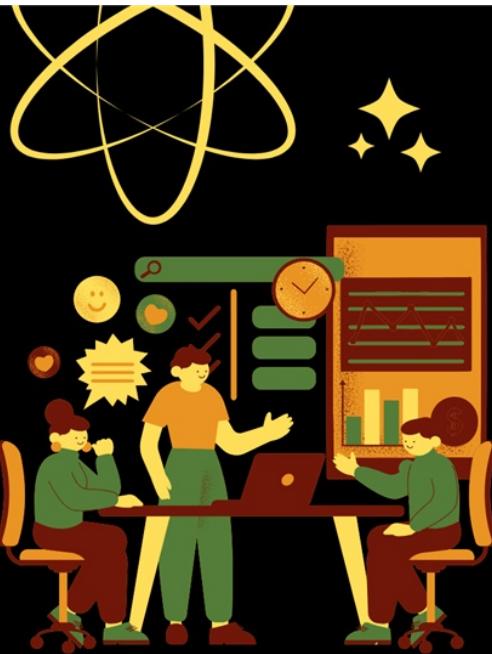
Feedback and Interaction Loop: A significant part of the strategy involves establishing a continuous feedback loop. This will be achieved through surveys, direct messaging, and comment analysis to gain a deeper understanding of fan satisfaction. The insights gathered from this feedback will be pivotal in making ongoing adjustments to the communication strategies.

MARKETING STRATEGY 5

SMGT 800: CASE ANALYSIS 2

Conclusion

In the amalgamation of "Shocker Generations," "Shocker Loyalty Program," "Game Day Excellence," "Fan Fusion," and "PulseConnect," we've orchestrated a harmonious blend of strategies to resonate with every chord of fan satisfaction. These initiatives, crafted with precision and insight, are poised not only to meet but exceed fan expectations. As the curtain rises on this new chapter, we anticipate not just an uptick in attendance and revenue but a crescendo of Shocker pride and fandom that reverberates far beyond the arena. This isn't just a playbook; it's a symphony that echoes the heartbeat of Shocker success.



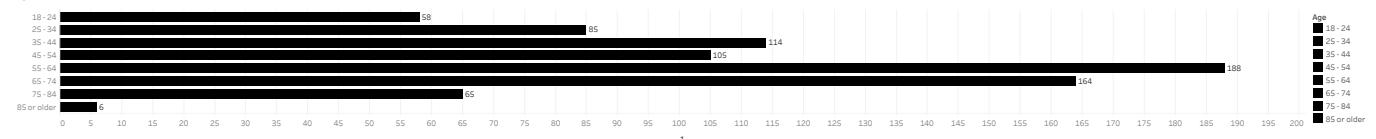
CONCLUSION

SMCT 800: CASE ANALYSIS 2

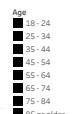


SMGT 800 CASE ANALYSIS 2

AGE



Sum of 1 for each Age. The view is filtered on Age, which excludes Under 18.

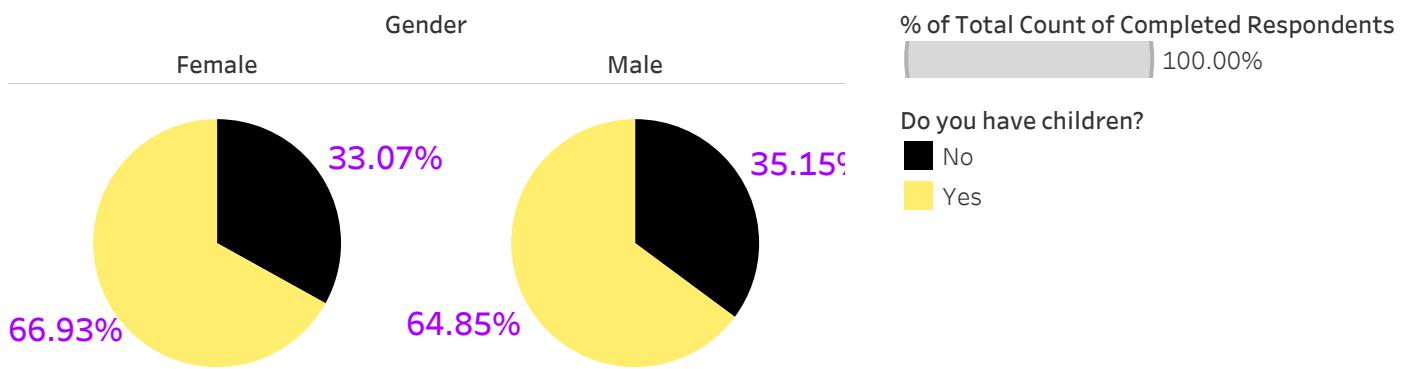


GENDER



% of Total Count of Completed Respondents and % of Total Count of Completed Respondents for each Gender. For pane % of Total Count of Completed Respondents: Color shows details about Gender. For pane % of Total Count of Completed Respondents: Shape shows details about Gender. The data is filtered on Action (Affiliation with WSU) and Action (Age). The Action (Affiliation with WSU) filter keeps 8 members. The Action (Age) filter keeps 9 members. The view is filtered on Gender, which keeps Female and Male.

CHILDREN AT HOME



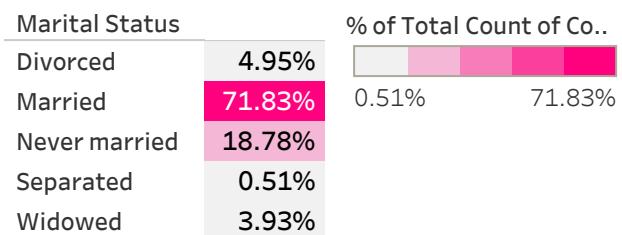
Do you have children? (color) and % of Total Count of Completed Respondents (size) broken down by Gender. The view is filtered on Gender, which keeps Female, Male and Prefer not to say.

CHILDREN AT HOME



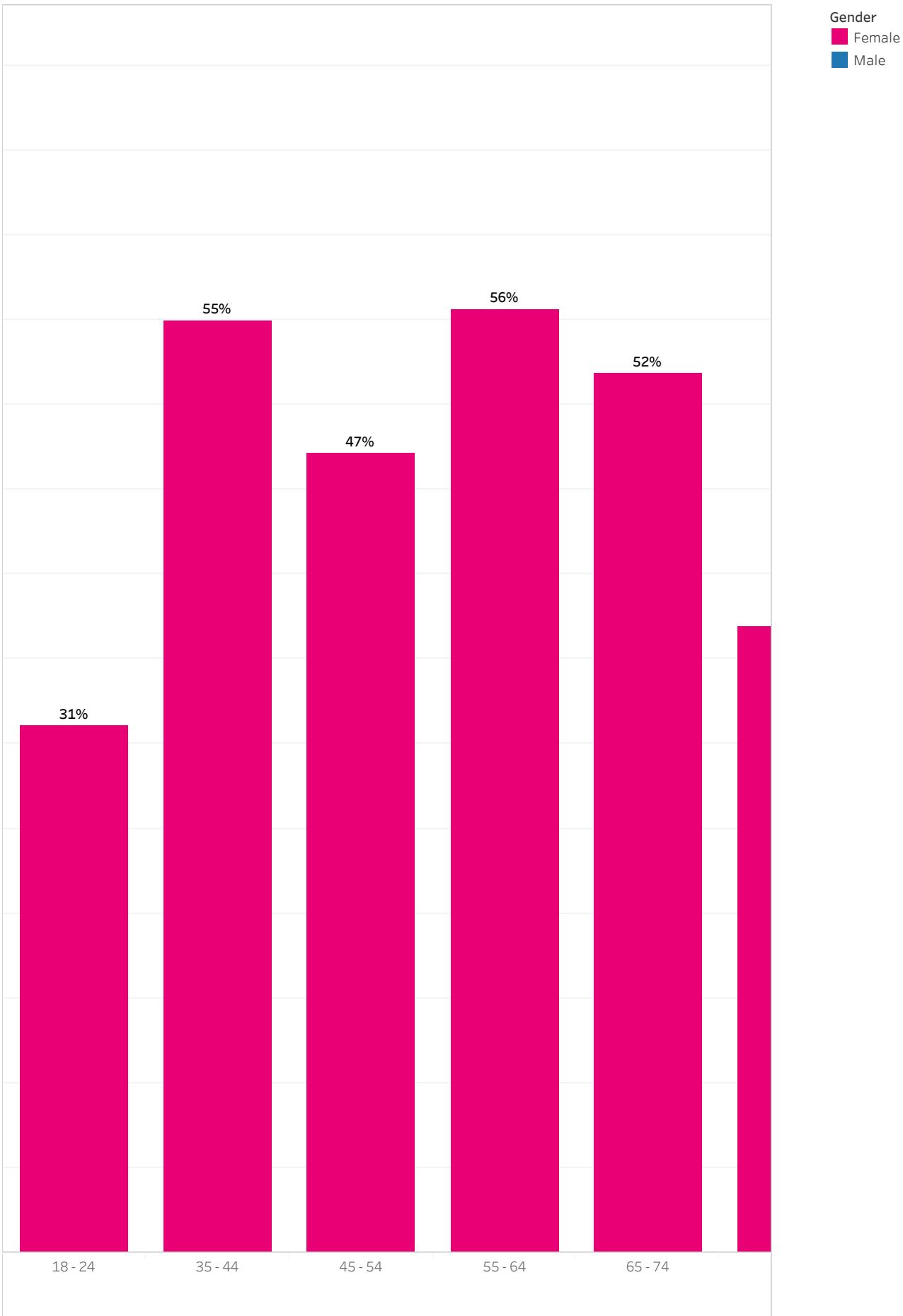
Do you have children? (color) and % of Total Count of Completed Respondents (size) broken down by Gender. The view is filtered on Gender, which keeps Female, Male and Prefer not to say.

MARITAL STATUS



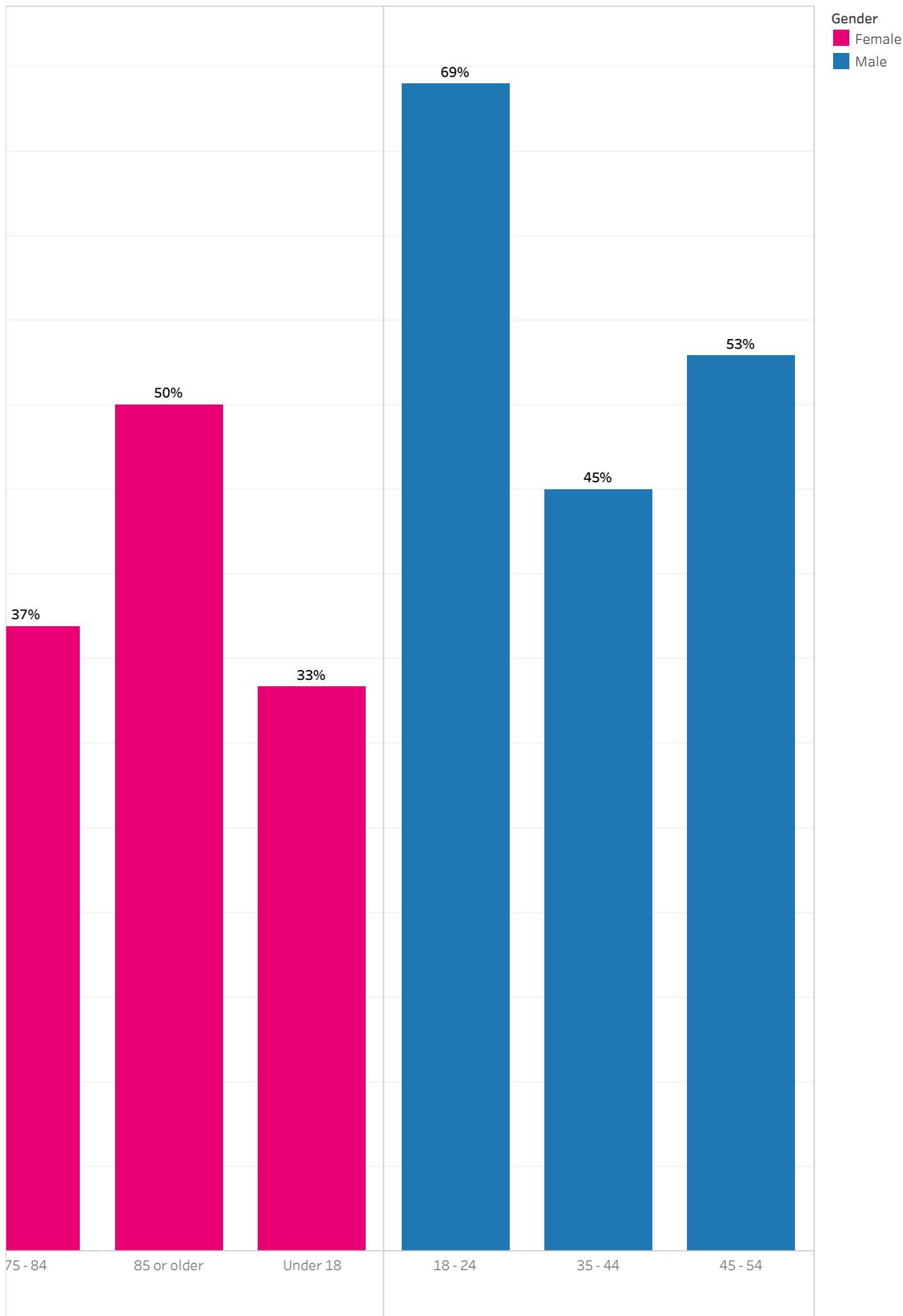
% of Total Count of Completed Respondents broken down by Marital Status. Color shows % of Total Count of Completed Respondents. The marks are labeled by % of Total Count of Completed Respondents.

AGE BY GENDER



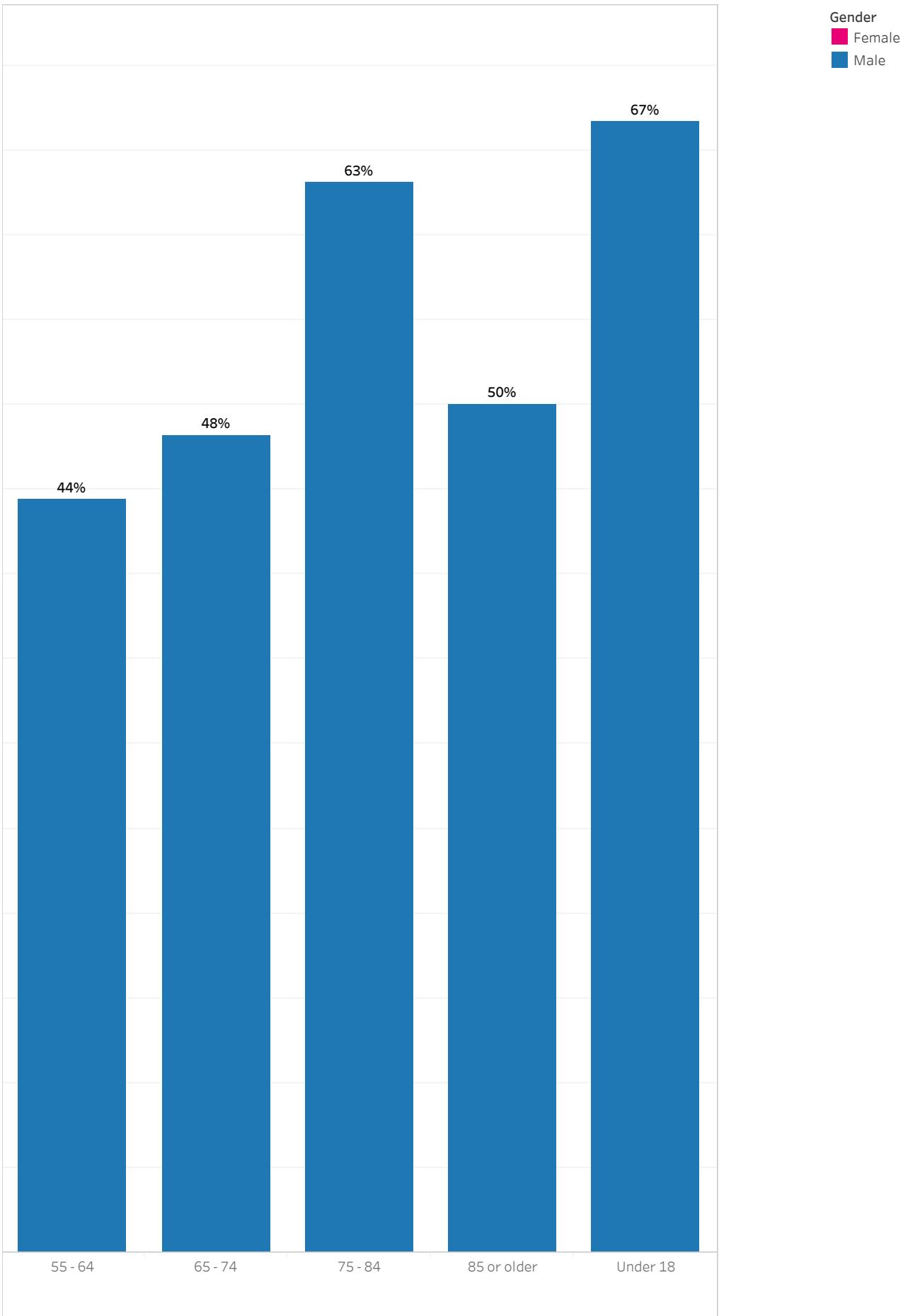
% of Total Count of Completed Respondents for each Age broken down by Gender. Color shows details about Gender. The data is filtered on Action (Affiliation with WSU) and Action (Age). The Action (Affiliation with WSU) filter keeps 8 members. The Action (Age) filter keeps 9 members. The view is filtered on Age and Gender. The Age filter keeps 9 of 9 members. The Gender filter keeps Female, Male and Non-binary / third gender.

AGE BY GENDER



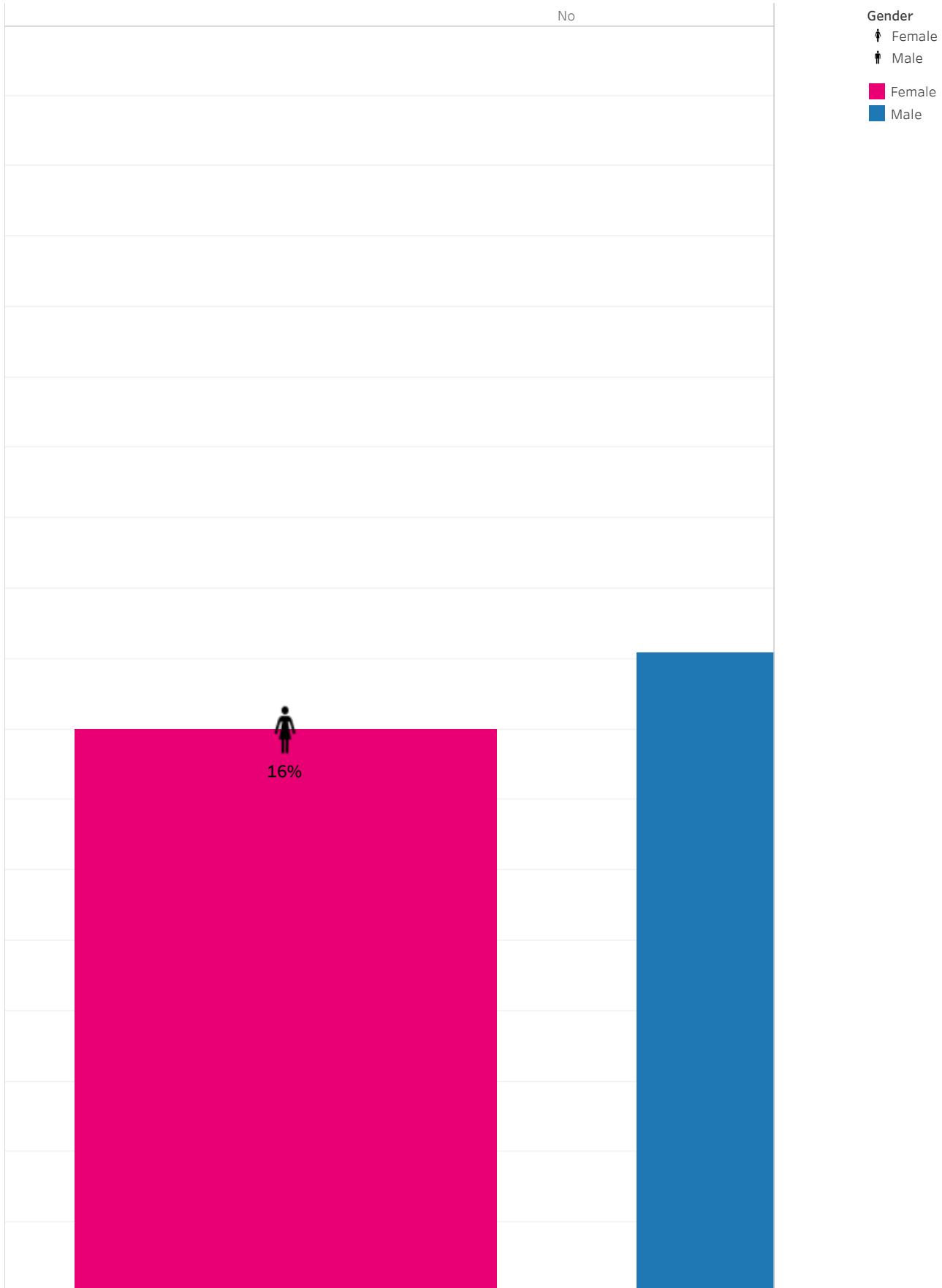
% of Total Count of Completed Respondents for each Age broken down by Gender. Color shows details about Gender. The data is filtered on Action (Affiliation with WSU) and Action (Age). The Action (Affiliation with WSU) filter keeps 8 members. The Action (Age) filter keeps 9 members. The view is filtered on Age and Gender. The Age filter keeps 9 of 9 members. The Gender filter keeps Female, Male and Non-binary / third gender.

AGE BY GENDER



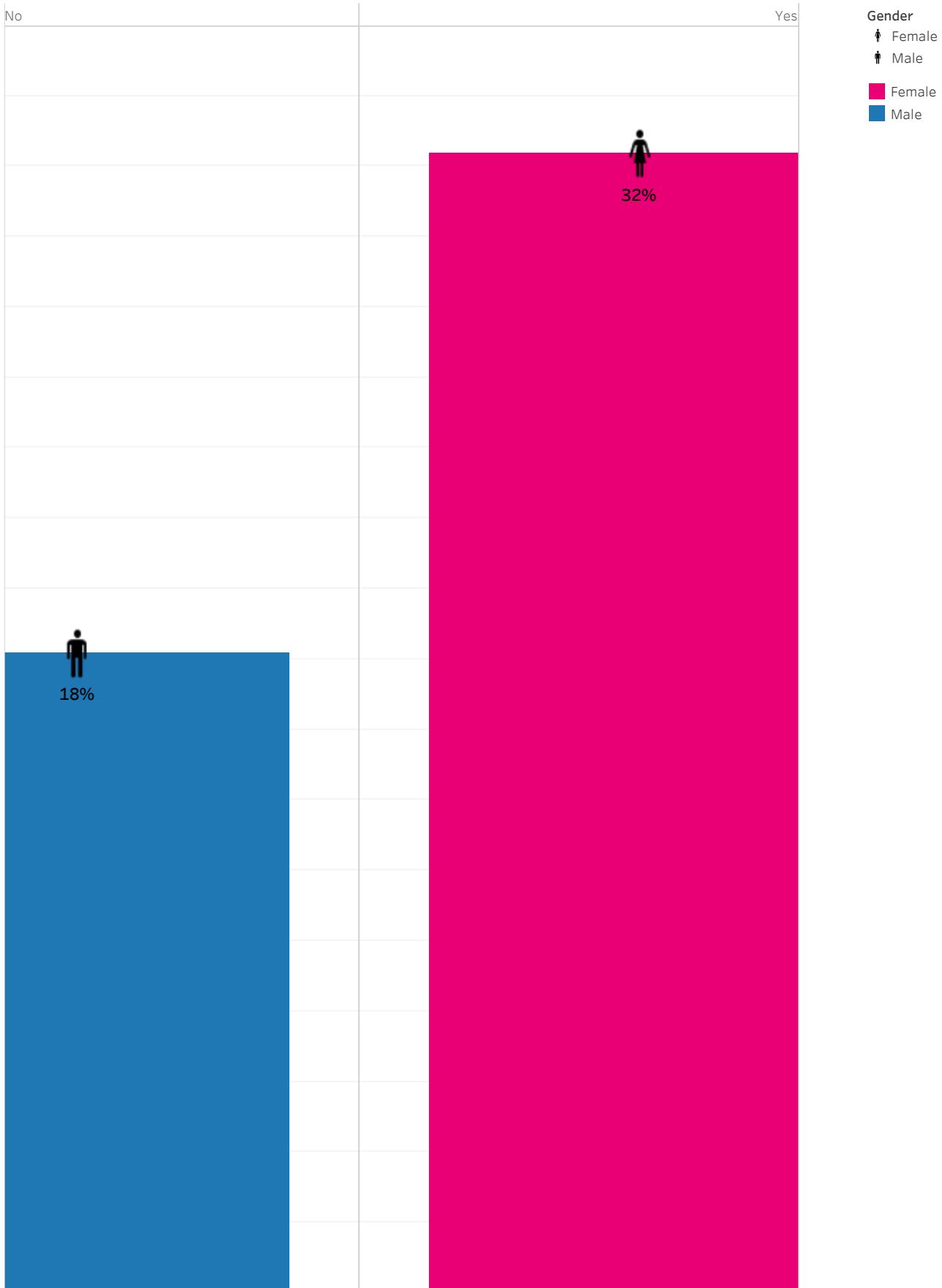
% of Total Count of Completed Respondents for each Age broken down by Gender. Color shows details about Gender. The data is filtered on Action (Affiliation with WSU) and Action (Age). The Action (Affiliation with WSU) filter keeps 8 members. The Action (Age) filter keeps 9 members. The view is filtered on Age and Gender. The Age filter keeps 9 of 9 members. The Gender filter keeps Female, Male and Non-binary / third gender.

CHILDREN AT HOME BY GENDER



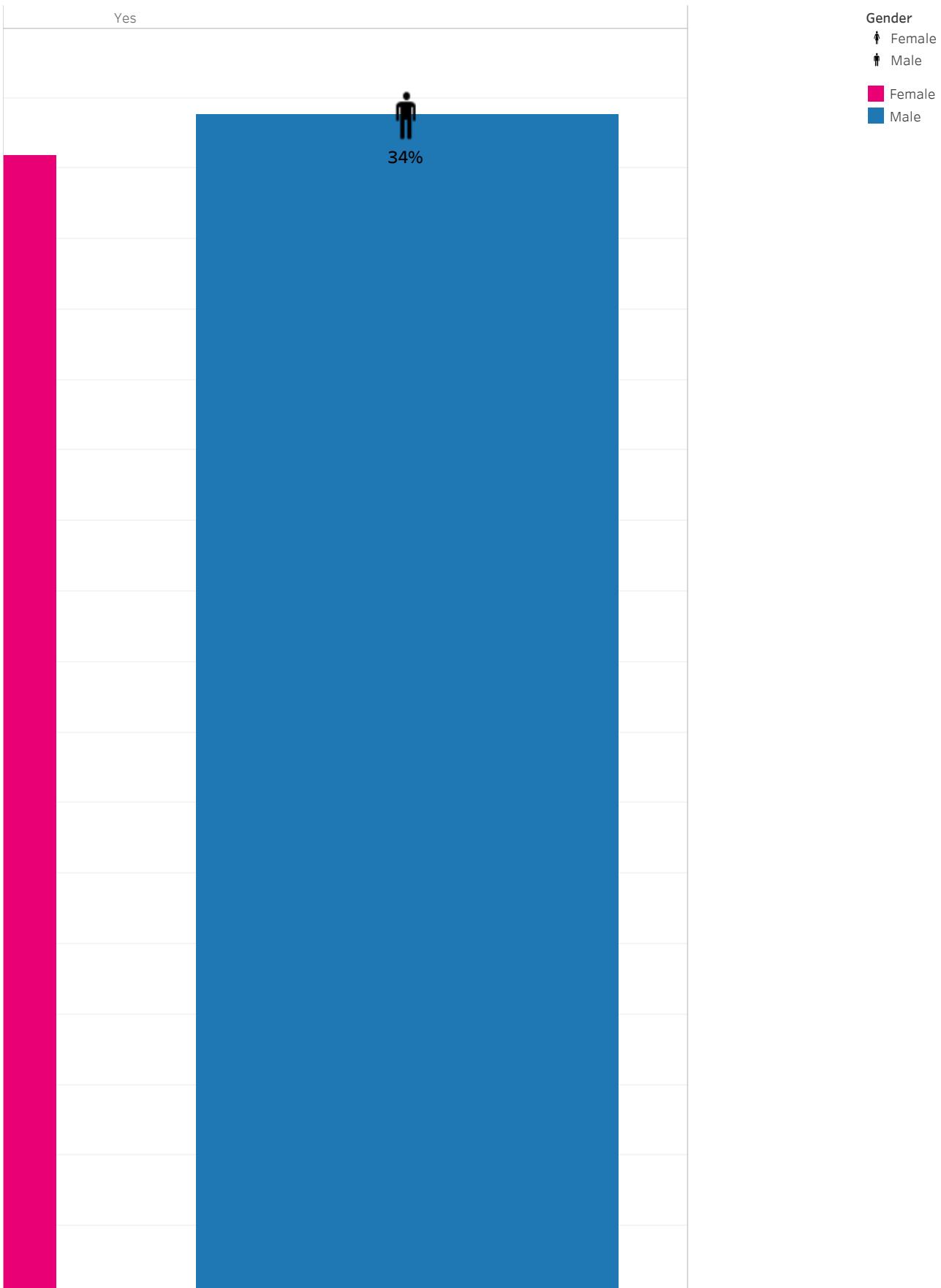
% of Total Count of Completed Respondents and % of Total Count of Completed Respondents for each Gender broken down by Do you have children?. For pane % of Total Count of Completed Respondents: Color shows details about Gender. For pane % of Total Count of Completed Respondents (2): Shape shows details about Gender. The data is filtered on Action (I'm not a season-ticket holder), Action (Affiliation with WSU), Action (Age), Action (Downloaded the GoShockers Mobile App on Your Cell Phone) and Action (How would you describe ticket prices to Shocker Athletic Events?). The Action (I'm not a season-ticket holder) filter keeps 2 members. The Action (Affiliation with WSU) filter keeps 8 members. The Action (Age) filter keeps 9 members. The Action (Downloaded the GoShockers Mobile App on Your Cell Phone) filter keeps 2 members. The Action (How would you describe ticket prices to Shocker Athletic Events?) filter keeps 3 members. The view is filtered on Gender, which keeps Female and Male.

CHILDREN AT HOME BY GENDER



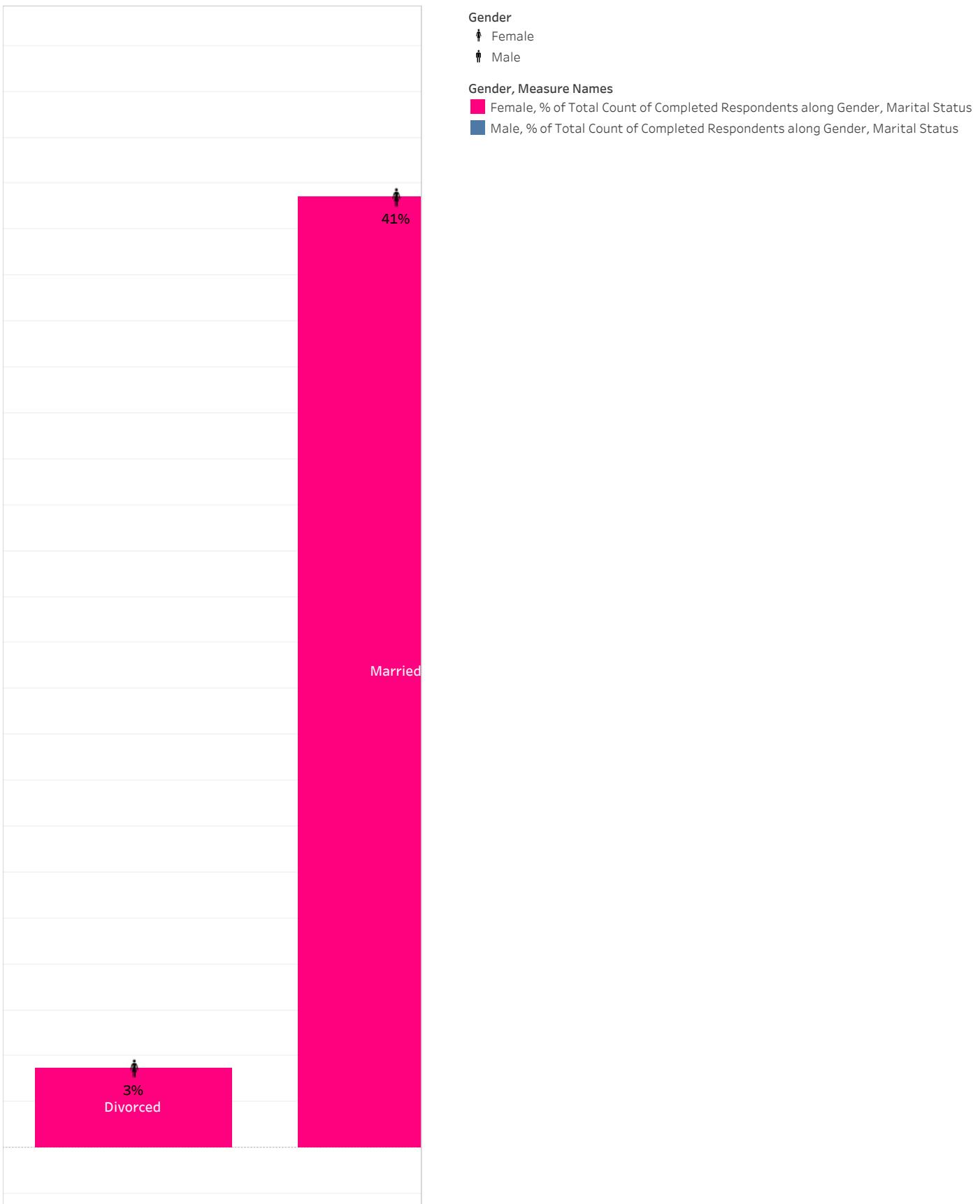
% of Total Count of Completed Respondents and % of Total Count of Completed Respondents for each Gender broken down by Do you have children?. For pane % of Total Count of Completed Respondents: Color shows details about Gender. For pane % of Total Count of Completed Respondents (2): Shape shows details about Gender. The data is filtered on Action (I'm not a season-ticket holder), Action (Affiliation with WSU), Action (Age), Action (Downloaded the GoShockers Mobile App on Your Cell Phone) and Action (How would you describe ticket prices to Shocker Athletic Events?). The Action (I'm not a season-ticket holder) filter keeps 2 members. The Action (Affiliation with WSU) filter keeps 8 members. The Action (Age) filter keeps 9 members. The Action (Downloaded the GoShockers Mobile App on Your Cell Phone) filter keeps 2 members. The Action (How would you describe ticket prices to Shocker Athletic Events?) filter keeps 3 members. The view is filtered on Gender, which keeps Female and Male.

CHILDREN AT HOME BY GENDER



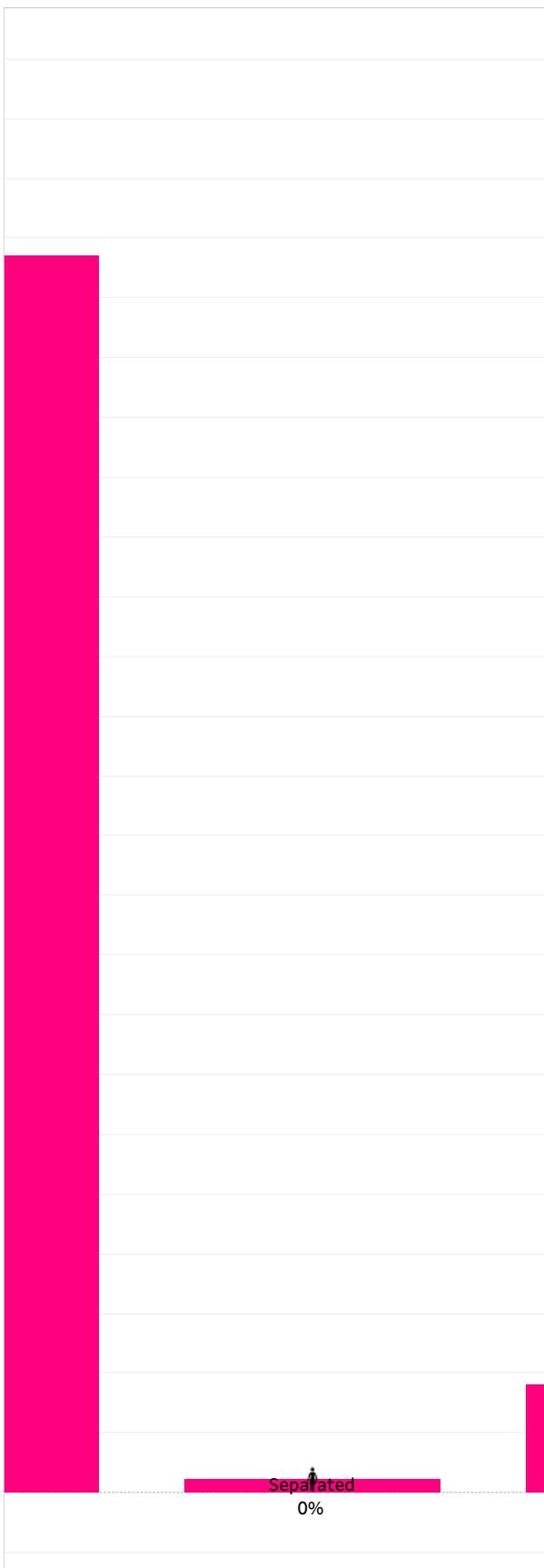
% of Total Count of Completed Respondents and % of Total Count of Completed Respondents for each Gender broken down by Do you have children?. For pane % of Total Count of Completed Respondents: Color shows details about Gender. For pane % of Total Count of Completed Respondents (2): Shape shows details about Gender. The data is filtered on Action (I'm not a season-ticket holder), Action (Affiliation with WSU), Action (Age), Action (Downloaded the GoShockers Mobile App on Your Cell Phone) and Action (How would you describe ticket prices to Shocker Athletic Events?). The Action (I'm not a season-ticket holder) filter keeps 2 members. The Action (Affiliation with WSU) filter keeps 8 members. The Action (Age) filter keeps 9 members. The Action (Downloaded the GoShockers Mobile App on Your Cell Phone) filter keeps 2 members. The Action (How would you describe ticket prices to Shocker Athletic Events?) filter keeps 3 members. The view is filtered on Gender, which keeps Female and Male.

MARITAL STATUS BY GENDER



% of Total Count of Completed Respondents along Gender, Marital Status and % of Total Count of Completed Respondents for each Marital Status broken down by Gender. For pane % of Total Count of Completed Respondents: Color shows details about Gender and % of Total Count of Completed Respondents along Gender, Marital Status. The marks are labeled by Marital Status. For pane % of Total Count of Completed Respondents: Shape shows details about Gender. The view is filtered on Marital Status and Gender. The Marital Status filter keeps Divorced, Married, Separated and Widowed. The Gender filter keeps Female, Male and Non-binary / third gender.

MARITAL STATUS BY GENDER



Gender

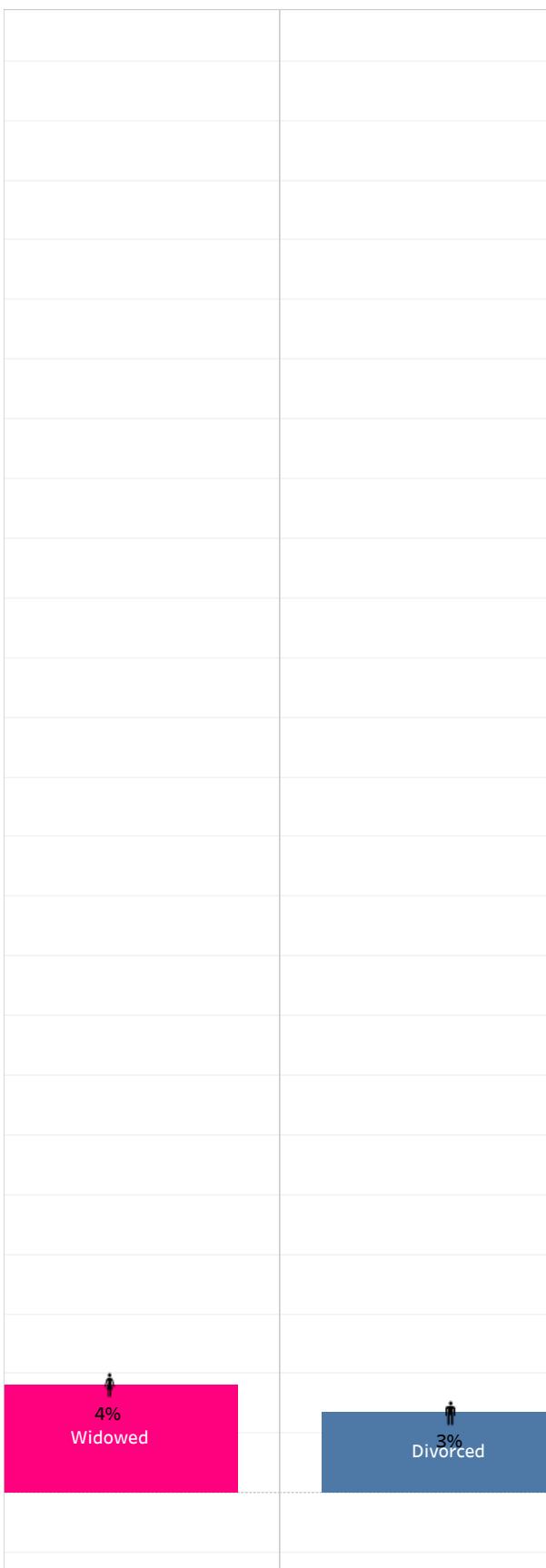
- Female
- Male

Gender, Measure Names

- Female, % of Total Count of Completed Respondents along Gender, Marital Status
- Male, % of Total Count of Completed Respondents along Gender, Marital Status

% of Total Count of Completed Respondents along Gender, Marital Status and % of Total Count of Completed Respondents for each Marital Status broken down by Gender. For pane % of Total Count of Completed Respondents: Color shows details about Gender and % of Total Count of Completed Respondents along Gender, Marital Status. The marks are labeled by Marital Status. For pane % of Total Count of Completed Respondents: Shape shows details about Gender. The view is filtered on Marital Status and Gender. The Marital Status filter keeps Divorced, Married, Separated and Widowed. The Gender filter keeps Female, Male and Non-binary / third gender.

MARITAL STATUS BY GENDER



Gender

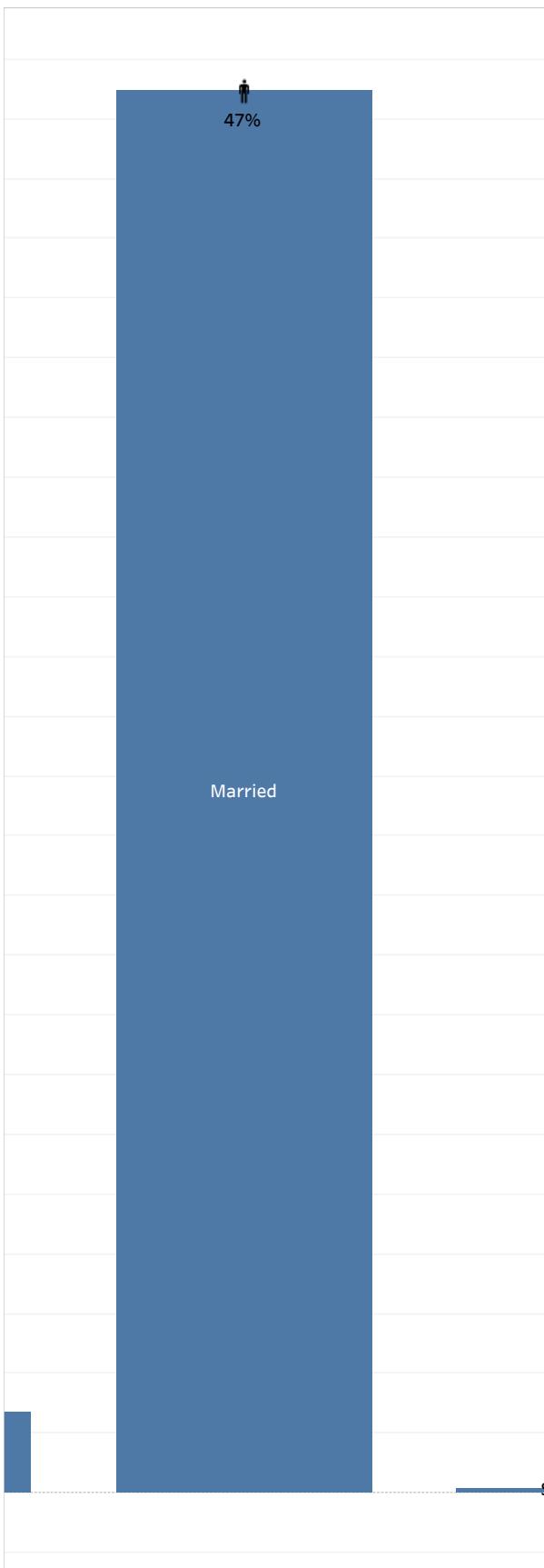
- Female
- Male

Gender, Measure Names

- Female, % of Total Count of Completed Respondents along Gender, Marital Status
- Male, % of Total Count of Completed Respondents along Gender, Marital Status

% of Total Count of Completed Respondents along Gender, Marital Status and % of Total Count of Completed Respondents for each Marital Status broken down by Gender. For pane % of Total Count of Completed Respondents: Color shows details about Gender and % of Total Count of Completed Respondents along Gender, Marital Status. The marks are labeled by Marital Status. For pane % of Total Count of Completed Respondents: Shape shows details about Gender. The view is filtered on Marital Status and Gender. The Marital Status filter keeps Divorced, Married, Separated and Widowed. The Gender filter keeps Female, Male and Non-binary / third gender.

MARITAL STATUS BY GENDER



Gender

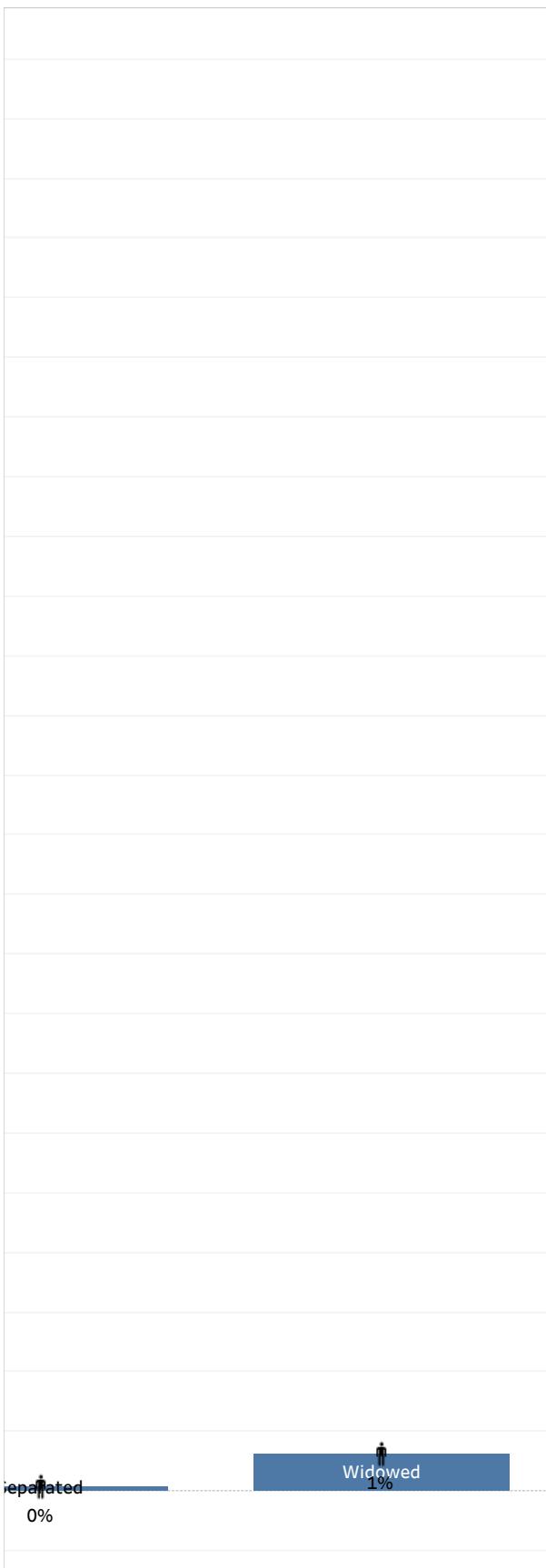
- Female
- Male

Gender, Measure Names

- Female, % of Total Count of Completed Respondents along Gender, Marital Status
- Male, % of Total Count of Completed Respondents along Gender, Marital Status

% of Total Count of Completed Respondents along Gender, Marital Status and % of Total Count of Completed Respondents for each Marital Status broken down by Gender. For pane % of Total Count of Completed Respondents: Color shows details about Gender and % of Total Count of Completed Respondents along Gender, Marital Status. The marks are labeled by Marital Status. For pane % of Total Count of Completed Respondents: Shape shows details about Gender. The view is filtered on Marital Status and Gender. The Marital Status filter keeps Divorced, Married, Separated and Widowed. The Gender filter keeps Female, Male and Non-binary / third gender.

MARITAL STATUS BY GENDER



Gender

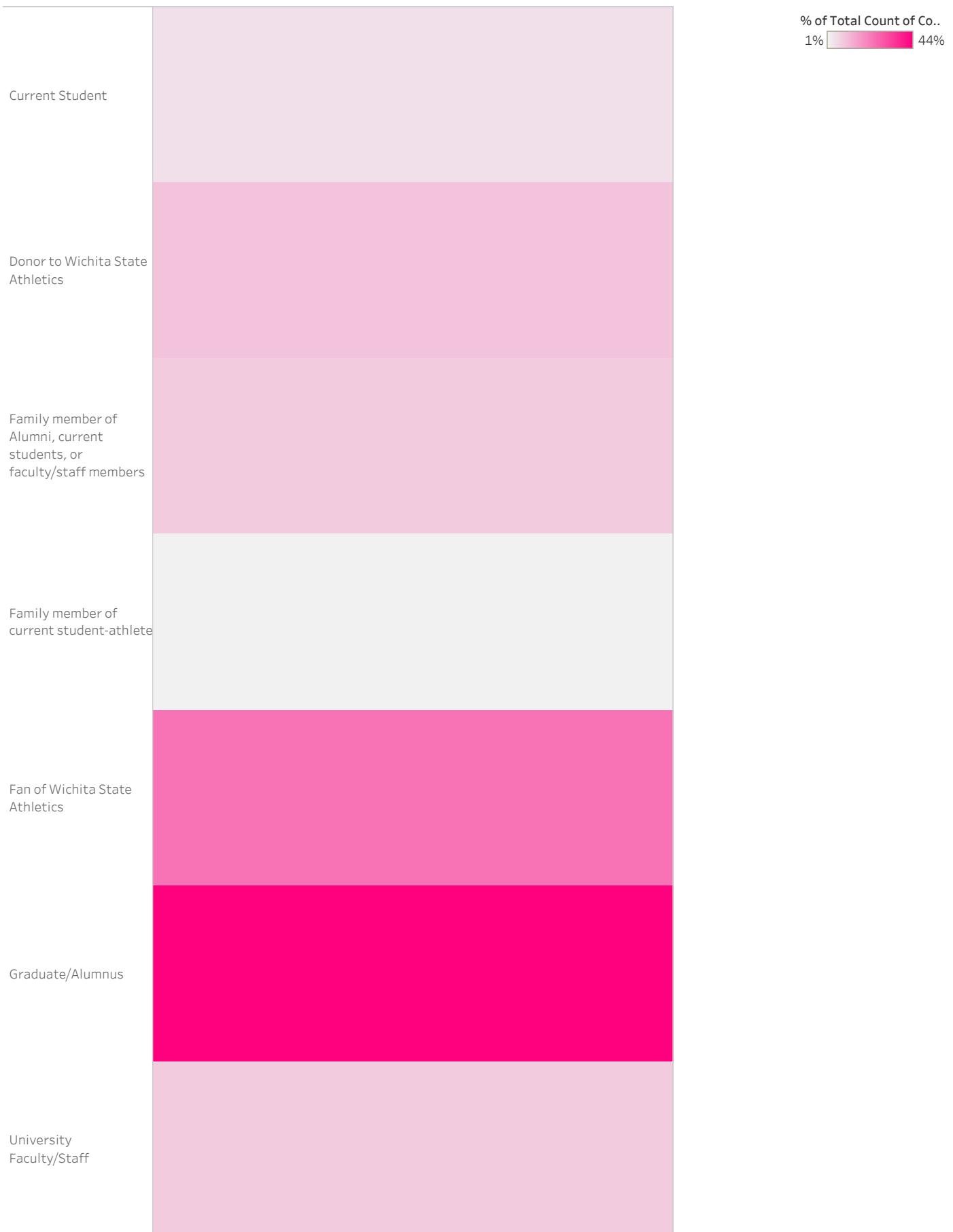
- Female
- Male

Gender, Measure Names

- Female, % of Total Count of Completed Respondents along Gender, Marital Status
- Male, % of Total Count of Completed Respondents along Gender, Marital Status

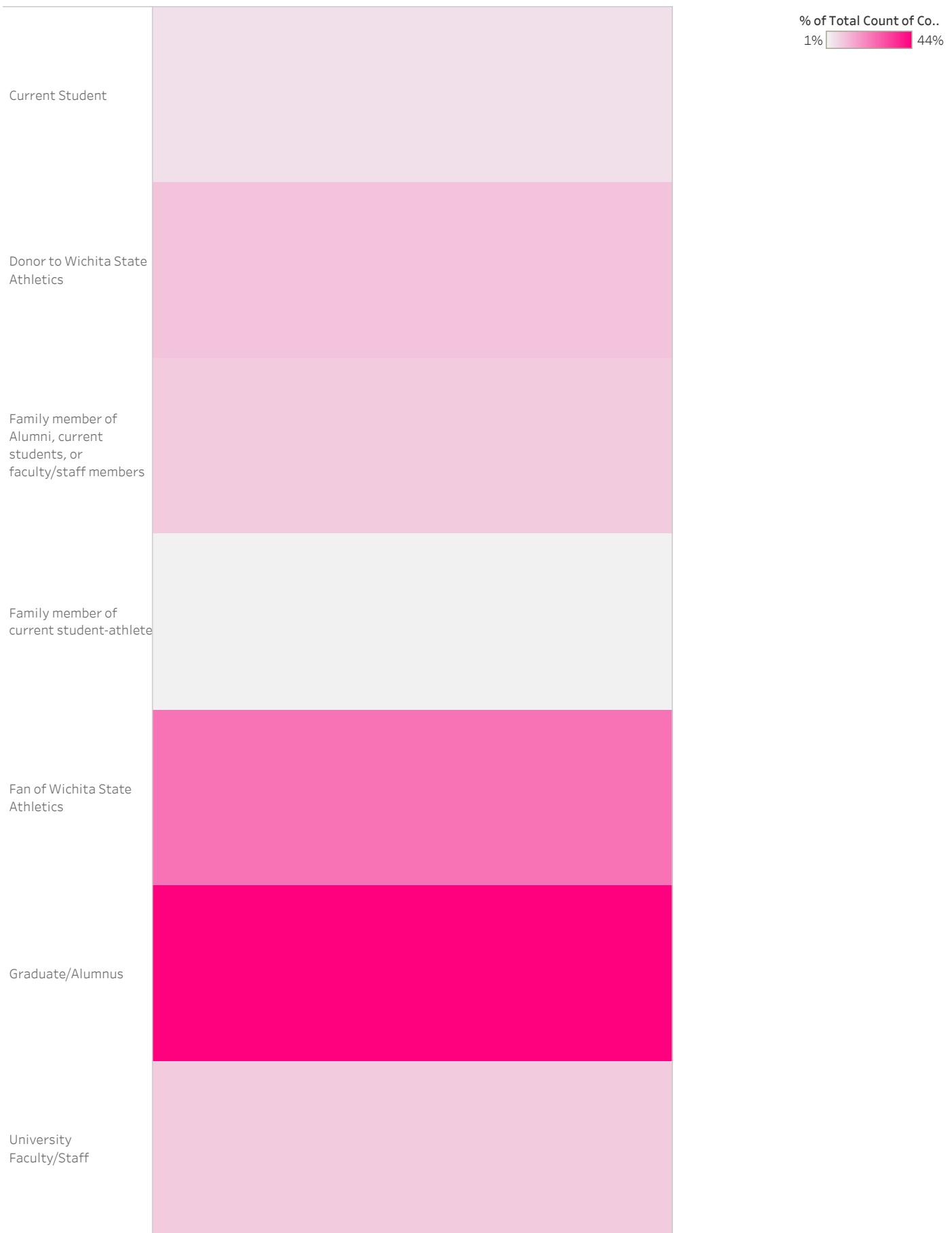
% of Total Count of Completed Respondents along Gender, Marital Status and % of Total Count of Completed Respondents for each Marital Status broken down by Gender. For pane % of Total Count of Completed Respondents: Color shows details about Gender and % of Total Count of Completed Respondents along Gender, Marital Status. The marks are labeled by Marital Status. For pane % of Total Count of Completed Respondents: Shape shows details about Gender. The view is filtered on Marital Status and Gender. The Marital Status filter keeps Divorced, Married, Separated and Widowed. The Gender filter keeps Female, Male and Non-binary / third gender.

AFFILIATION



% of Total Count of Completed Respondents broken down by Affiliation with WSU (group) and Affiliation with WSU. Color shows % of Total Count of Completed Respondents. The marks are labeled by % of Total Count of Completed Respondents. The data is filtered on Action (Age), Action (Downloaded the GoShockers Mobile App on Your Cell Phone) and Action (How would you describe ticket prices to Shocker Athletic Events?). The Action (Age) filter keeps 9 members. The Action (Downloaded the GoShockers Mobile App on Your Cell Phone) filter keeps 2 members. The Action (How would you describe ticket prices to Shocker Athletic Events?) filter keeps 3 members. The view is filtered on Affiliation with WSU, which excludes Null.

AFFILIATION



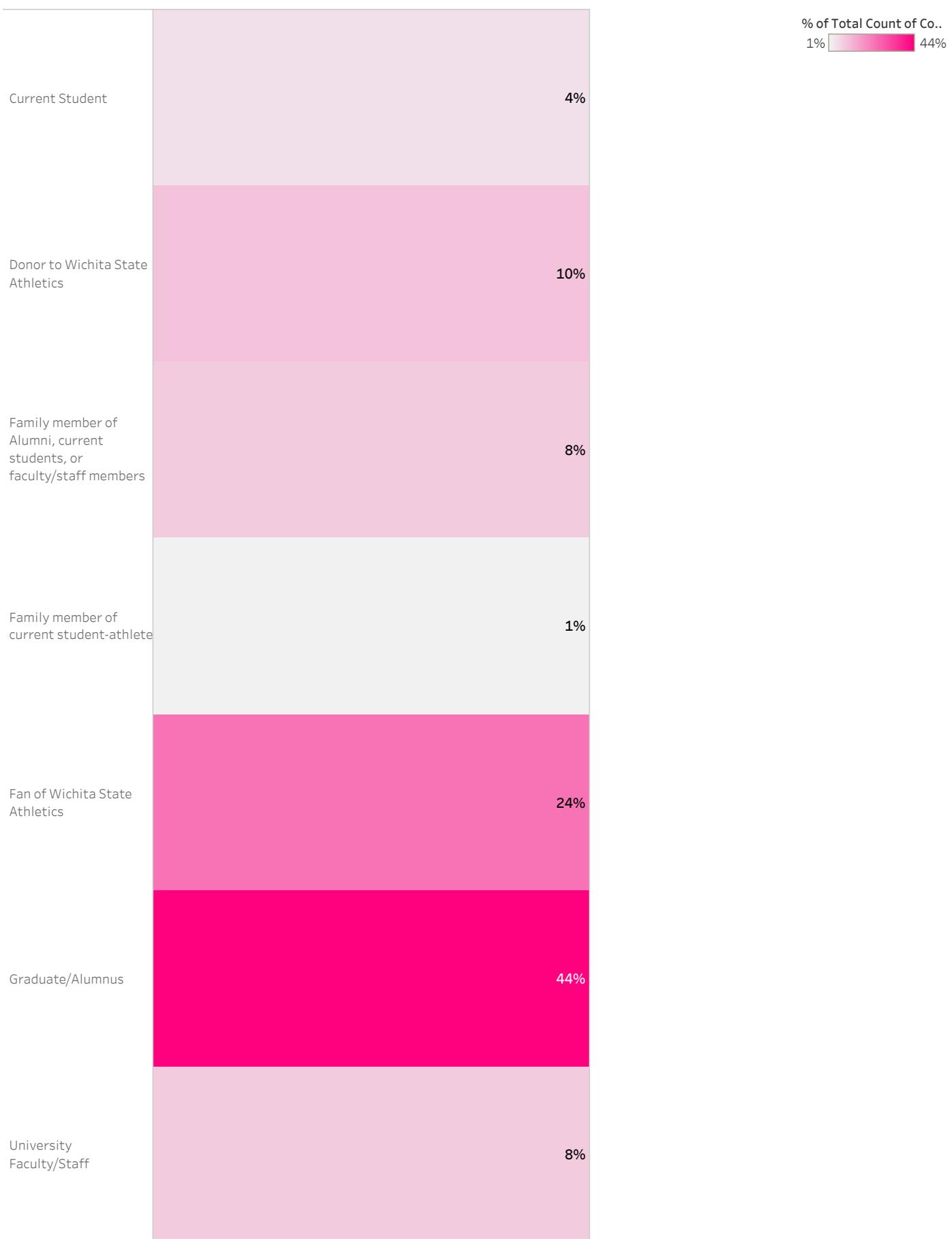
% of Total Count of Completed Respondents broken down by Affiliation with WSU (group) and Affiliation with WSU. Color shows % of Total Count of Completed Respondents. The marks are labeled by % of Total Count of Completed Respondents. The data is filtered on Action (Age), Action (Downloaded the GoShockers Mobile App on Your Cell Phone) and Action (How would you describe ticket prices to Shocker Athletic Events?). The Action (Age) filter keeps 9 members. The Action (Downloaded the GoShockers Mobile App on Your Cell Phone) filter keeps 2 members. The Action (How would you describe ticket prices to Shocker Athletic Events?) filter keeps 3 members. The view is filtered on Affiliation with WSU, which excludes Null.

AFFILIATION



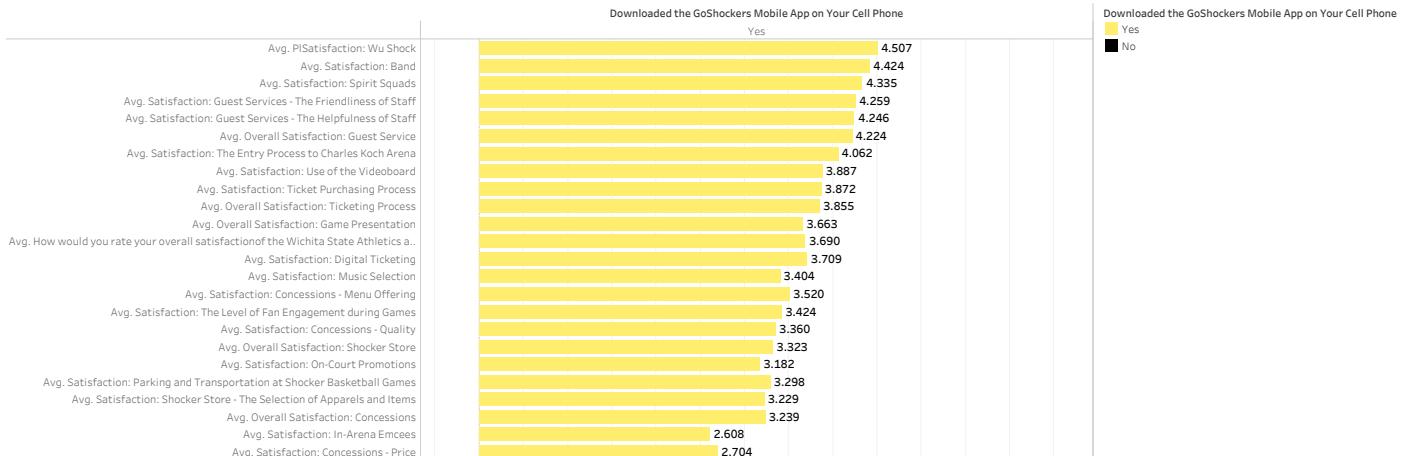
% of Total Count of Completed Respondents broken down by Affiliation with WSU (group) and Affiliation with WSU. Color shows % of Total Count of Completed Respondents. The marks are labeled by % of Total Count of Completed Respondents. The data is filtered on Action (Age), Action (Downloaded the GoShockers Mobile App on Your Cell Phone) and Action (How would you describe ticket prices to Shocker Athletic Events?). The Action (Age) filter keeps 9 members. The Action (Downloaded the GoShockers Mobile App on Your Cell Phone) filter keeps 2 members. The Action (How would you describe ticket prices to Shocker Athletic Events?) filter keeps 3 members. The view is filtered on Affiliation with WSU, which excludes Null.

AFFILIATION



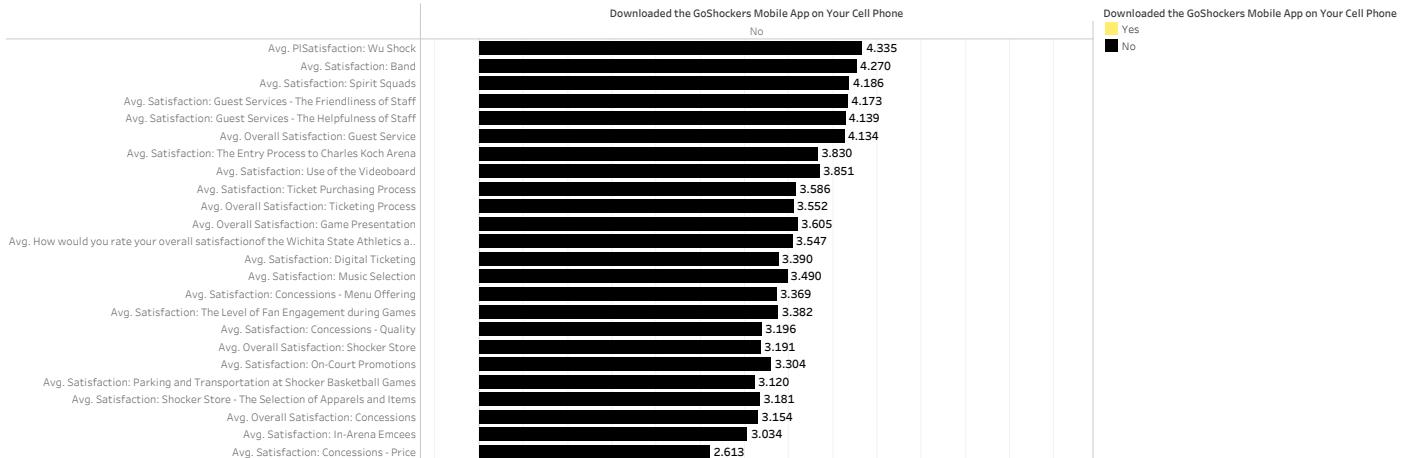
% of Total Count of Completed Respondents broken down by Affiliation with WSU (group) and Affiliation with WSU. Color shows % of Total Count of Completed Respondents. The marks are labeled by % of Total Count of Completed Respondents. The data is filtered on Action (Age), Action (Downloaded the GoShockers Mobile App on Your Cell Phone) and Action (How would you describe ticket prices to Shocker Athletic Events?). The Action (Age) filter keeps 9 members. The Action (Downloaded the GoShockers Mobile App on Your Cell Phone) filter keeps 2 members. The Action (How would you describe ticket prices to Shocker Athletic Events?) filter keeps 3 members. The view is filtered on Affiliation with WSU, which excludes Null.

SATISFACTION WITH RESPECT TO MOBILE APP



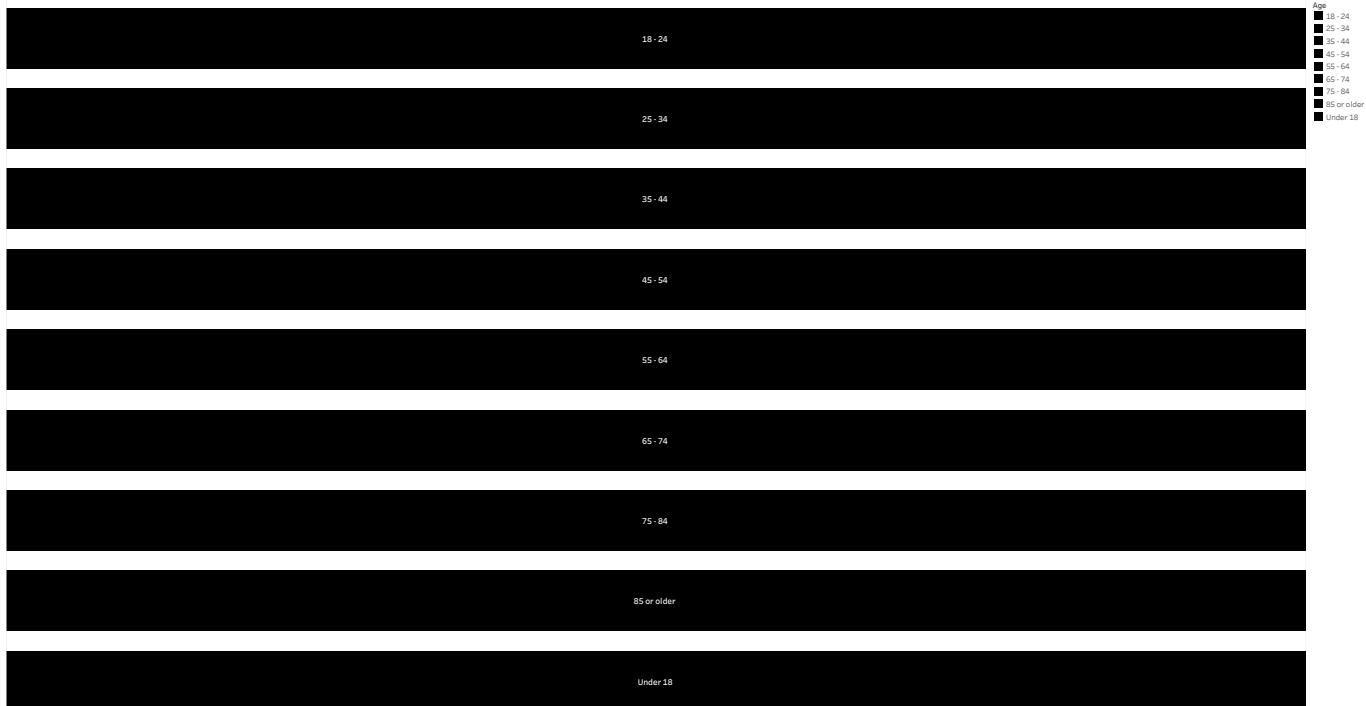
Avg. How would you rate your overall satisfaction of the Wichita State Athletics at this time?, Avg. Overall Satisfaction: Concessions, Avg. Overall Satisfaction: Game Presentation, Avg. Overall Satisfaction: Guest Service, Avg. Overall Satisfaction: Shocker Store, Avg. Overall Satisfaction: Ticketing Process, Avg. PI Satisfaction: Wu Shock, Avg. Satisfaction: Band, Avg. Satisfaction: Concessions - Menu Offering, Avg. Satisfaction: Concessions - Price, Avg. Satisfaction: Concessions - Quality, Avg. Satisfaction: Digital Ticketing, Avg. Satisfaction: Guest Services - The Friendliness of Staff, Avg. Satisfaction: Guest Services - The Helpfulness of Staff, Avg. Satisfaction: In-Arena Emcees, Avg. Satisfaction: Music Selection, Avg. Satisfaction: On-Court Promotions, Avg. Satisfaction: Parking and Transportation at Shocker Basketball Games, Avg. Satisfaction: Shocker Store - The Selection of Apparels and Items, Avg. Satisfaction: Spirit Squads, Avg. Satisfaction: The Entry Process to Charles Koch Arena, Avg. Satisfaction: The Level of Fan Engagement during Games, Avg. Satisfaction: Ticket Purchasing Process and Avg. Satisfaction: Use of the Videoboard broken down by Downloaded the GoShockers Mobile App on Your Cell Phone. Color shows details about Downloaded the GoShockers Mobile App on Your Cell Phone. The data is filtered on Action (Age), which keeps 9 members.

SATISFACTION WITH RESPECT TO MOBILE APP



Avg. How would you rate your overall satisfaction of the Wichita State Athletics at this time?, Avg. Overall Satisfaction: Concessions, Avg. Overall Satisfaction: Game Presentation, Avg. Overall Satisfaction: Guest Service, Avg. Overall Satisfaction: Shocker Store, Avg. Overall Satisfaction: Ticketing Process, Avg. PiSatisfaction: Wu Shock, Avg. Satisfaction: Band, Avg. Satisfaction: Concessions - Menu Offering, Avg. Satisfaction: Concessions - Price, Avg. Satisfaction: Concessions - Quality, Avg. Satisfaction: Digital Ticketing, Avg. Satisfaction: Guest Services - The Friendliness of Staff, Avg. Satisfaction: Guest Services - The Helpfulness of Staff, Avg. Satisfaction: In-Arena Emcees, Avg. Satisfaction: Music Selection, Avg. Satisfaction: On-Court Promotions, Avg. Satisfaction: Parking and Transportation at Shocker Basketball Games, Avg. Satisfaction: Shocker Store - The Selection of Apparels and Items, Avg. Satisfaction: Spirit Squads, Avg. Satisfaction: The Entry Process to Charles Koch Arena, Avg. Satisfaction: The Level of Fan Engagement during Games, Avg. Satisfaction: Ticket Purchasing Process and Avg. Satisfaction: Use of the Videoboard broken down by Downloaded the GoShockers Mobile App on Your Cell Phone. Color shows details about Downloaded the GoShockers Mobile App on Your Cell Phone. The data is filtered on Action (Age), which keeps 9 members.

AGE FILTER BUTTON



Minimum of 1 for each Age. Color shows details about Age. The marks are labeled by Age. The data is filtered on Action ('I'm not a season-ticket holder'), Action (Affiliation with WSU), Action (Downloaded the GoShocker's Mobile App on Your Cell Phone), Action (How would you describe ticket prices to Shocker Athletic Events?), Action (Gender) and Action (How often do you visit GoShockers.com?). The Action ('I'm not a season-ticket holder') filter keeps 2 members. The Action (Affiliation with WSU) filter keeps 8 members. The Action (Downloaded the GoShocker's Mobile App on Your Cell Phone) filter keeps 2 members. The Action (How would you describe ticket prices to Shocker Athletic Events?) filter keeps 3 members. The Action (Gender) filter keeps 4 members. The Action (How often do you visit GoShockers.com?) filter keeps 4 members.

GENDER FILTER BUTTON

Gender
Female
Male

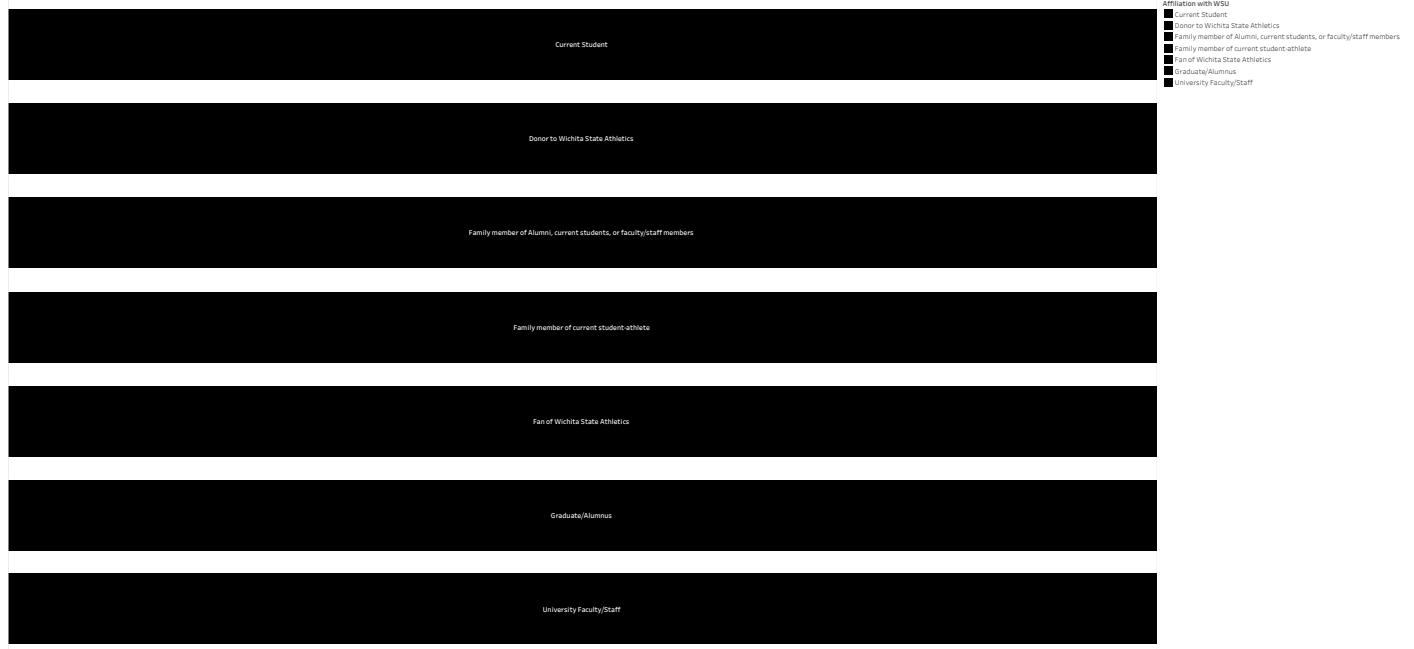
Female

Male

Minimum of 1 for each Gender. Color shows details about Gender. The marks are labeled by Gender. The view is filtered on Gender, which keeps Female and Male.

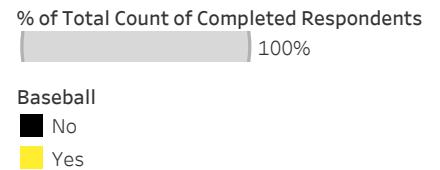
SATISFACTION

AFFILIATION FILTER BUTTON



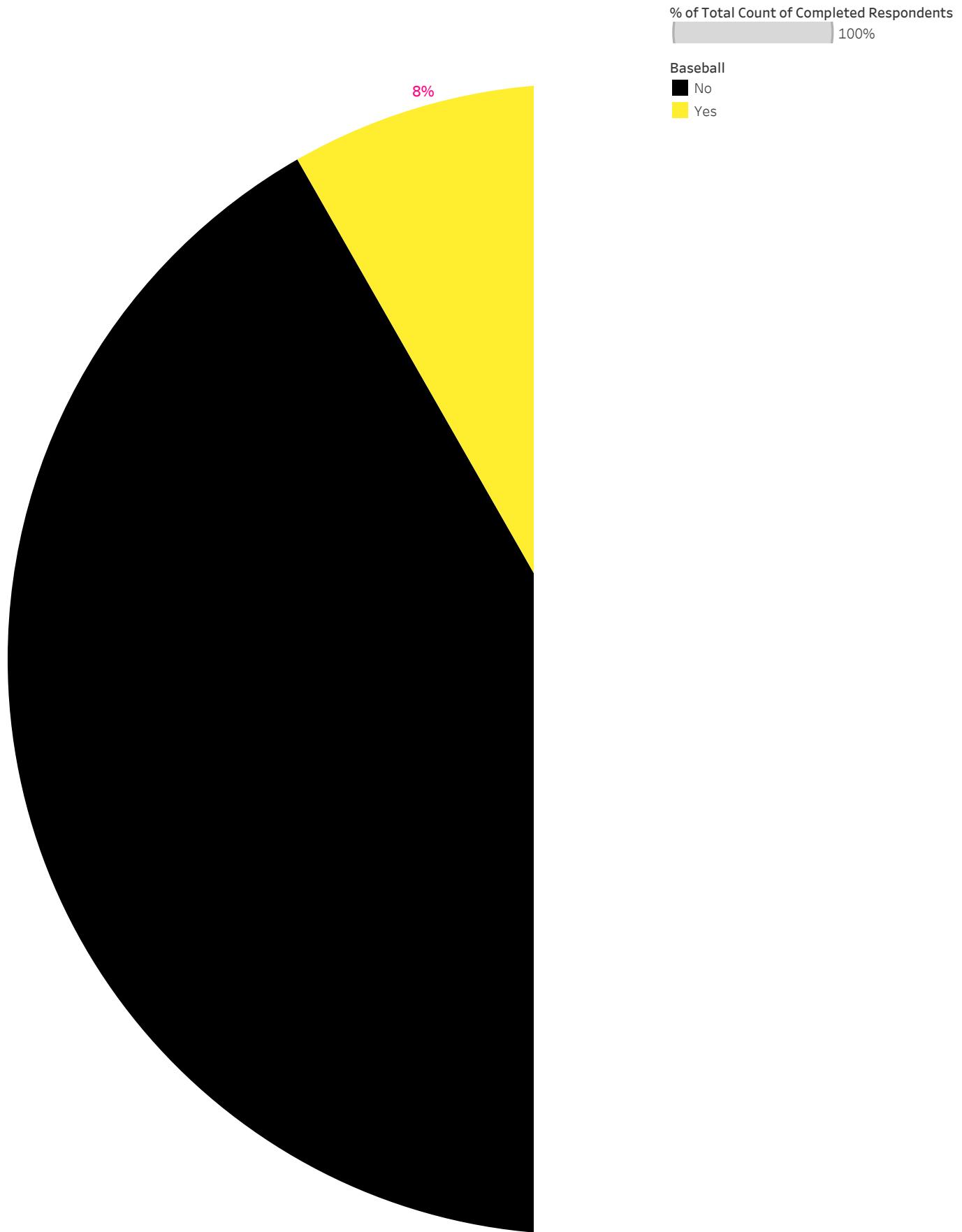
Minimum of 1 for each Affiliation with WSU. Color shows details about Affiliation with WSU. The marks are labeled by Affiliation with WSU. The data is filtered on Action (Age) and Action (Gender). The Action (Age) filter keeps 9 members. The Action (Gender) filter keeps 4 members. The view is filtered on Affiliation with WSU, which excludes Null.

BASEBALL



Baseball (color) and % of Total Count of Completed Respondents (size). The data is filtered on Action (Age) and Action (Gender). The Action (Age) filter keeps 9 members. The Action (Gender) filter keeps 4 members.

BASEBALL



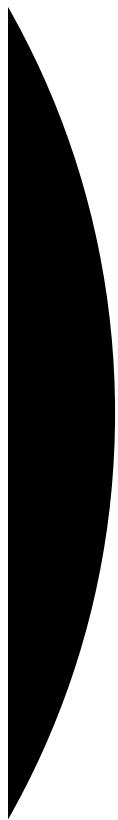
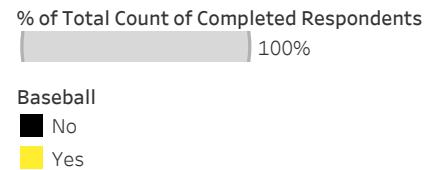
Baseball (color) and % of Total Count of Completed Respondents (size). The data is filtered on Action (Age) and Action (Gender). The Action (Age) filter keeps 9 members. The Action (Gender) filter keeps 4 members.

BASEBALL



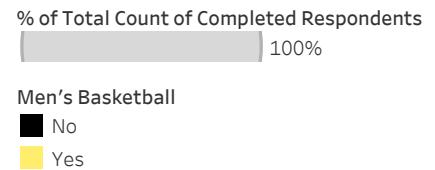
Baseball (color) and % of Total Count of Completed Respondents (size). The data is filtered on Action (Age) and Action (Gender). The Action (Age) filter keeps 9 members. The Action (Gender) filter keeps 4 members.

BASEBALL



Baseball (color) and % of Total Count of Completed Respondents (size). The data is filtered on Action (Age) and Action (Gender). The Action (Age) filter keeps 9 members. The Action (Gender) filter keeps 4 members.

MBB



41



Men's Basketball (color) and % of Total Count of Completed Respondents (size). The data is filtered on Action (Age) and Action (Gender). The Action (Age) filter keeps 9 members. The Action (Gender) filter keeps 4 members.

MBB



Men's Basketball (color) and % of Total Count of Completed Respondents (size). The data is filtered on Action (Age) and Action (Gender). The Action (Age) filter keeps 9 members. The Action (Gender) filter keeps 4 members.

MBB



Men's Basketball (color) and % of Total Count of Completed Respondents (size). The data is filtered on Action (Age) and Action (Gender). The Action (Age) filter keeps 9 members. The Action (Gender) filter keeps 4 members.

MBB

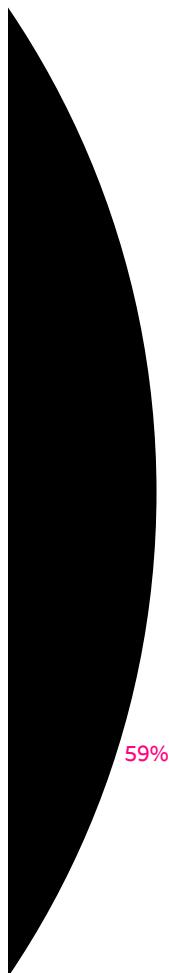
% of Total Count of Completed Respondents

100%

Men's Basketball

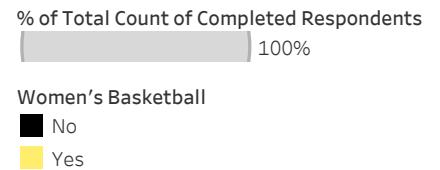
■ No

■ Yes



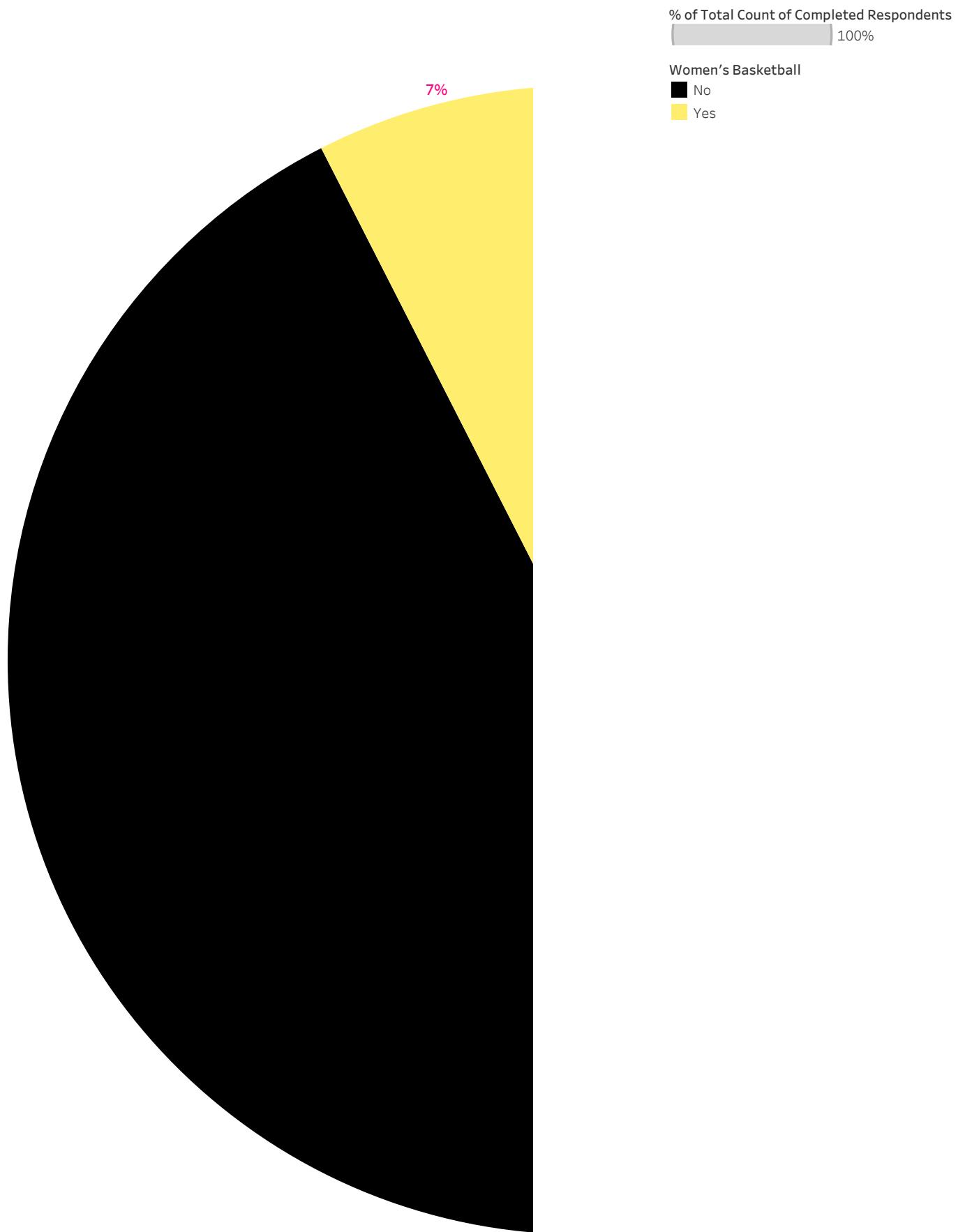
Men's Basketball (color) and % of Total Count of Completed Respondents (size). The data is filtered on Action (Age) and Action (Gender). The Action (Age) filter keeps 9 members. The Action (Gender) filter keeps 4 members.

WBB



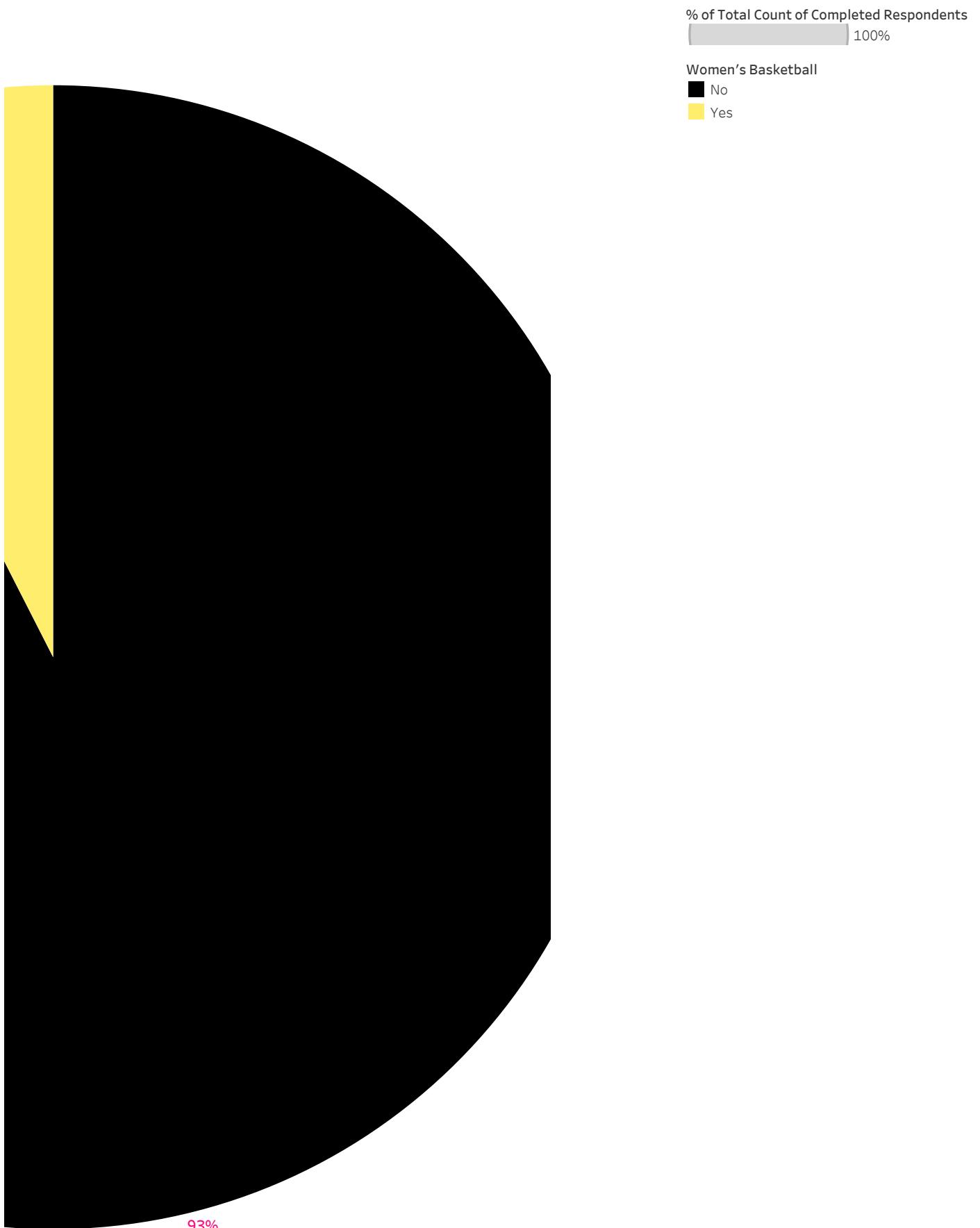
Women's Basketball (color) and % of Total Count of Completed Respondents (size). The data is filtered on Action (Age) and Action (Gender). The Action (Age) filter keeps 9 members. The Action (Gender) filter keeps 4 members.

WBB



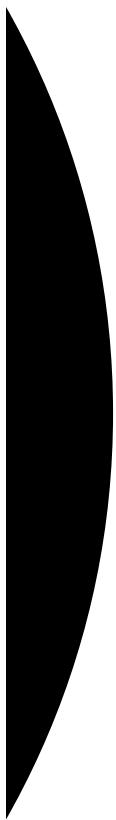
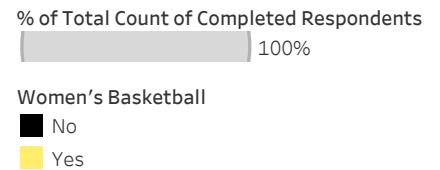
Women's Basketball (color) and % of Total Count of Completed Respondents (size). The data is filtered on Action (Age) and Action (Gender). The Action (Age) filter keeps 9 members. The Action (Gender) filter keeps 4 members.

WBB



Women's Basketball (color) and % of Total Count of Completed Respondents (size). The data is filtered on Action (Age) and Action (Gender). The Action (Age) filter keeps 9 members. The Action (Gender) filter keeps 4 members.

WBB



Women's Basketball (color) and % of Total Count of Completed Respondents (size). The data is filtered on Action (Age) and Action (Gender). The Action (Age) filter keeps 9 members. The Action (Gender) filter keeps 4 members.

SOFTBALL

% of Total Count of Completed Respondents

A horizontal bar chart consisting of a single grey bar extending from the left edge to the 100% mark on the right, representing 100% completion.

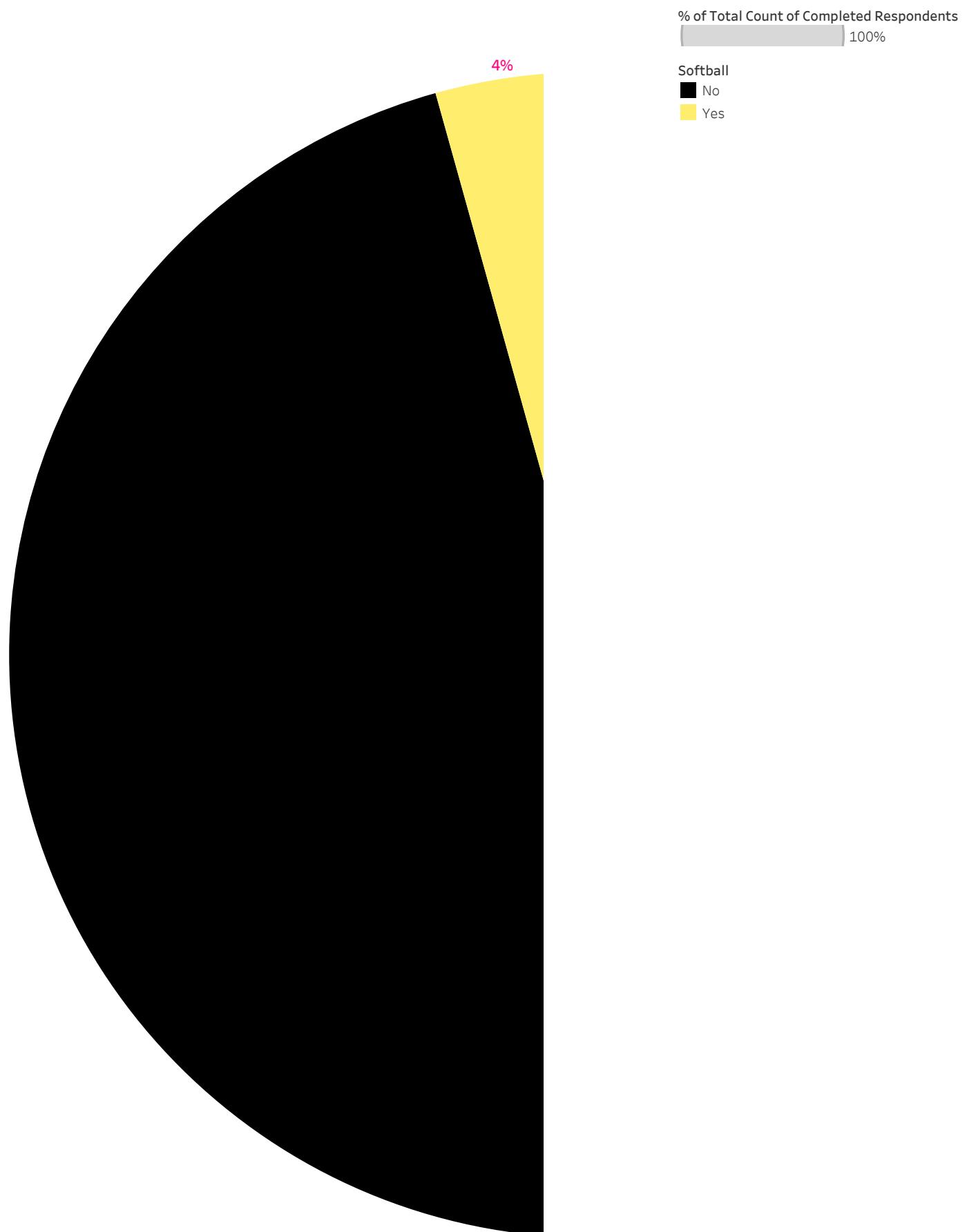
Softball

■ No

■ Yes

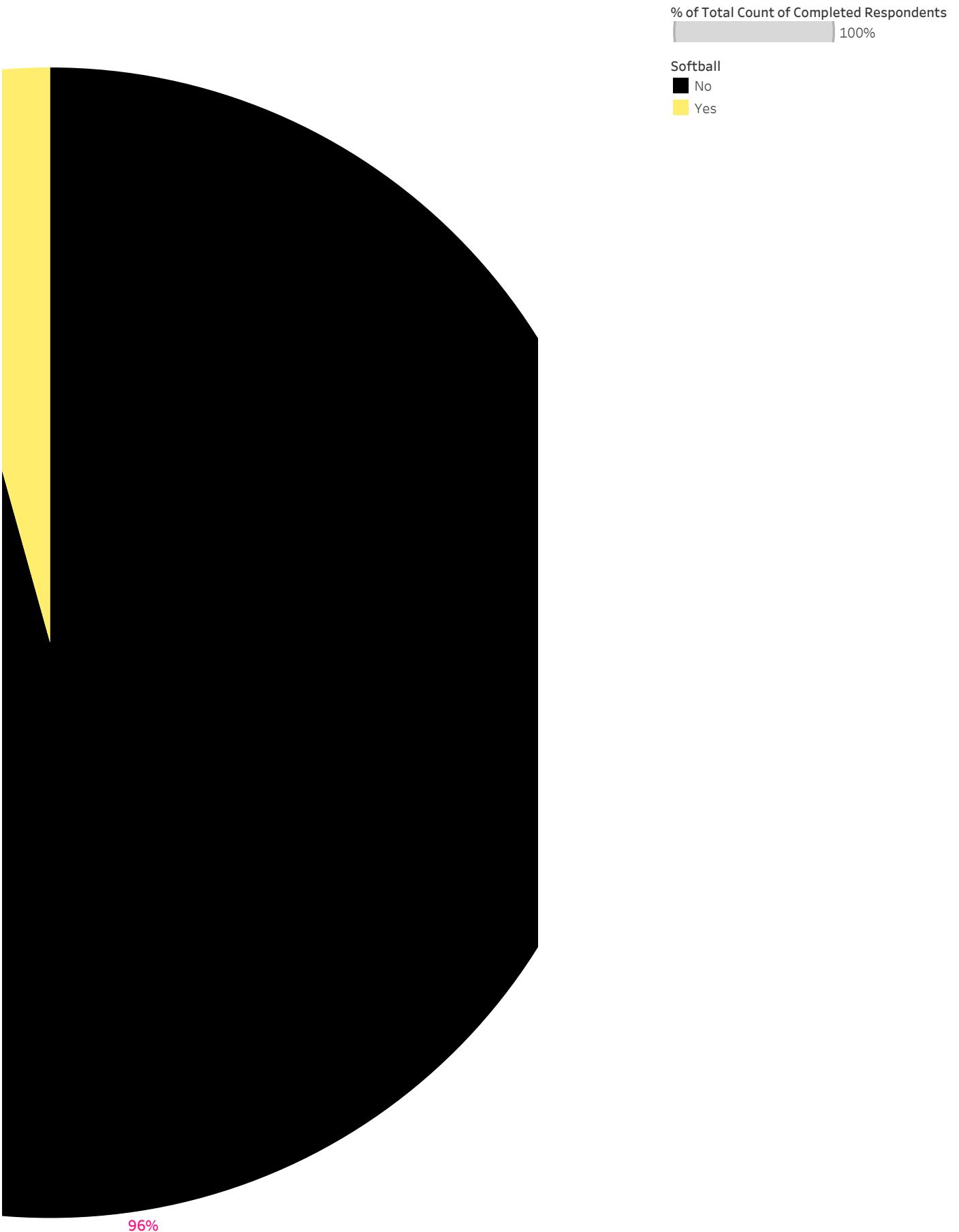
Softball (color) and % of Total Count of Completed Respondents (size). The data is filtered on Action (Age) and Action (Gender). The Action (Age) filter keeps 9 members. The Action (Gender) filter keeps 4 members.

SOFTBALL



Softball (color) and % of Total Count of Completed Respondents (size). The data is filtered on Action (Age) and Action (Gender). The Action (Age) filter keeps 9 members. The Action (Gender) filter keeps 4 members.

SOFTBALL



Softball (color) and % of Total Count of Completed Respondents (size). The data is filtered on Action (Age) and Action (Gender). The Action (Age) filter keeps 9 members. The Action (Gender) filter keeps 4 members.

SOFTBALL

% of Total Count of Completed Respondents

 100%

Softball

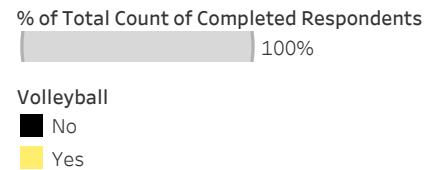
 No

 Yes



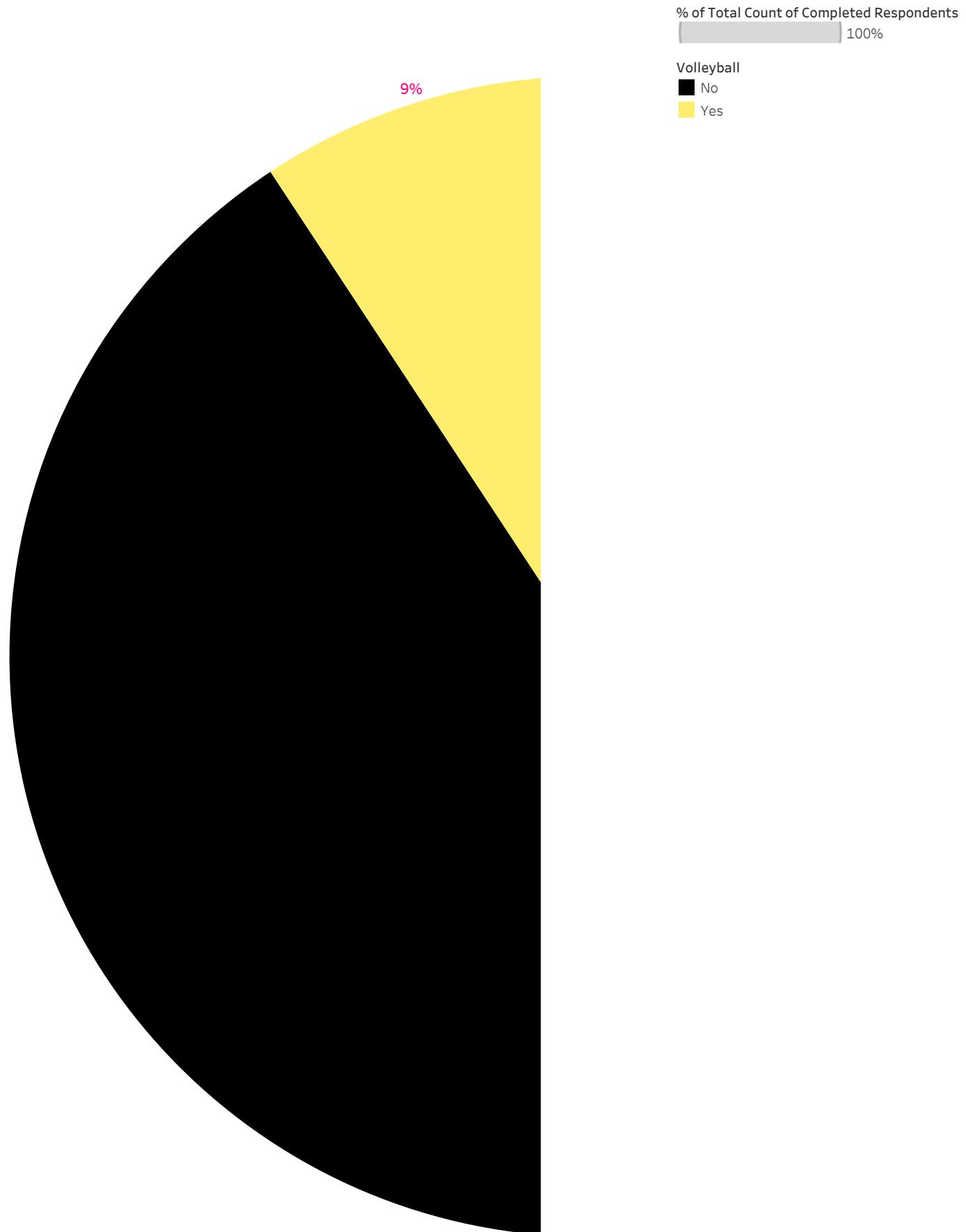
Softball (color) and % of Total Count of Completed Respondents (size). The data is filtered on Action (Age) and Action (Gender). The Action (Age) filter keeps 9 members. The Action (Gender) filter keeps 4 members.

VOLLEYBALL



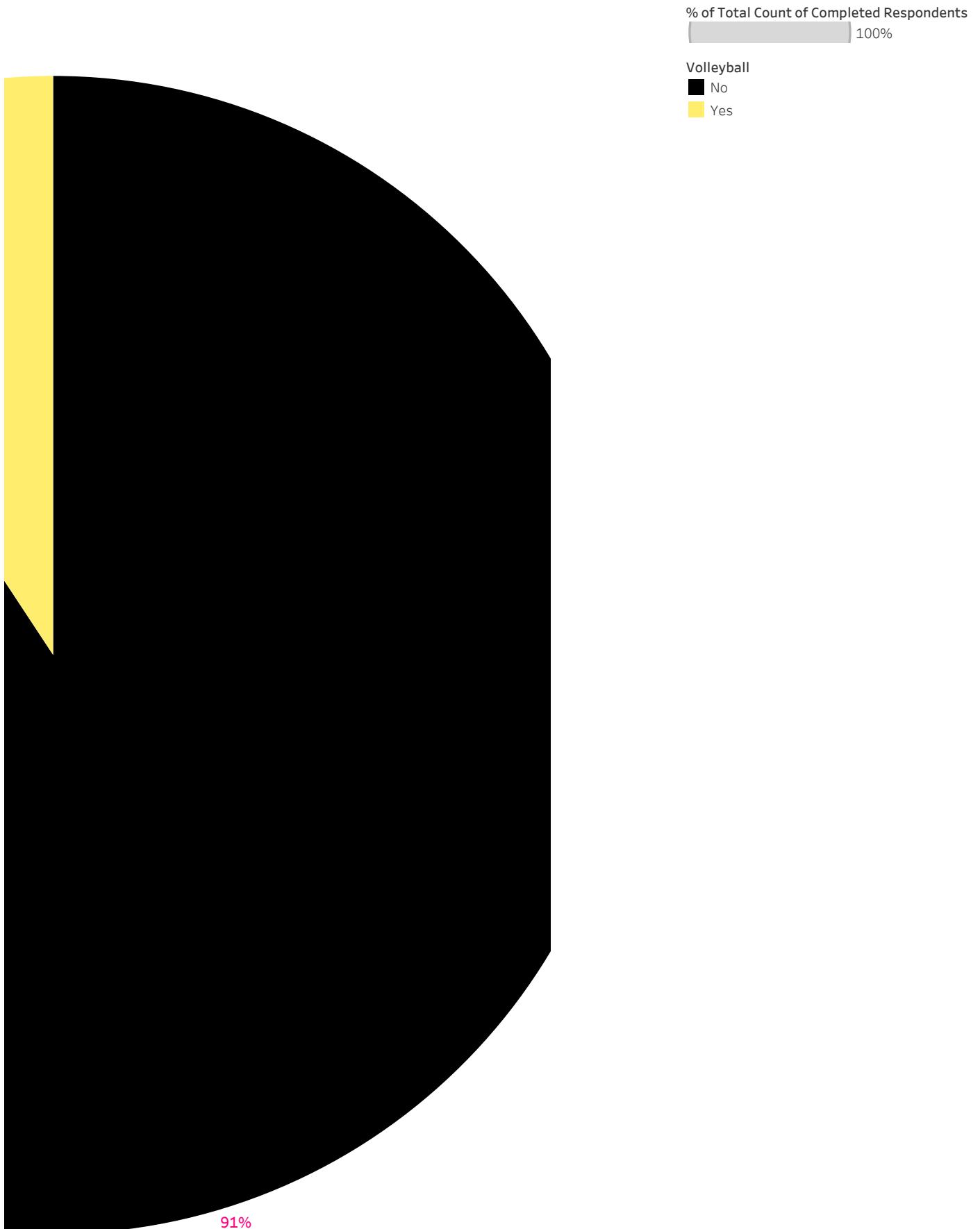
Volleyball (color) and % of Total Count of Completed Respondents (size). The data is filtered on Action (Age) and Action (Gender). The Action (Age) filter keeps 9 members. The Action (Gender) filter keeps 4 members.

VOLLEYBALL



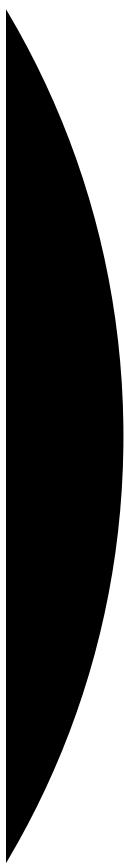
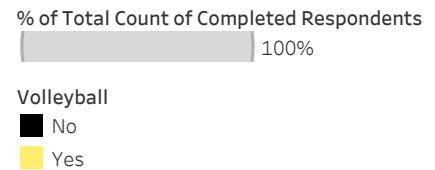
Volleyball (color) and % of Total Count of Completed Respondents (size). The data is filtered on Action (Age) and Action (Gender). The Action (Age) filter keeps 9 members. The Action (Gender) filter keeps 4 members.

VOLLEYBALL



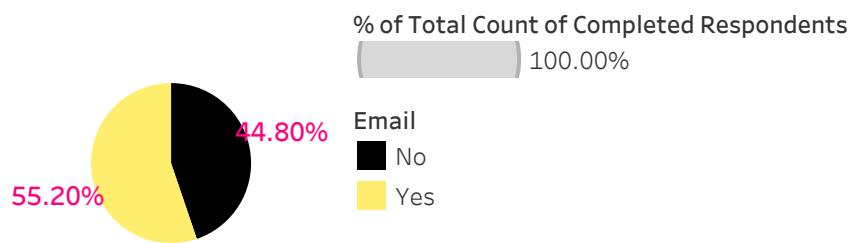
Volleyball (color) and % of Total Count of Completed Respondents (size). The data is filtered on Action (Age) and Action (Gender). The Action (Age) filter keeps 9 members. The Action (Gender) filter keeps 4 members.

VOLLEYBALL



Volleyball (color) and % of Total Count of Completed Respondents (size). The data is filtered on Action (Age) and Action (Gender). The Action (Age) filter keeps 9 members. The Action (Gender) filter keeps 4 members.

EMAIL



Email (color) and % of Total Count of Completed Respondents (size).

FACEBOOK

% of Total Count of Completed Respondents

A horizontal bar chart consisting of a single grey bar extending from the left edge to the 100% mark on the right. The bar is positioned above the text "100%".

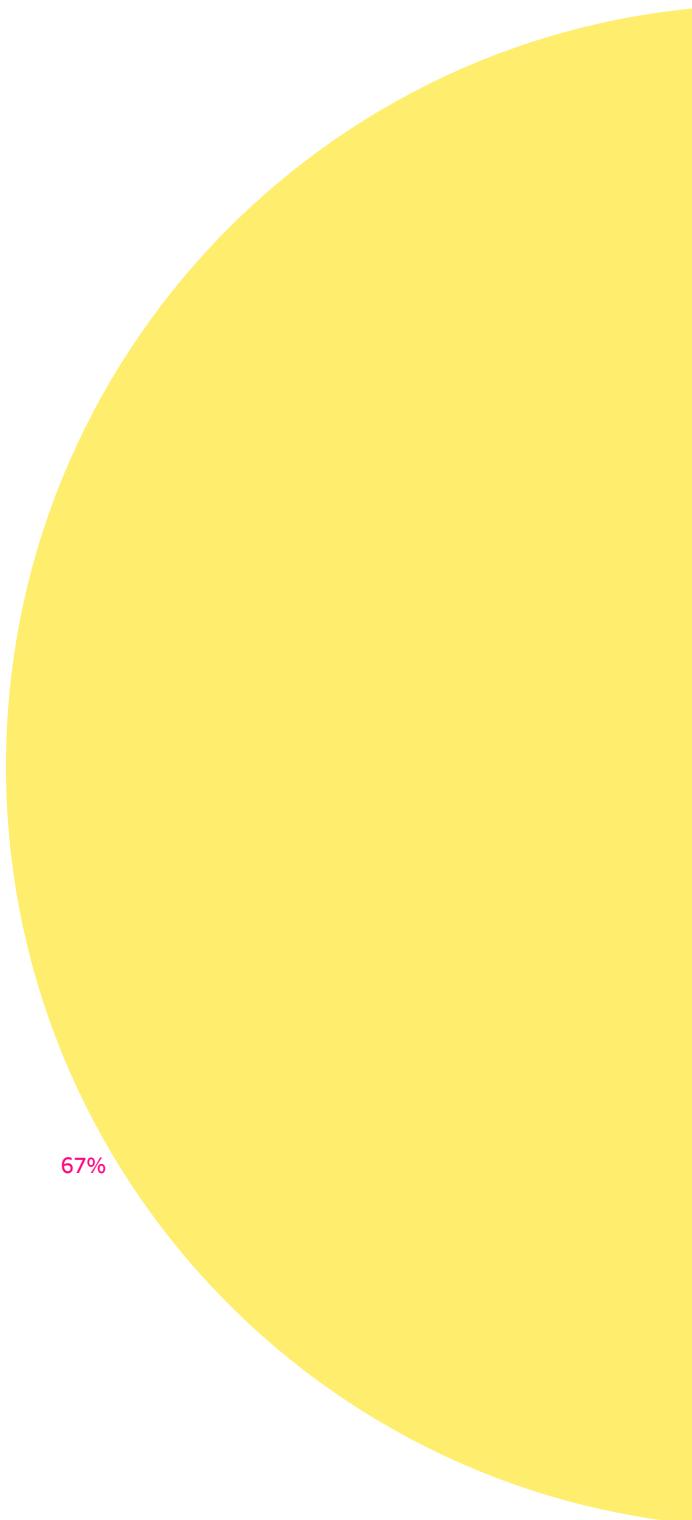
Facebook

 No

 Yes

Facebook (color) and % of Total Count of Completed Respondents (size). The data is filtered on Action (How often do you visit GoShockers.com?), which keeps 4 members.

FACEBOOK



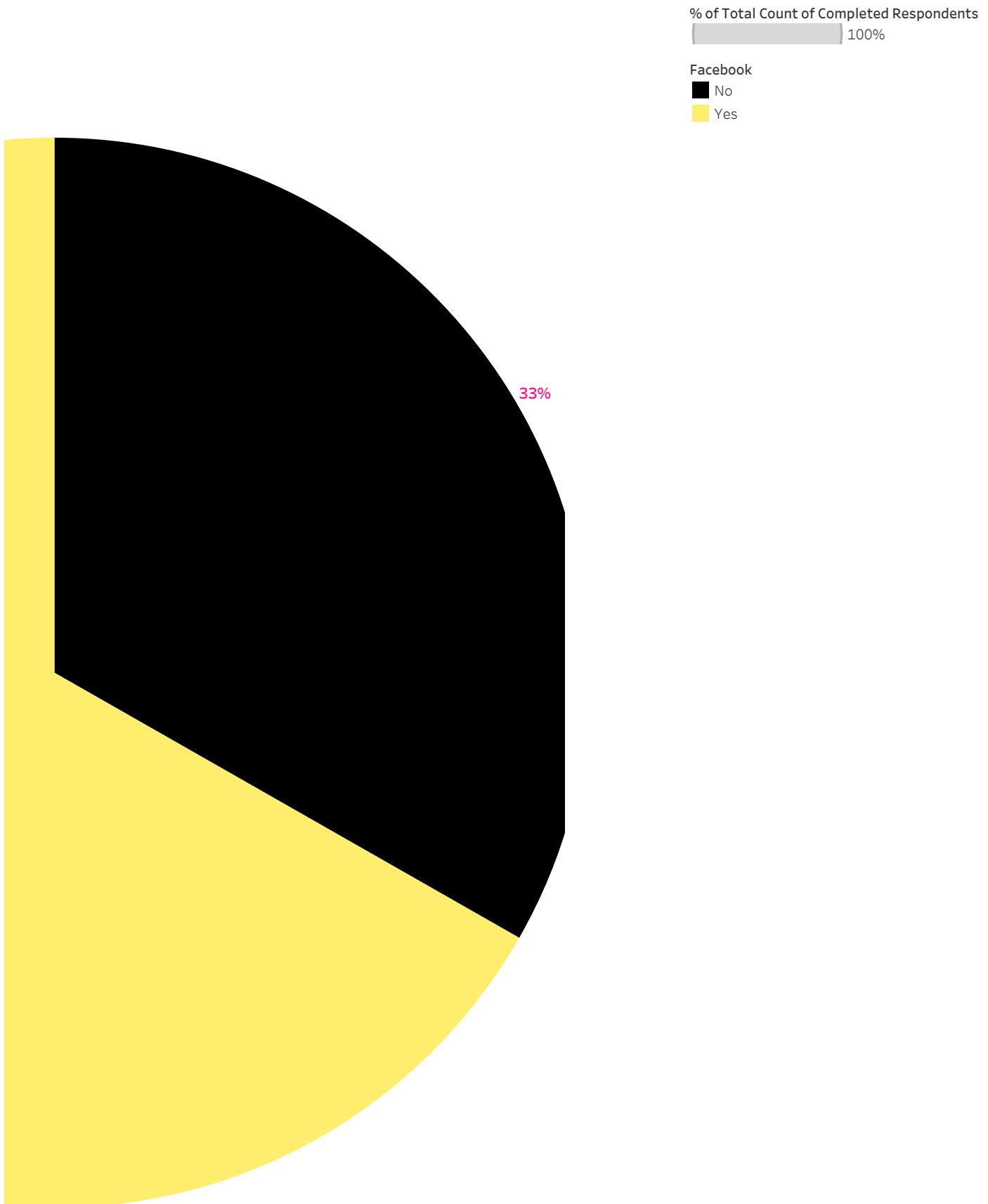
% of Total Count of Completed Respondents
100%

Facebook

- No
- Yes

Facebook (color) and % of Total Count of Completed Respondents (size). The data is filtered on Action (How often do you visit GoShockers.com?), which keeps 4 members.

FACEBOOK



Facebook (color) and % of Total Count of Completed Respondents (size). The data is filtered on Action (How often do you visit GoShockers.com?), which keeps 4 members.

FACEBOOK

% of Total Count of Completed Respondents

 100%

Facebook

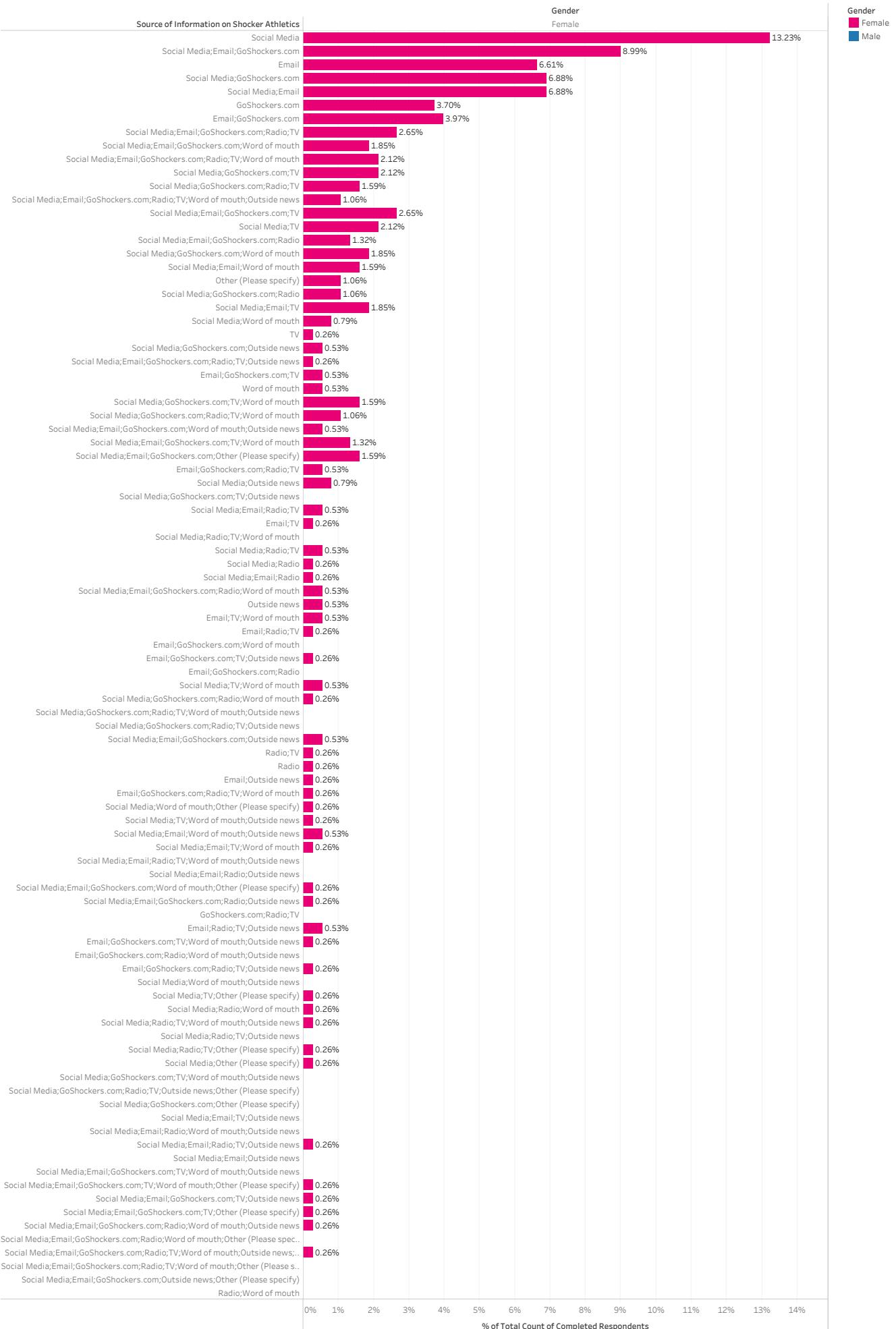
 No

 Yes



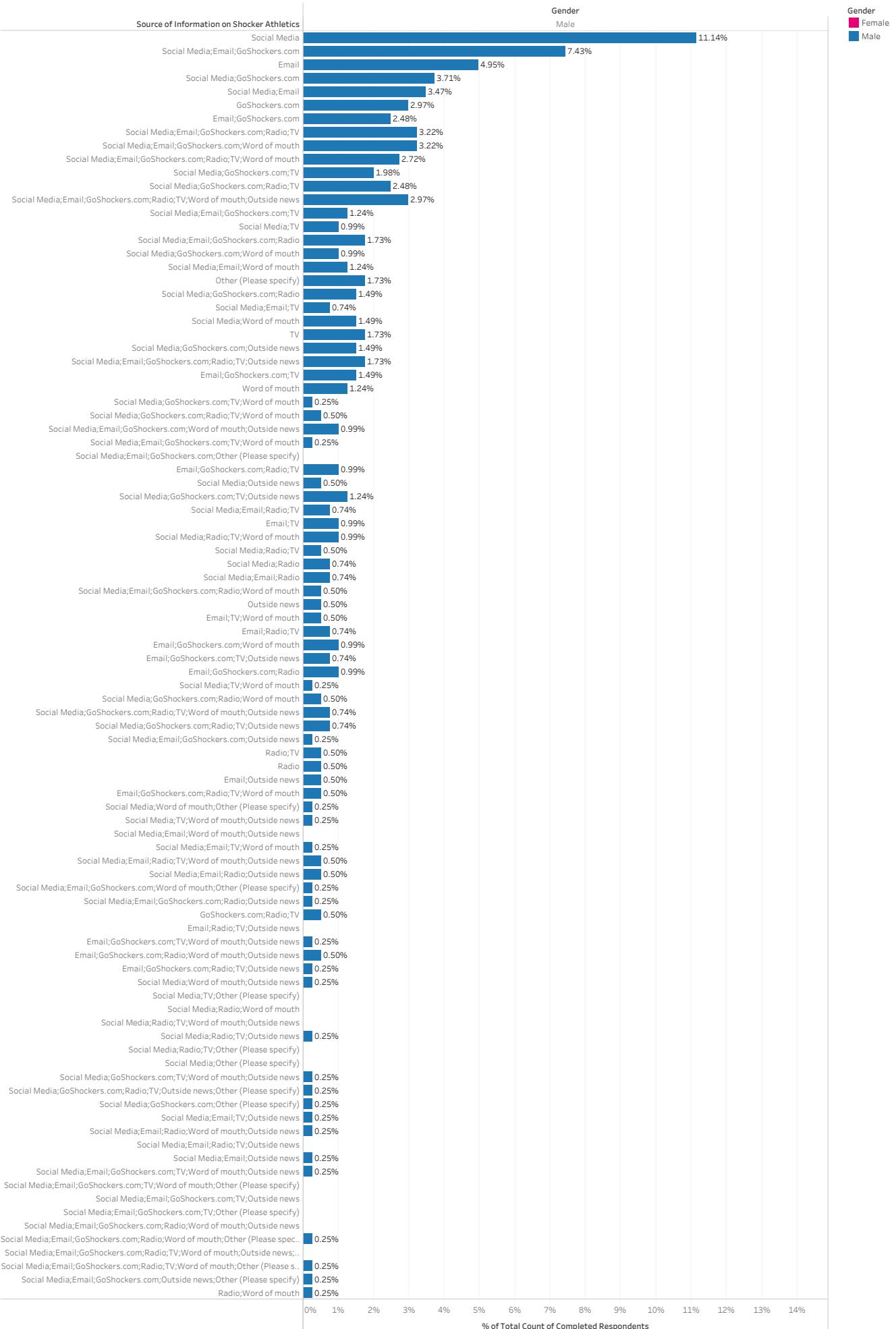
Facebook (color) and % of Total Count of Completed Respondents (size). The data is filtered on Action (How often do you visit GoShockers.com?), which keeps 4 members.

SOURCE OF INFORMATION BY GENDER



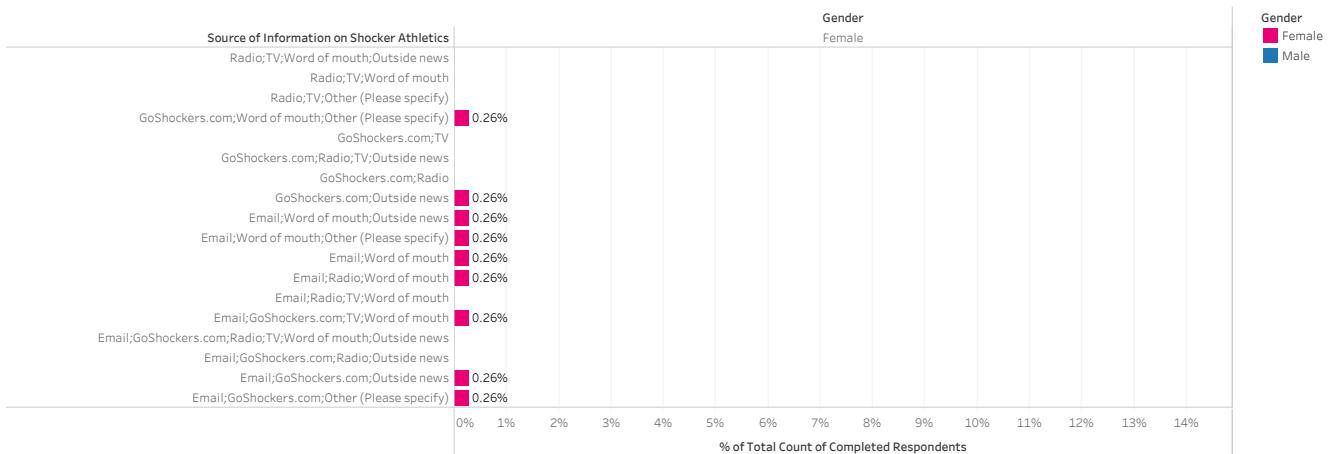
% of Total Count of Completed Respondents for each Source of Information on Shocker Athletics broken down by Gender. Color shows details about Gender. The view is filtered on Gender, which keeps Female and Male.

SOURCE OF INFORMATION BY GENDER



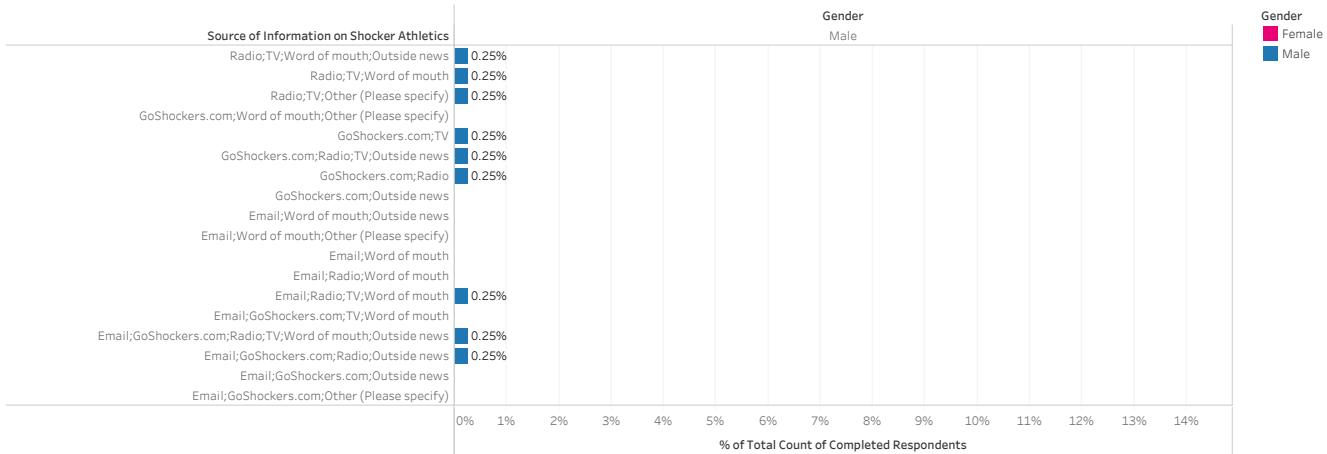
% of Total Count of Completed Respondents for each Source of Information on Shocker Athletics broken down by Gender. Color shows details about Gender. The view is filtered on Gender, which keeps Female and Male.

SOURCE OF INFORMATION BY GENDER



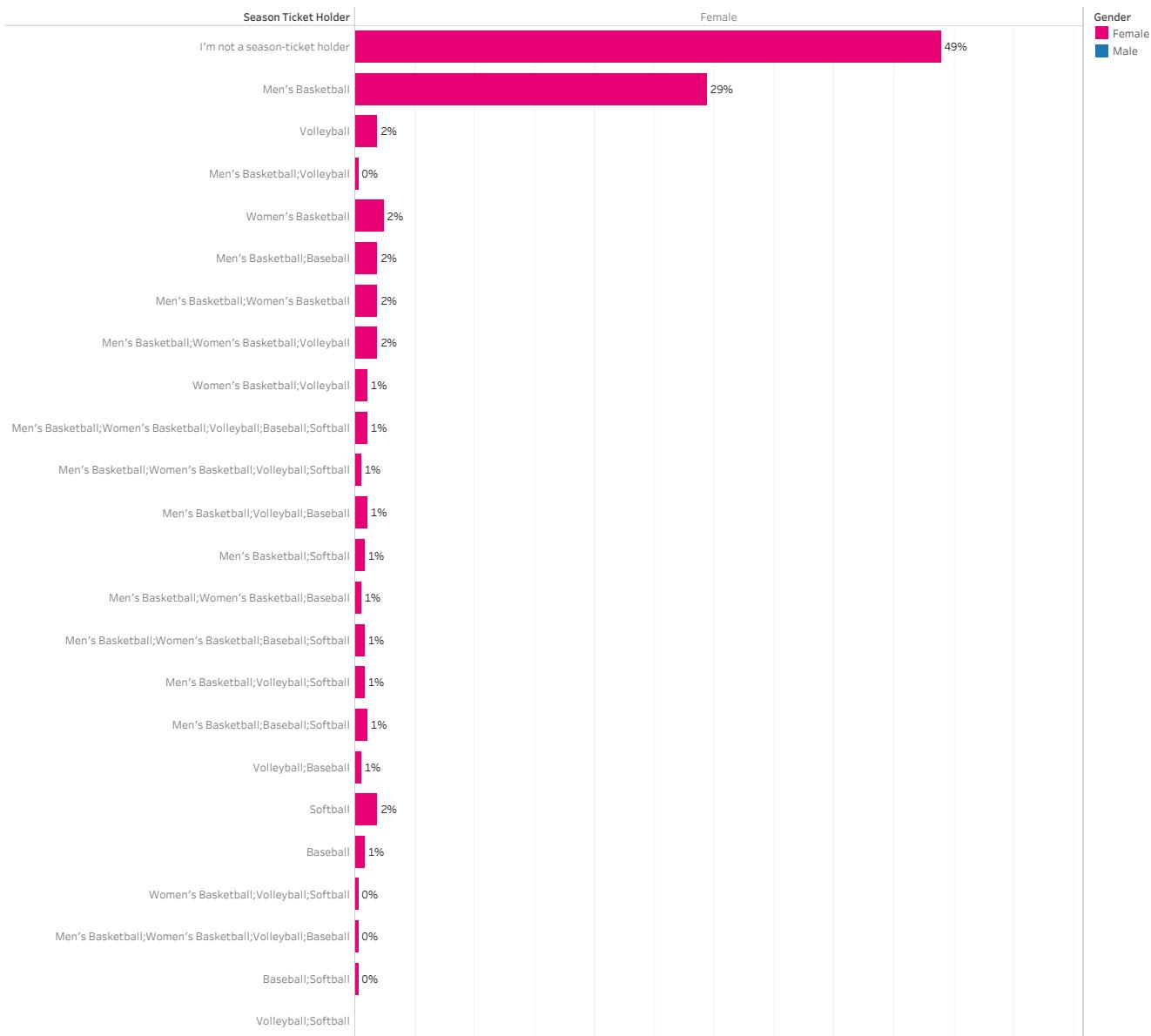
% of Total Count of Completed Respondents for each Source of Information on Shocker Athletics broken down by Gender. Color shows details about Gender. The view is filtered on Gender, which keeps Female and Male.

SOURCE OF INFORMATION BY GENDER



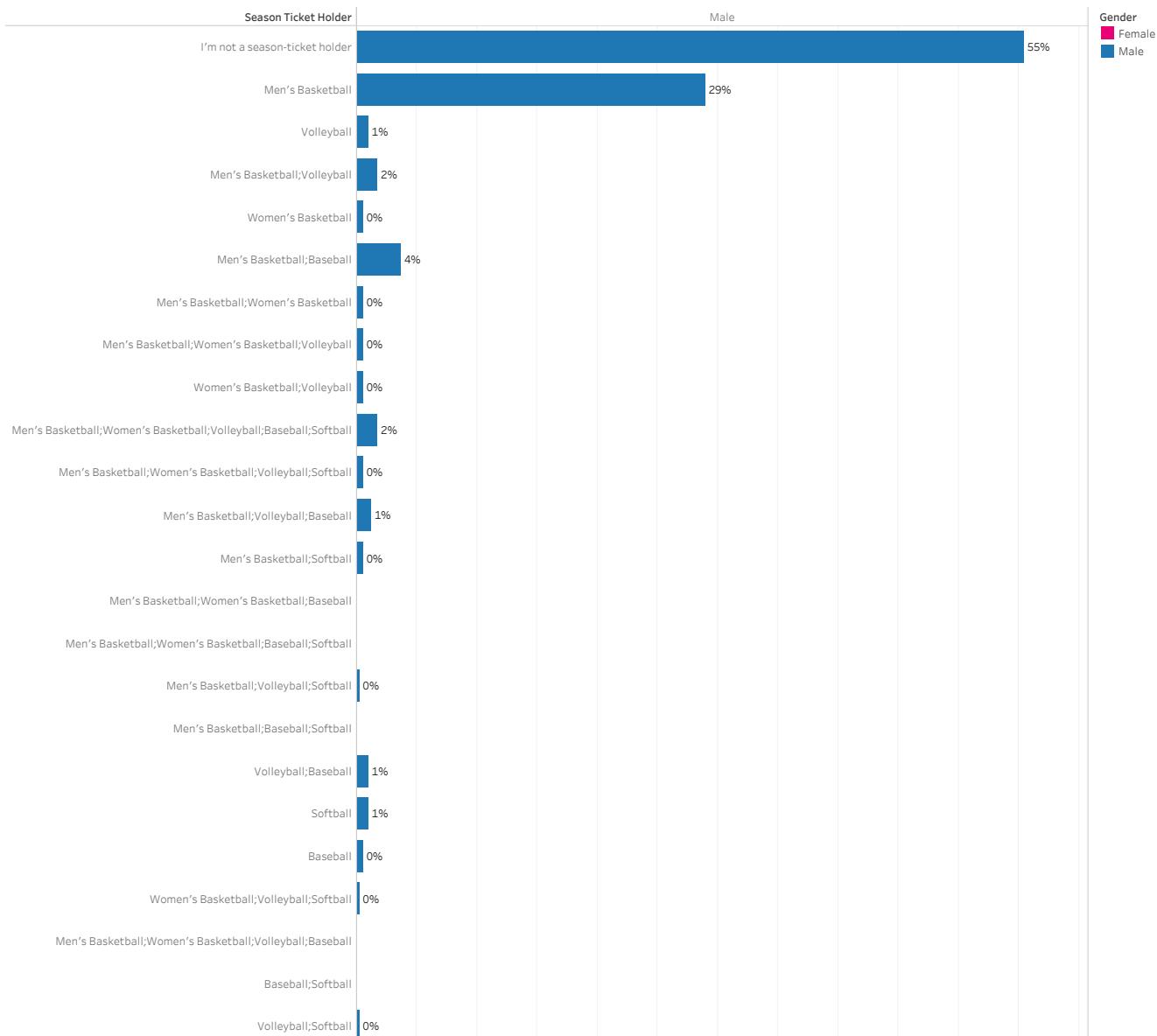
% of Total Count of Completed Respondents for each Source of Information on Shocker Athletics broken down by Gender. Color shows details about Gender. The view is filtered on Gender, which keeps Female and Male.

SEASON TICKET HOLDER

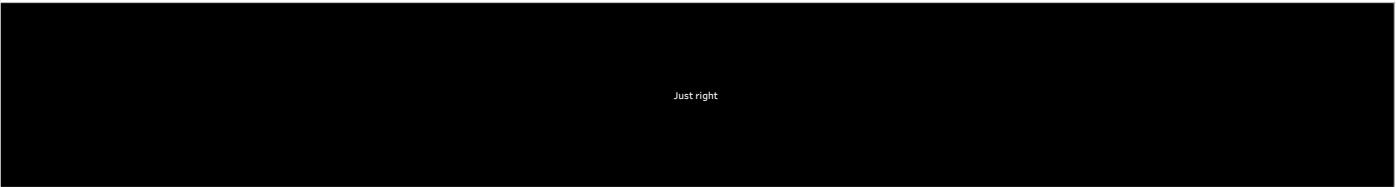


% of Total Count of Completed Respondents for each Season Ticket Holder broken down by Gender. Color shows details about Gender. The data is filtered on Action (I'm not a season-ticket holder), Action (Age), Action (Downloaded the GoShockers Mobile App on Your Cell Phone) and Action (How would you describe ticket prices to Shocker Athletic Events?). The Action (I'm not a season-ticket holder) filter keeps 2 members. The Action (Age) filter keeps 9 members. The Action (Downloaded the GoShockers Mobile App on Your Cell Phone) filter keeps 2 members. The Action (How would you describe ticket prices to Shocker Athletic Events?) filter keeps 3 members. The view is filtered on Gender, which keeps Female and Male.

SEASON TICKET HOLDER



% of Total Count of Completed Respondents for each Season Ticket Holder broken down by Gender. Color shows details about Gender. The data is filtered on Action (I'm not a season-ticket holder), Action (Age), Action (Downloaded the GoShockers Mobile App on Your Cell Phone) and Action (How would you describe ticket prices to Shocker Athletic Events?). The Action (I'm not a season-ticket holder) filter keeps 2 members. The Action (Age) filter keeps 9 members. The Action (Downloaded the GoShockers Mobile App on Your Cell Phone) filter keeps 2 members. The Action (How would you describe ticket prices to Shocker Athletic Events?) filter keeps 3 members. The view is filtered on Gender, which keeps Female and Male.



Just right



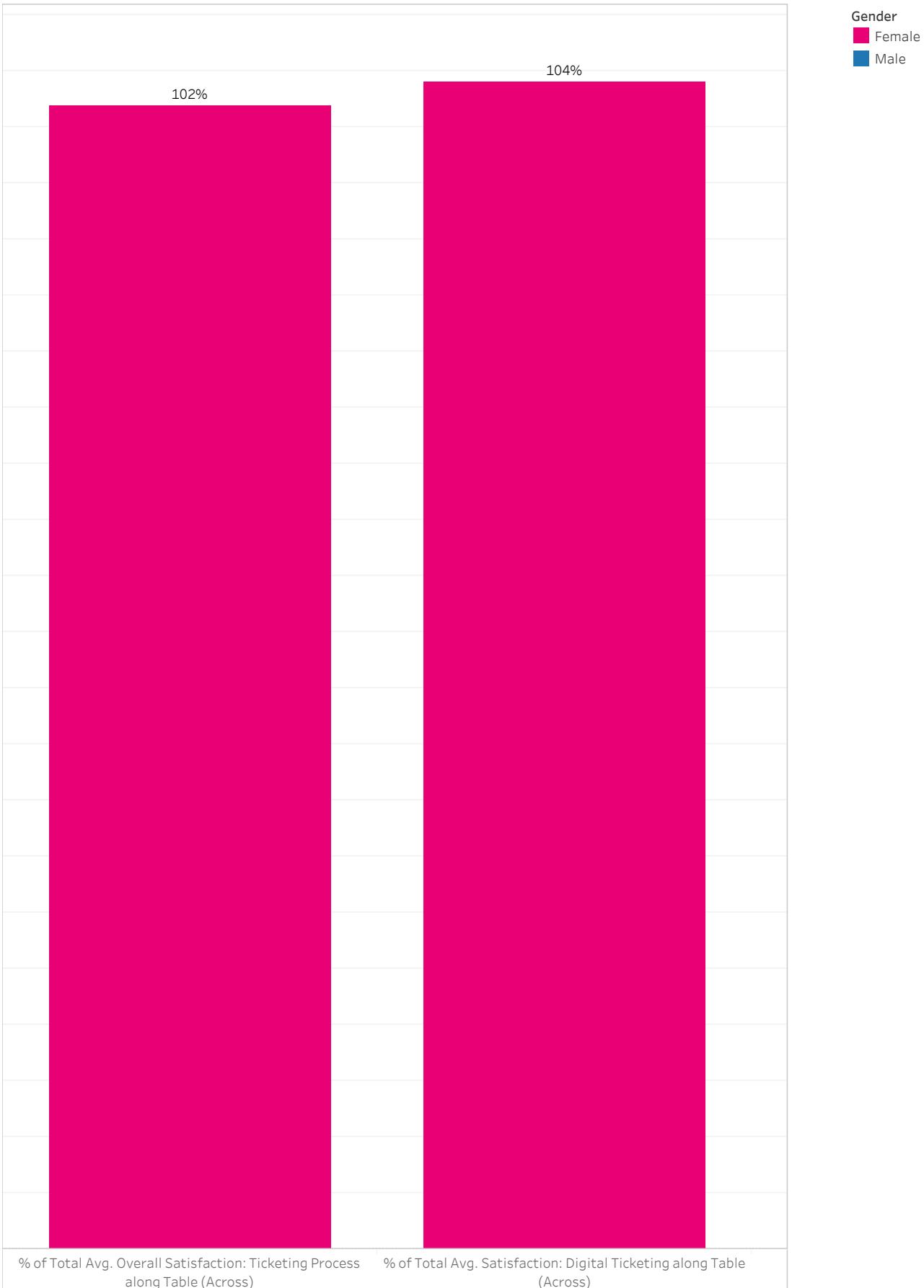
Overpriced



Under priced

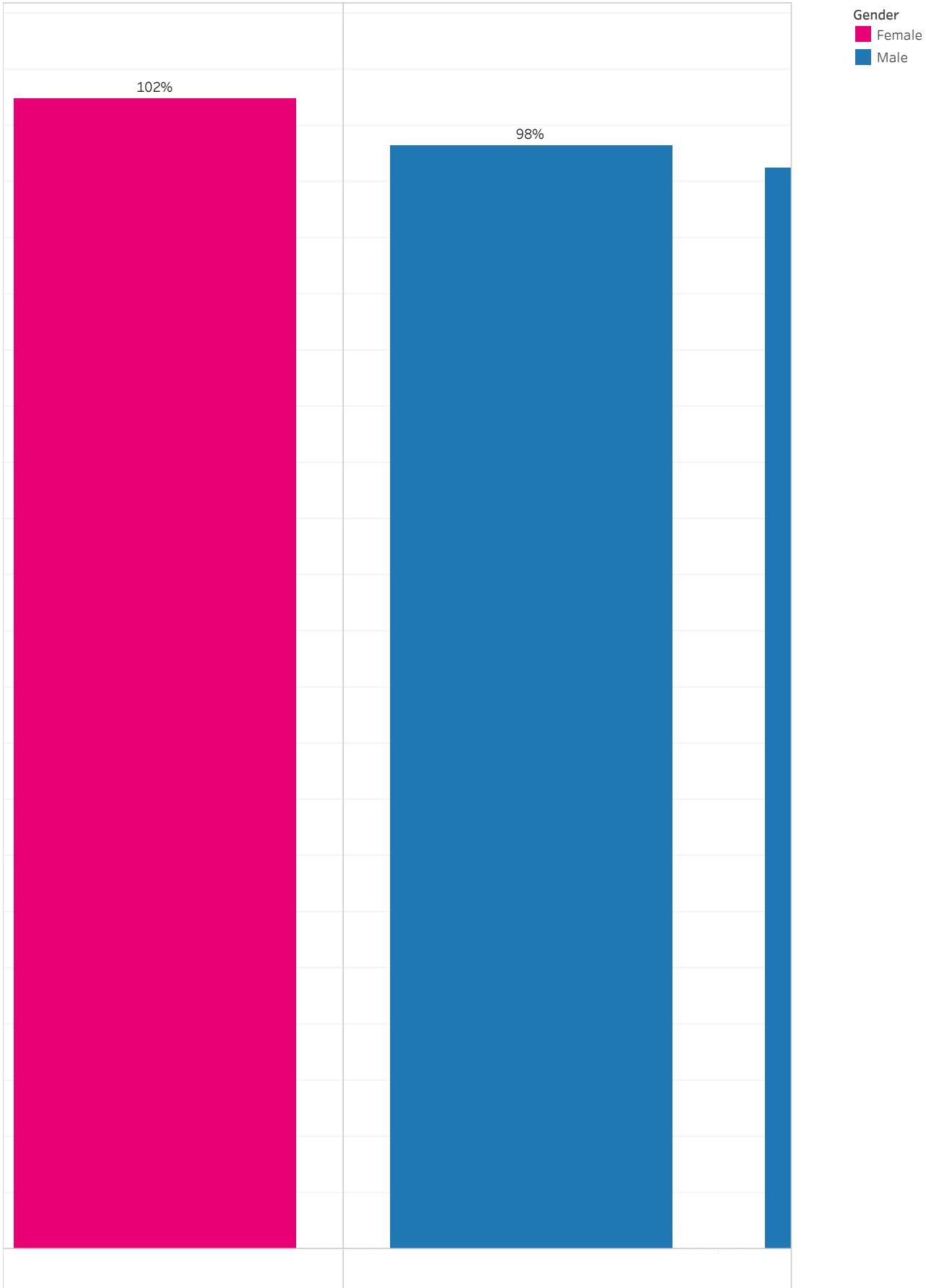
Minimum of 1 for each How would you describe ticket prices to Shocker Athletic Events?. The marks are labeled by How would you describe ticket prices to Shocker Athletic Events?. The data is filtered on Action (I'm not a season-ticket holder), Action (Age) and Action (Downloaded the GoShockers Mobile App on Your Cell Phone). The Action (I'm not a season-ticket holder) Filter keeps 2 members. The Action (Age) Filter keeps 9 members. The Action (Downloaded the GoShockers Mobile App on Your Cell Phone) Filter keeps 2 members.

SATISFACTION OF TICKET PRICE BY GENDER



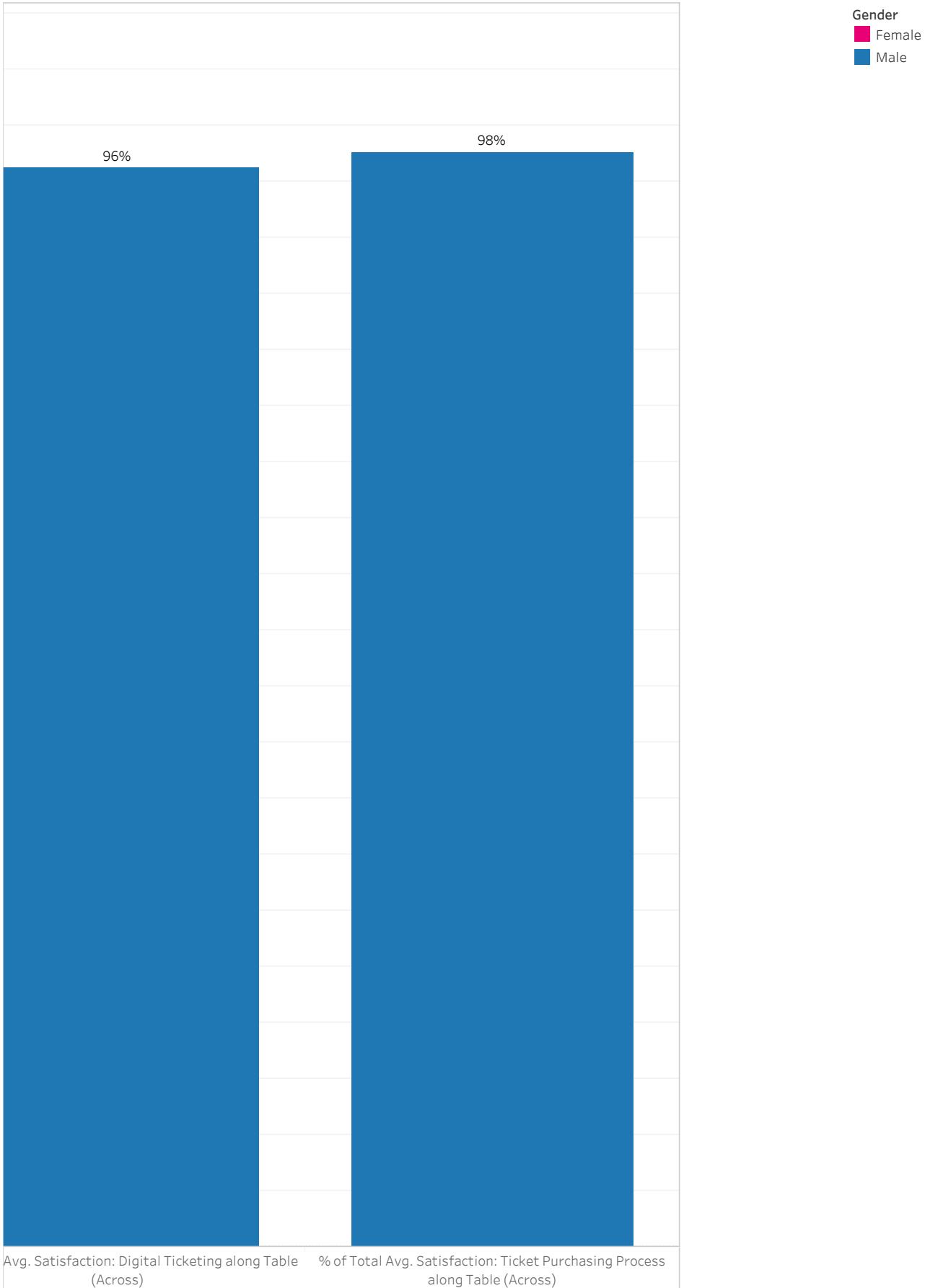
% of Total Avg. Overall Satisfaction: Ticketing Process along Table (Across), % of Total Avg. Satisfaction: Digital Ticketing along Table (Across) and % of Total Avg. Satisfaction: Ticket Purchasing Process along Table (Across) for each Gender. Color shows details about Gender. The data is filtered on Action (I'm not a season-ticket holder), Action (Age), Action (Downloaded the GoShockers Mobile App on Your Cell Phone) and Action (How would you describe ticket prices to Shocker Athletic Events?). The Action (I'm not a season-ticket holder) filter keeps 2 members. The Action (Age) filter keeps 5 members. The Action (Downloaded the GoShockers Mobile App on Your Cell Phone) filter keeps 2 members. The Action (How would you describe ticket prices to Shocker Athletic Events?) filter keeps 3 members. The view is filtered on Gender, which keeps Female and Male.

SATISFACTION OF TICKET PRICE BY GENDER



% of Total Avg. Overall Satisfaction: Ticketing Process along Table (Across), % of Total Avg. Satisfaction: Digital Ticketing along Table (Across) and % of Total Avg. Satisfaction: Ticket Purchasing Process along Table (Across) for each Gender. Color shows details about Gender. The data is filtered on Action (I'm not a season-ticket holder), Action (Age), Action (Downloaded the GoShockers Mobile App on Your Cell Phone) and Action (How would you describe ticket prices to Shocker Athletic Events?). The Action (I'm not a season-ticket holder) filter keeps 2 members. The Action (Age) filter keeps 9 members. The Action (Downloaded the GoShockers Mobile App on Your Cell Phone) filter keeps 2 members. The Action (How would you describe ticket prices to Shocker Athletic Events?) filter keeps 3 members. The view is filtered on Gender, which keeps Female and Male.

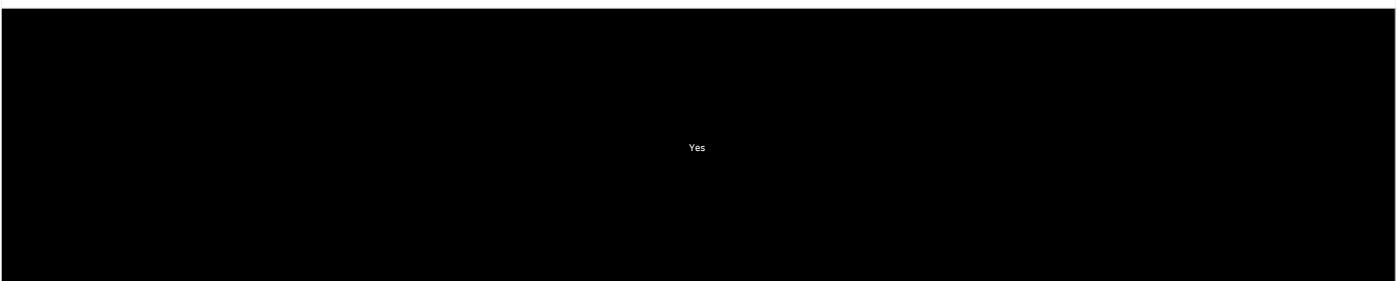
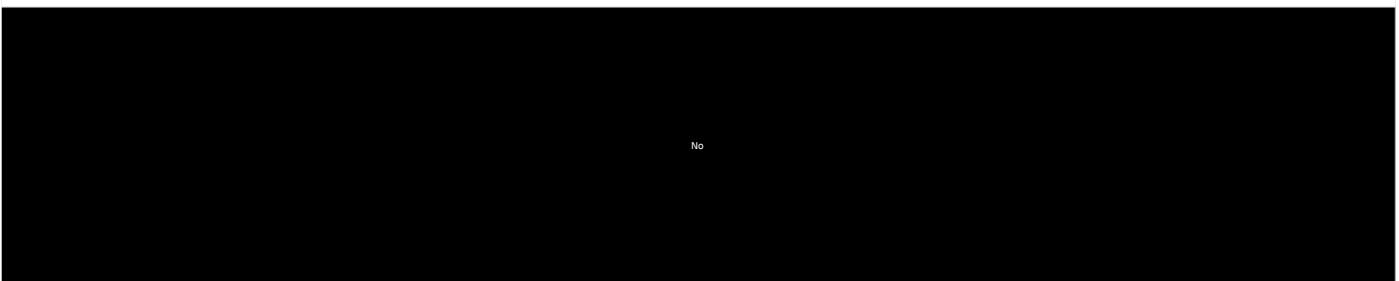
SATISFACTION OF TICKET PRICE BY GENDER



Avg. Satisfaction: Digital Ticketing along Table (Across) % of Total Avg. Satisfaction: Ticket Purchasing Process along Table (Across)

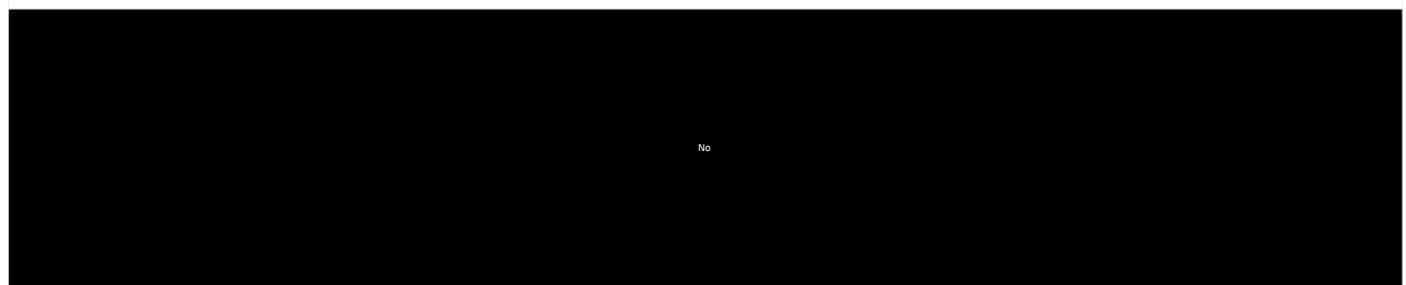
% of Total Avg. Overall Satisfaction: Ticketing Process along Table (Across), % of Total Avg. Satisfaction: Digital Ticketing along Table (Across) and % of Total Avg. Satisfaction: Ticket Purchasing Process along Table (Across) for each Gender. Color shows details about Gender. The data is filtered on Action (I'm not a season-ticket holder), Action (Age), Action (Downloaded the GoShockers Mobile App on Your Cell Phone) and Action (How would you describe ticket prices to Shocker Athletic Events?). The Action (I'm not a season-ticket holder) filter keeps 2 members. The Action (Age) filter keeps 5 members. The Action (Downloaded the GoShockers Mobile App on Your Cell Phone) filter keeps 2 members. The Action (How would you describe ticket prices to Shocker Athletic Events?) filter keeps 3 members. The view is filtered on Gender, which keeps Female and Male.

DOWNLOADED APP

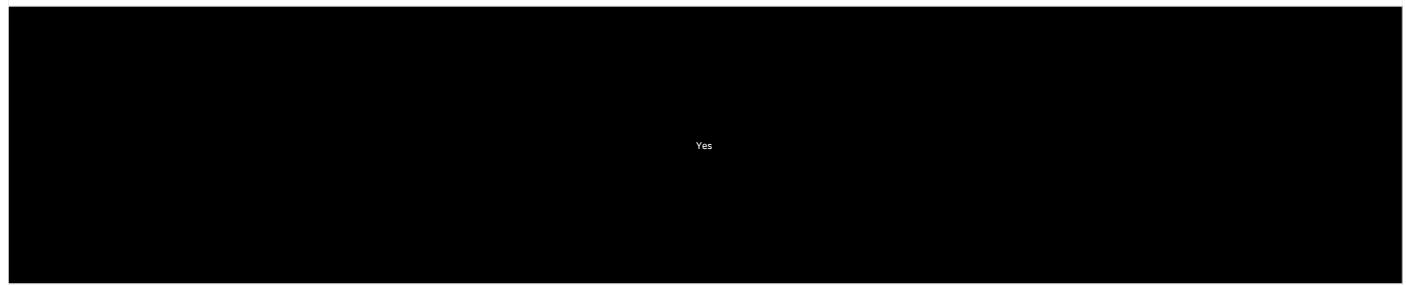


Minimum of 1 for each Downloaded the GoShockers Mobile App on Your Cell Phone. The marks are labeled by Downloaded the GoShockers Mobile App on Your Cell Phone. The data is filtered on Action (Age), Action ('I'm not a season-ticket holder) and Action (How would you describe ticket prices to Shocker Athletic Events?). The Action (Age) filter keeps 9 members. The Action ('I'm not a season-ticket holder) filter keeps 2 members. The Action (How would you describe ticket prices to Shocker Athletic Events?) filter keeps 3 members.

NOT SEASONAL TICKET HOLDER



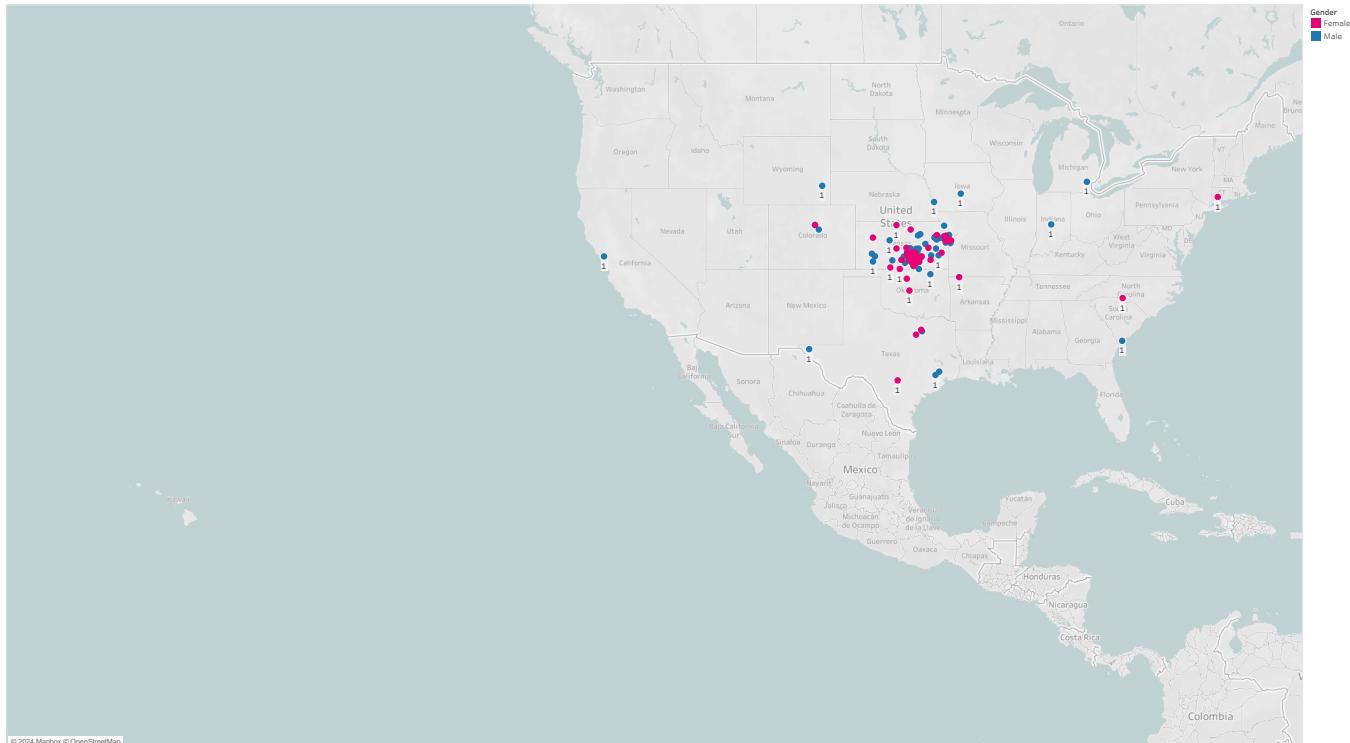
No



Yes

Minimum of 1 for each I'm not a season-ticket holder. The marks are labeled by I'm not a season-ticket holder. The data is filtered on Action (Age) and Action (Gender). The Action (Age) filter keeps 9 members. The Action (Gender) filter keeps 4 members.

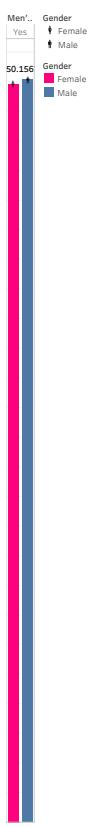
LOCATION



© 2024 Mapbox © OpenStreetMap

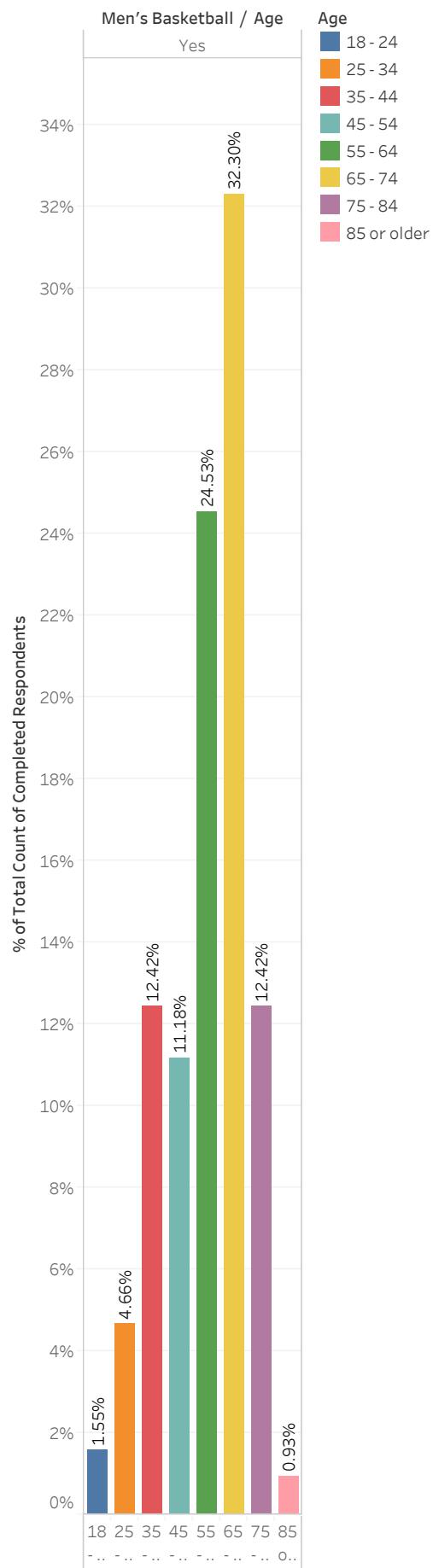
Map based on Longitude (generated) and Latitude (generated). Color shows details about Gender. The marks are labeled by count of Completed Respondents. Details are shown for Zip Code. The data is filtered on Action (Affiliation with WSU) and Action (Age). The Action (Affiliation with WSU) filter keeps 8 members. The Action (Age) filter keeps 9 members. The view is filtered on Gender, which keeps Female and Male.

MB
B
y
Ge
nd
er



% of Total Count of Completed Respondents and % of Total Count of Completed Respondents for each Gender broken down by Men's Basketball. For pane % of Total Count of Completed Respondents Color shows details about Gen. der. For pane % of Total Count of Completed Respondents Shape shows details about Gen. der. The view is filtered on Gen. der and Men's Basketball. The Gen. der filter keeps female and Male. The Men's Basketball filter keeps Yes.

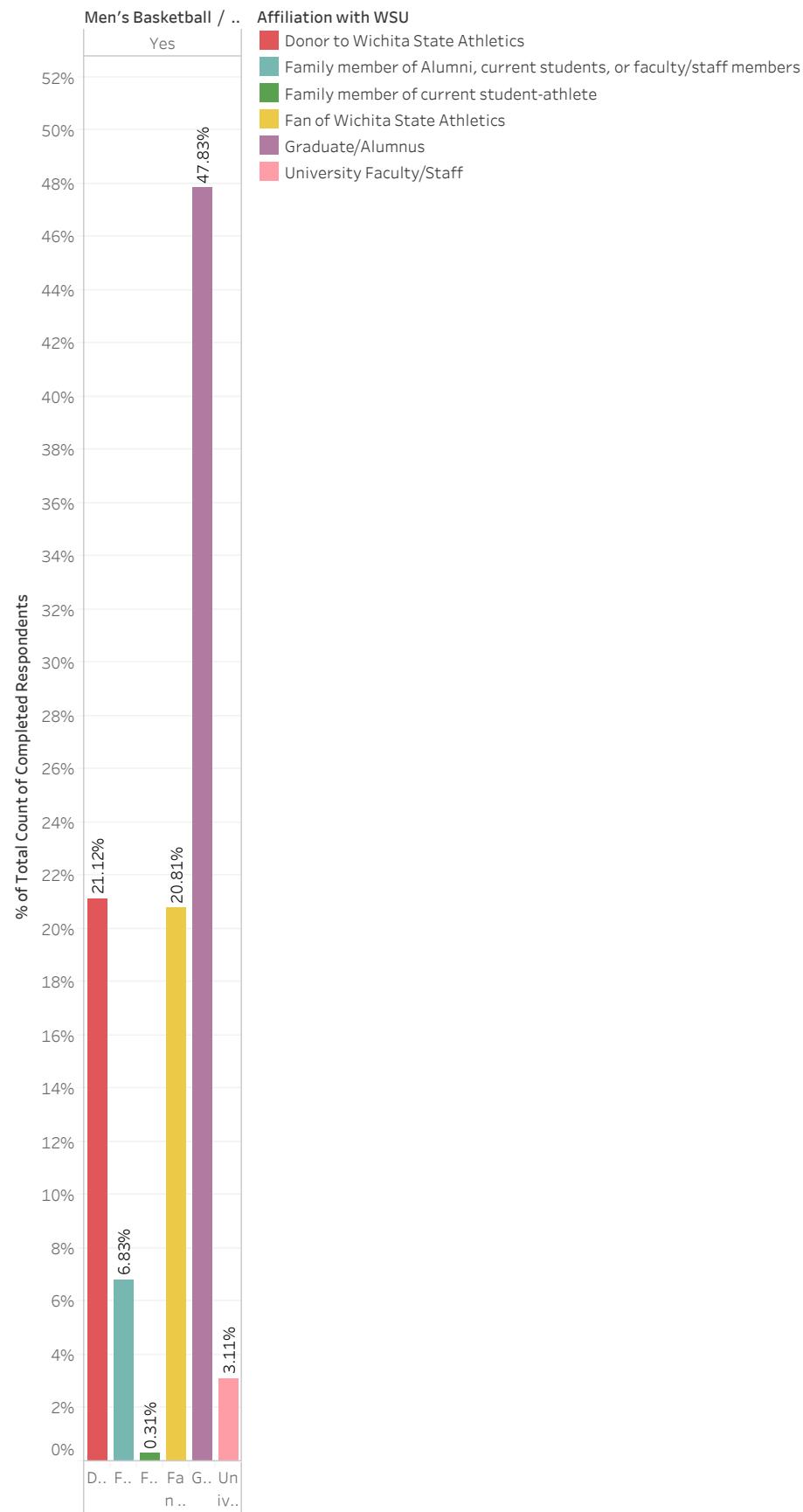
MBB by Age



% of Total Count of Completed
Respondents for each Age broken down
by Men's Basketball. Color shows
details about Age. The view is filtered
on Men's Basketball, which keeps Yes.

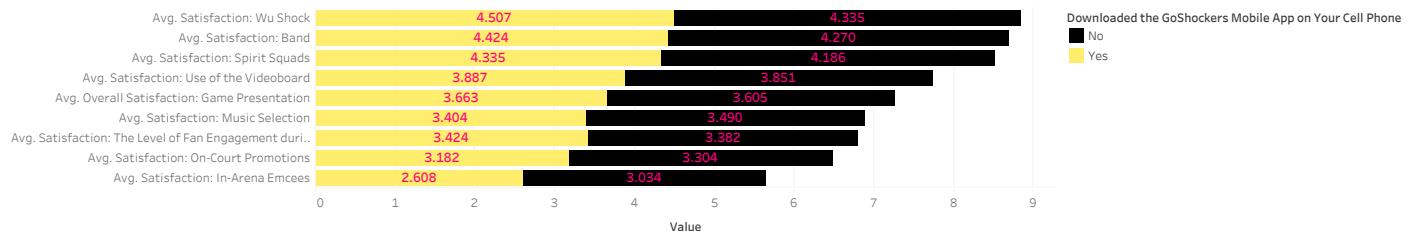
MBB by WSU

Affiliation



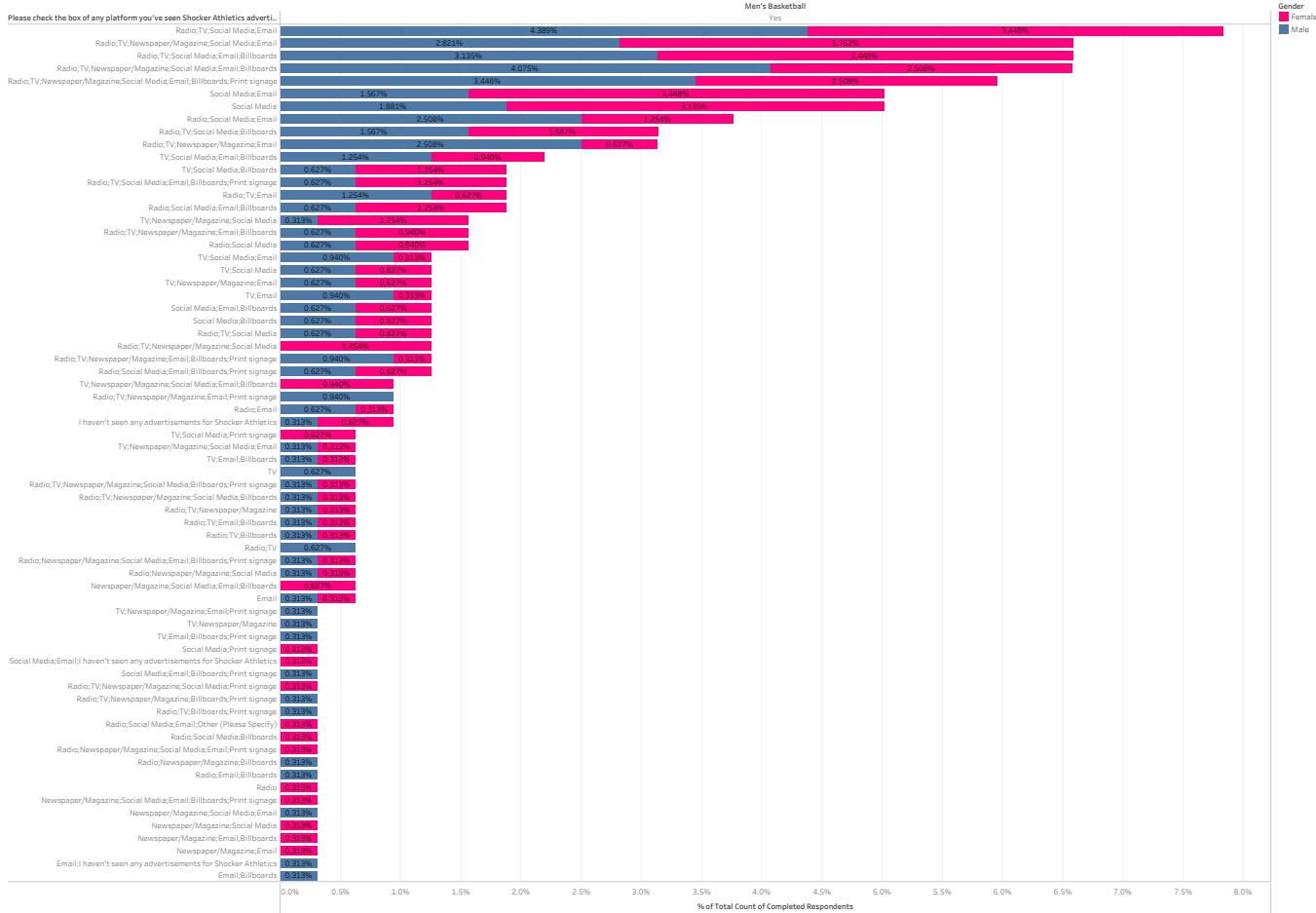
% of Total Count of Completed
Respondents for each Affiliation
with WSU broken down by
Men's Basketball. Color shows
details about Affiliation with
WSU. The view is filtered on
Men's Basketball, which keeps
Yes.

Satisfaction on Game Related Items



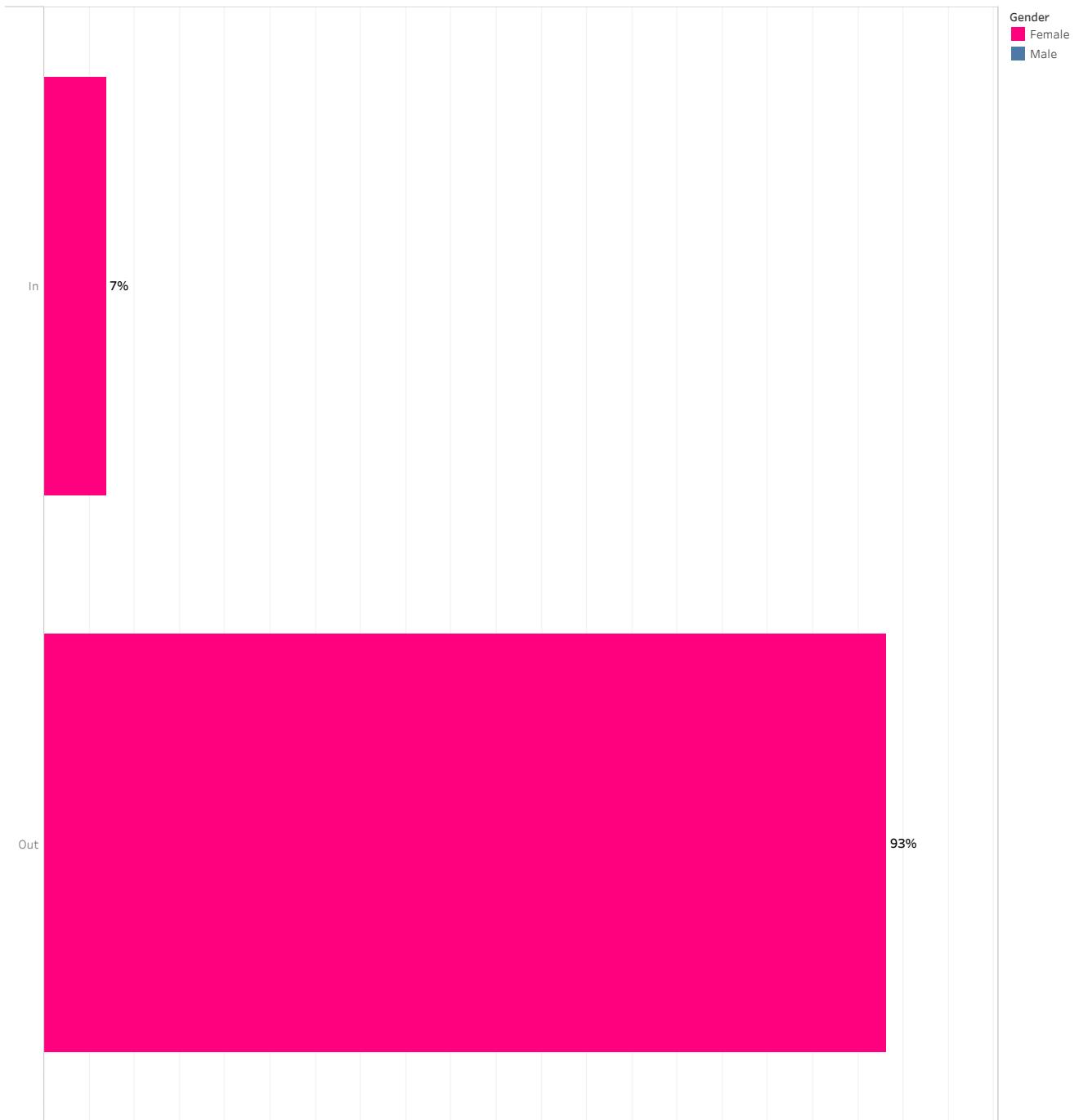
Avg. Satisfaction: Wu Shock, Avg. Satisfaction: Band, Avg. Satisfaction: Spirit Squads, Avg. Satisfaction: Use of the Videoboard, Avg. Overall Satisfaction: Game Presentation, Avg. Satisfaction: Music Selection, Avg. Satisfaction: The Level of Fan Engagement during Games, Avg. Satisfaction: On-Court Promotions and Avg. Satisfaction: In-Arena Emcees. Color shows details about Downloaded the GoShockers Mobile App on Your Cell Phone. The data is filtered on Action (Gender), which keeps 4 members.

Advertising by MBB



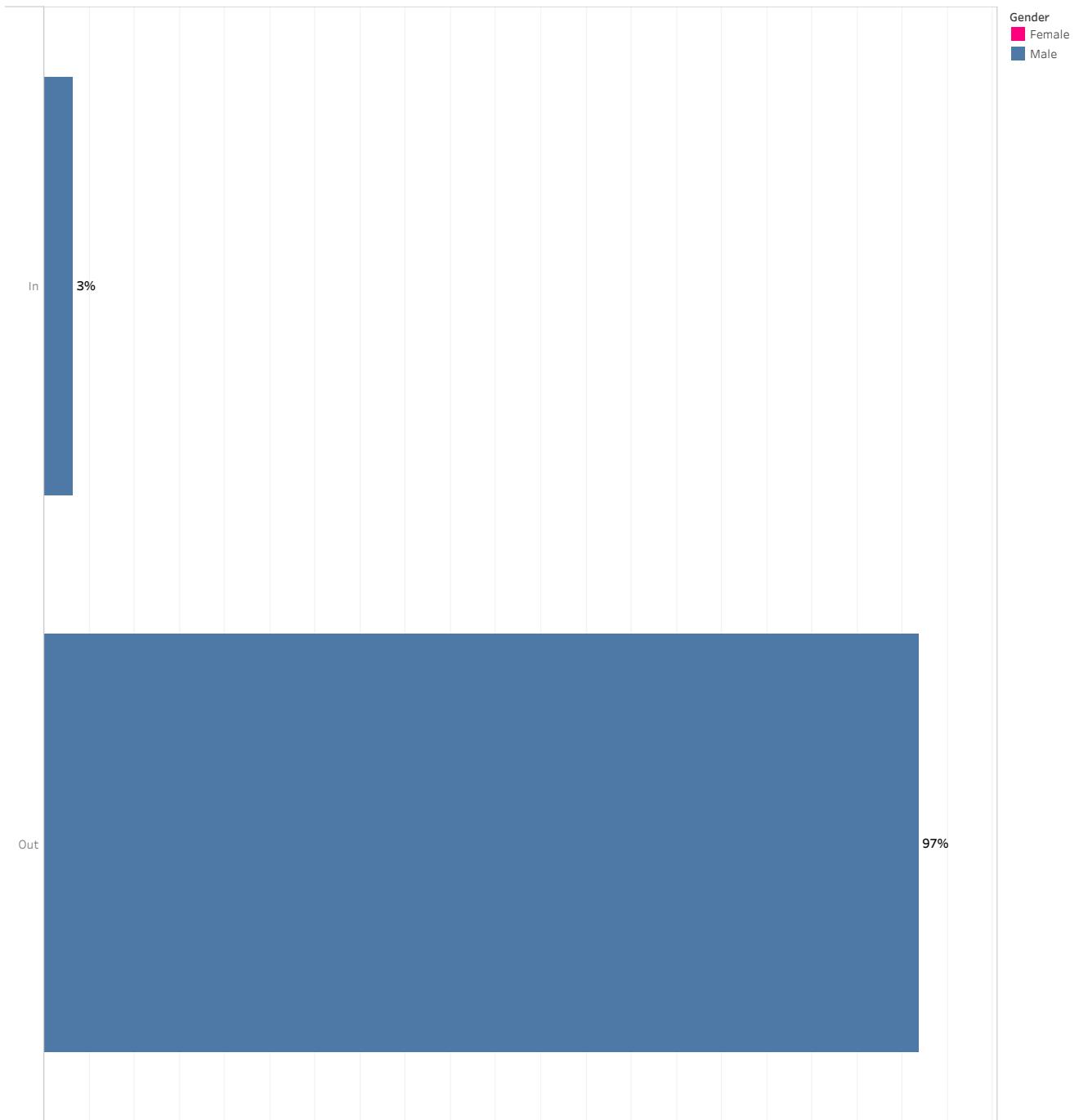
% of Total Count of Completed Respondents for each Please check the box of any platform you've seen Shocker Athletics advertising on throughout the season. Check all that apply, broken down by Men's Basketball. Color shows details about Gender. The view is filtered on Men's Basketball and Gender. The Men's Basketball Filter keeps Yes. The Gender filter keeps Female, Male and Non-binary / third gender.

BB SEASON TICKET HOLDERS



% of Total Count of Completed Respondents for each In / Out of Basketball Season Ticket Holders broken down by Gender. Color shows details about Gender. The view is filtered on Gender, which keeps Female and Male.

BB SEASON TICKET HOLDERS



% of Total Count of Completed Respondents for each In / Out of Basketball Season Ticket Holders broken down by Gender. Color shows details about Gender. The view is filtered on Gender, which keeps Female and Male.

RESERVED PARKING

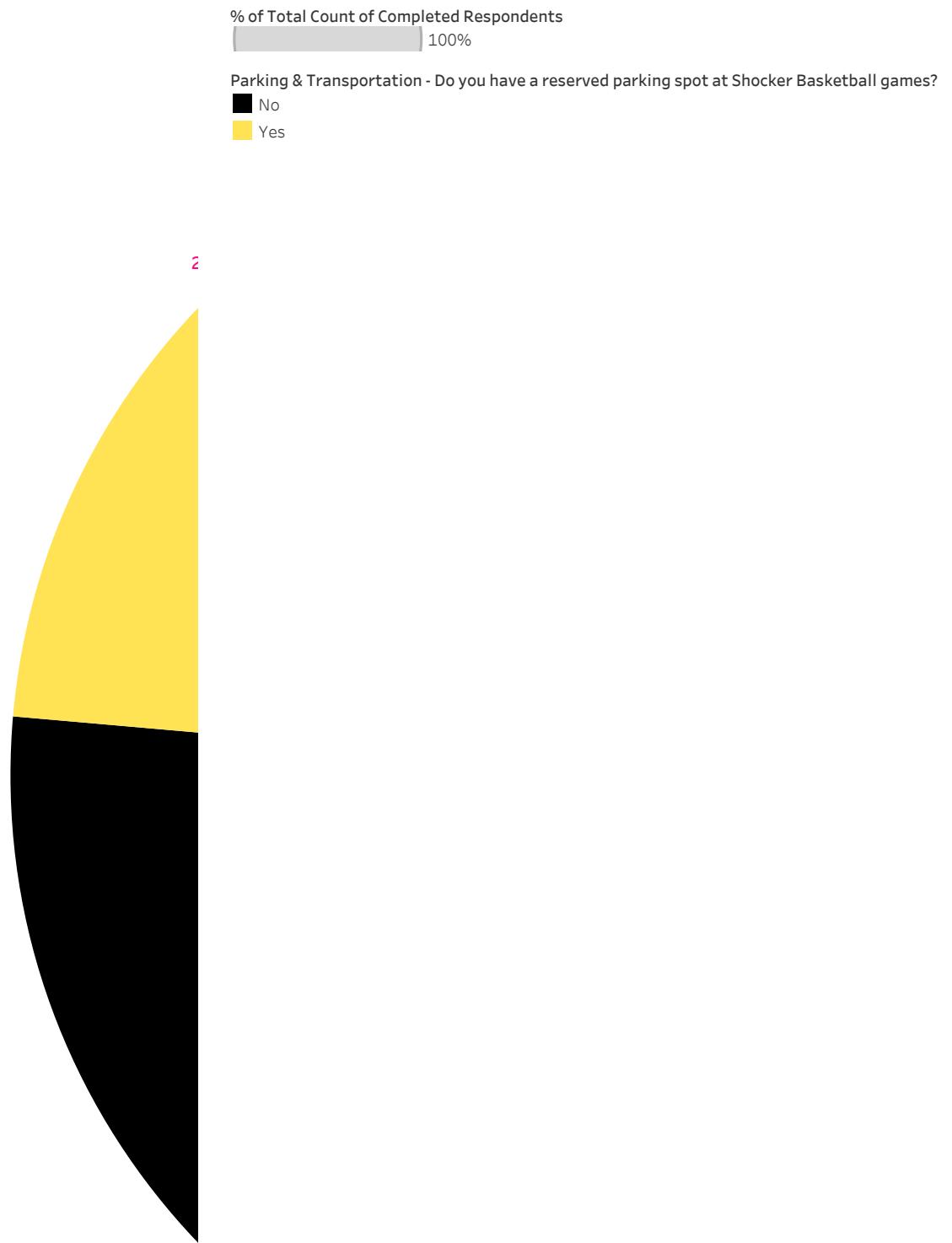
% of Total Count of Completed Respondents
 100%

Parking & Transportation - Do you have a reserved parking spot at Shocker Basketball games?

- No
- Yes

Parking & Transportation - Do you have a reserved parking spot at Shocker Basketball games? (color) and % of Total Count of Completed Respondents (size). The data is filtered on Action (How many games in Charles Koch Arena did you attend this season?), which keeps 6 members.

RESERVED PARKING



Parking & Transportation - Do you have a reserved parking spot at Shocker Basketball games? (color) and % of Total Count of Completed Respondents (size). The data is filtered on Action (How many games in Charles Koch Arena did you attend this season?), which keeps 6 members.

RESERVED PARKING



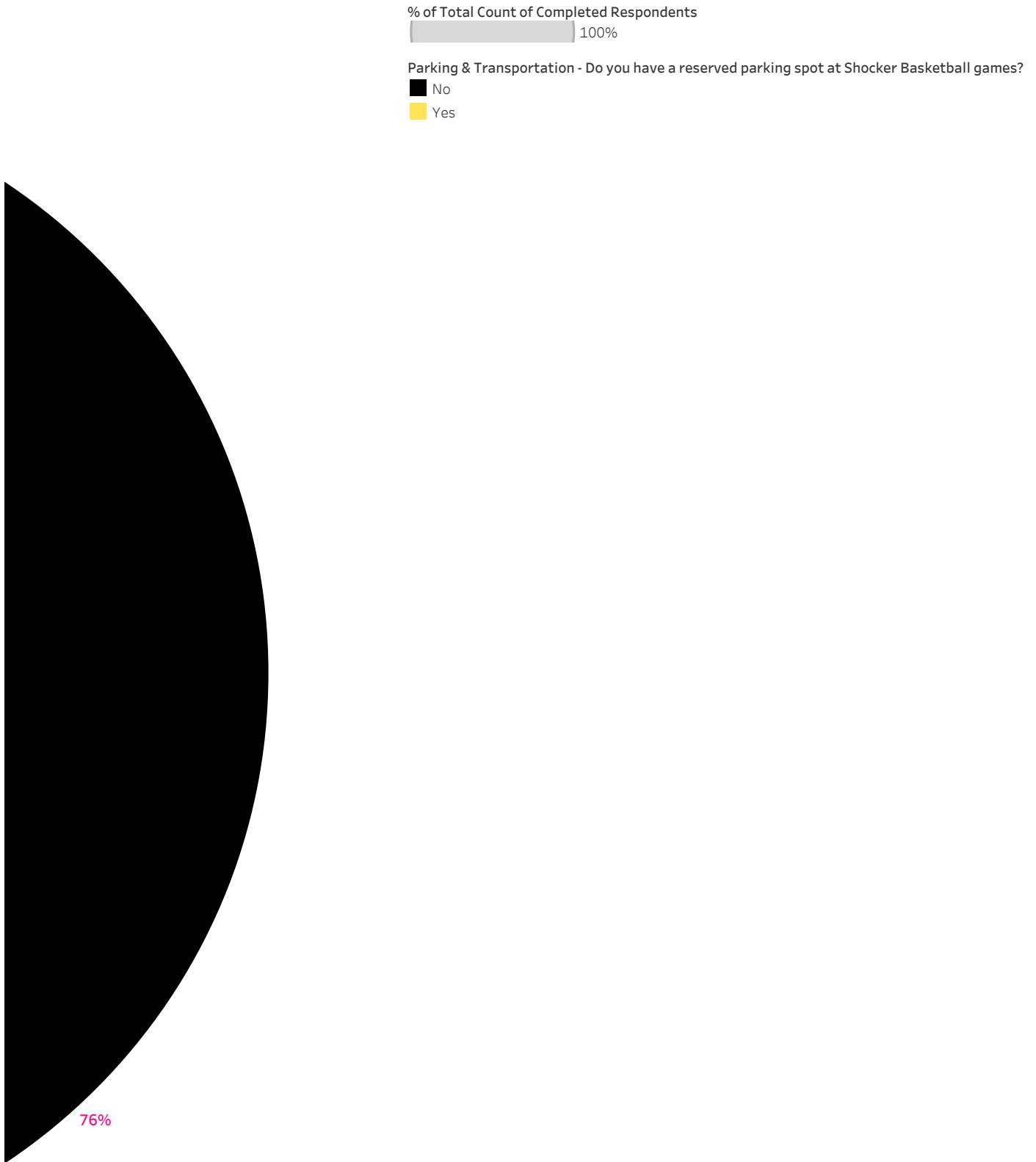
Parking & Transportation - Do you have a reserved parking spot at Shocker Basketball games? (color) and % of Total Count of Completed Respondents (size). The data is filtered on Action (How many games in Charles Koch Arena did you attend this season?), which keeps 6 members.

RESERVED PARKING



Parking & Transportation - Do you have a reserved parking spot at Shocker Basketball games? (color) and % of Total Count of Completed Respondents (size). The data is filtered on Action (How many games in Charles Koch Arena did you attend this season?), which keeps 6 members.

RESERVED PARKING



Parking & Transportation - Do you have a reserved parking spot at Shocker Basketball games? (color) and % of Total Count of Completed Respondents (size). The data is filtered on Action (How many games in Charles Koch Arena did you attend this season?), which keeps 6 members.

RESERVED PARKING

% of Total Count of Completed Respondents
 100%

Parking & Transportation - Do you have a reserved parking spot at Shocker Basketball games?

No

Yes

Parking & Transportation - Do you have a reserved parking spot at Shocker Basketball games? (color) and % of Total Count of Completed Respondents (size). The data is filtered on Action (How many games in Charles Koch Arena did you attend this season?), which keeps 6 members.

RESERVED PARKING

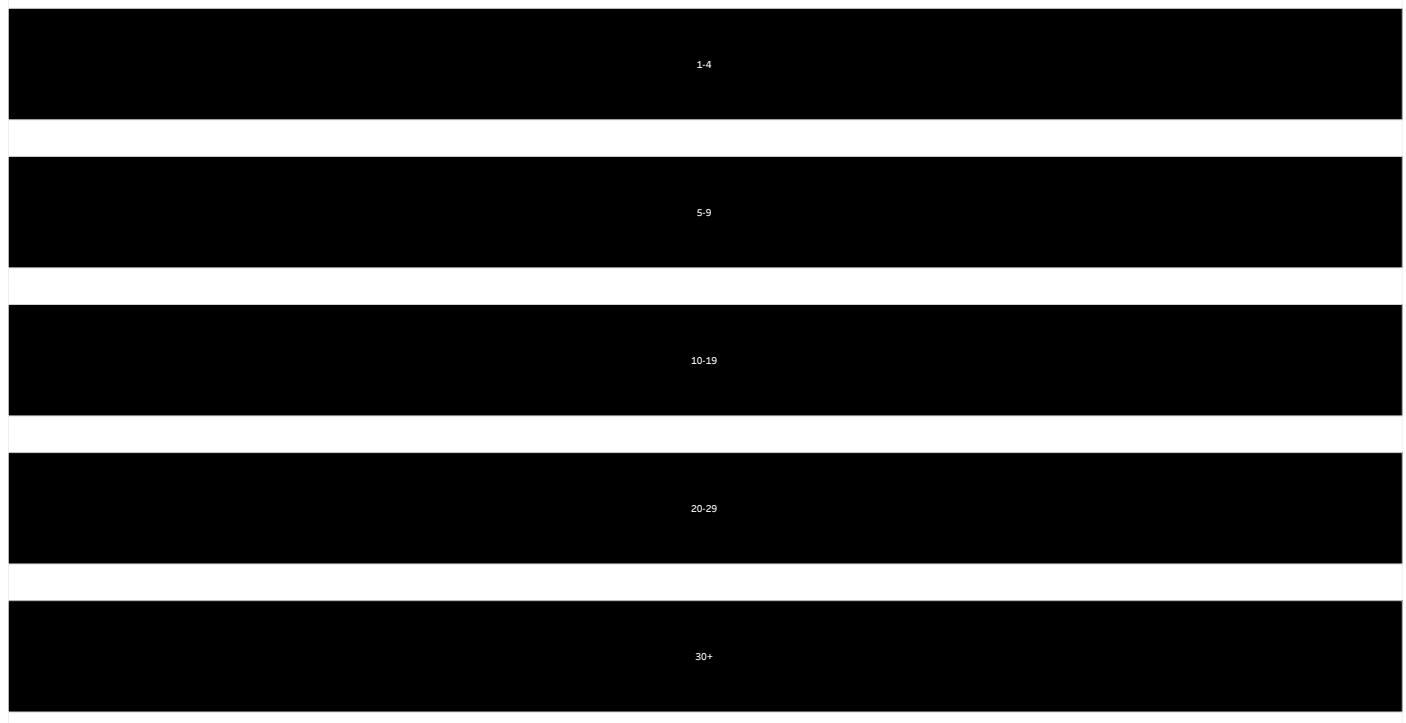
% of Total Count of Completed Respondents
 100%

Parking & Transportation - Do you have a reserved parking spot at Shocker Basketball games?

- No
- Yes

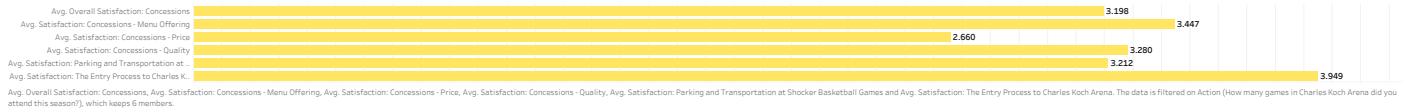
Parking & Transportation - Do you have a reserved parking spot at Shocker Basketball games? (color) and % of Total Count of Completed Respondents (size). The data is filtered on Action (How many games in Charles Koch Arena did you attend this season?), which keeps 6 members.

GAMES ATTENDED

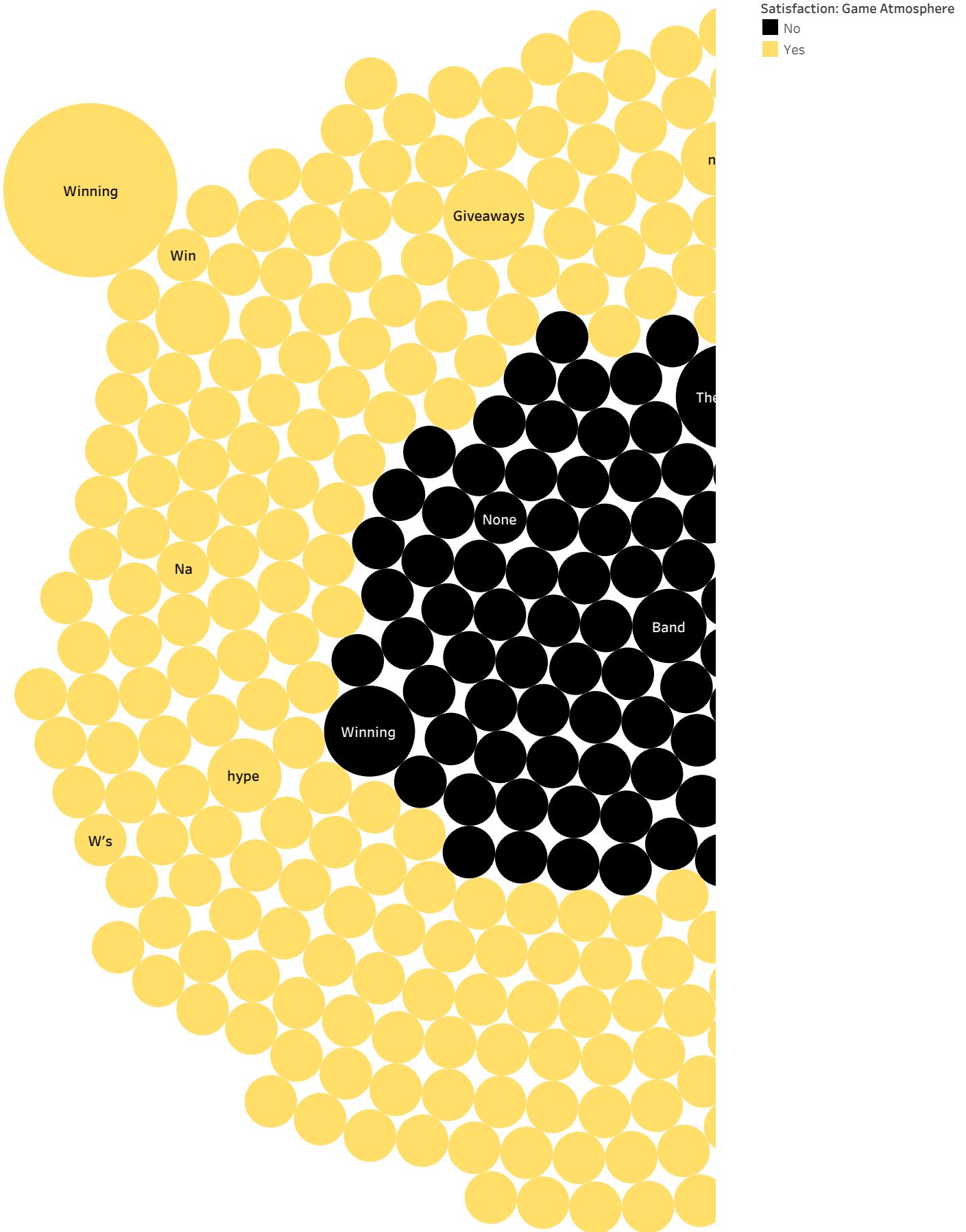


Minimum of 1 for each How many games in Charles Koch Arena did you attend this season?. The marks are labeled by How many games in Charles Koch Arena did you attend this season? The view is filtered on How many games in Charles Koch Arena did you attend this season?, which keeps 1-4, 10-19, 20-29, 30+ and 5-9.

FACILITIES SATISFACTION

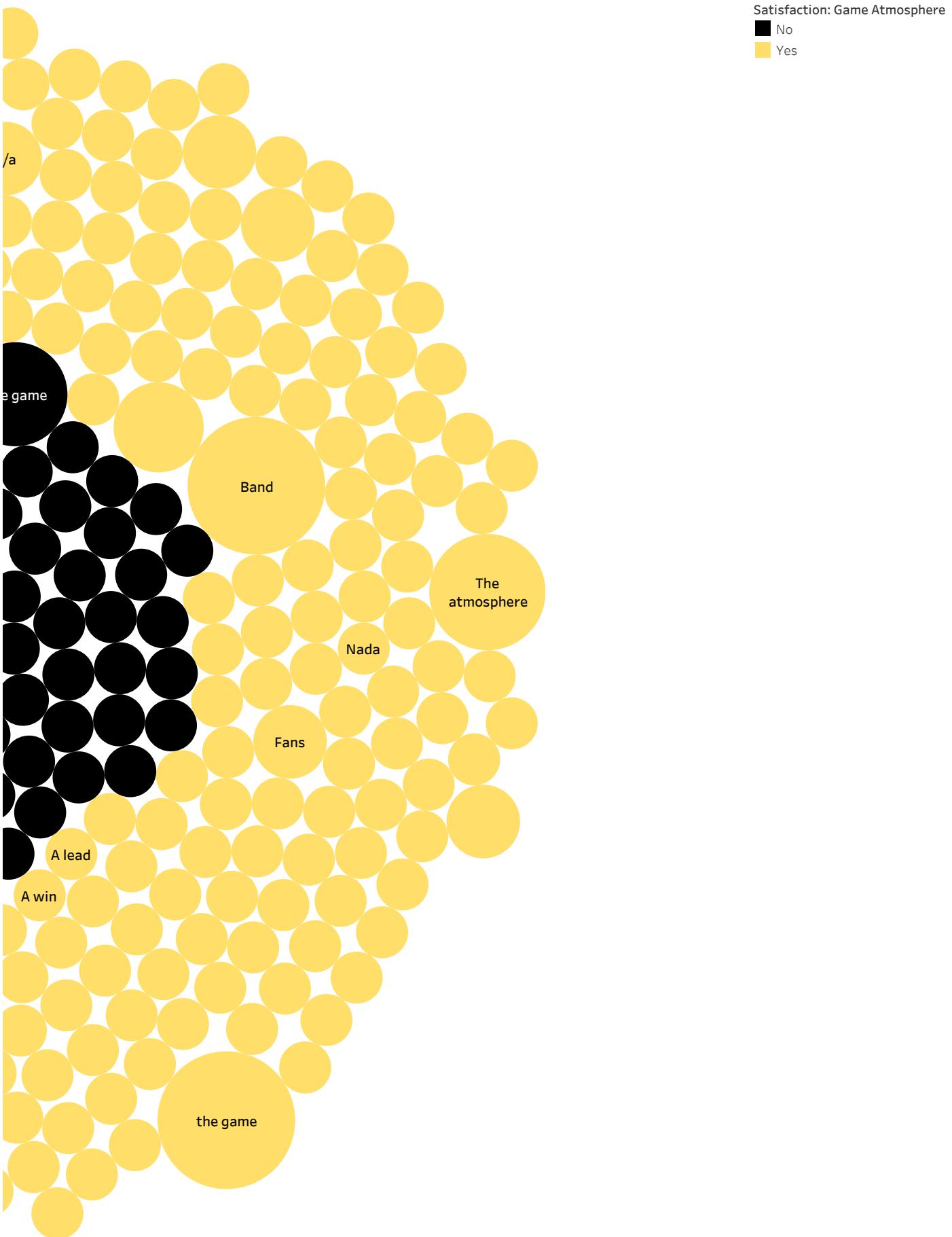


SHOCKER GAMES: ENJOYMENT FACTORS



What are some things that you especially enjoy during Shocker Basketball Gamedays?. Color shows details about Satisfaction: Game Atmosphere. Size shows count of Completed Respondents. The marks are labeled by What are some things that you especially enjoy during Shocker Basketball Gamedays?. The data is filtered on Action (How many games in Charles Koch Arena did you attend this season?), which keeps 6 members. The view is filtered on What are some things that you especially enjoy during Shocker Basketball Gamedays?, which excludes Null.

SHOCKER GAMES: ENJOYMENT FACTORS



What are some things that you especially enjoy during Shocker Basketball Gamedays?. Color shows details about Satisfaction: Game Atmosphere. Size shows count of Completed Respondents. The marks are labeled by What are some things that you especially enjoy during Shocker Basketball Gamedays?. The data is filtered on Action (How many games in Charles Koch Arena did you attend this season?), which keeps 6 members. The view is filtered on What are some things that you especially enjoy during Shocker Basketball Gamedays?, which excludes Null.

FINDING PARKING SPOT

% of Total Count of Completed Respondents
100%

Parking & Transportation - Is it easy for you to find parking at Shocker Basketball game?

- No
- Yes

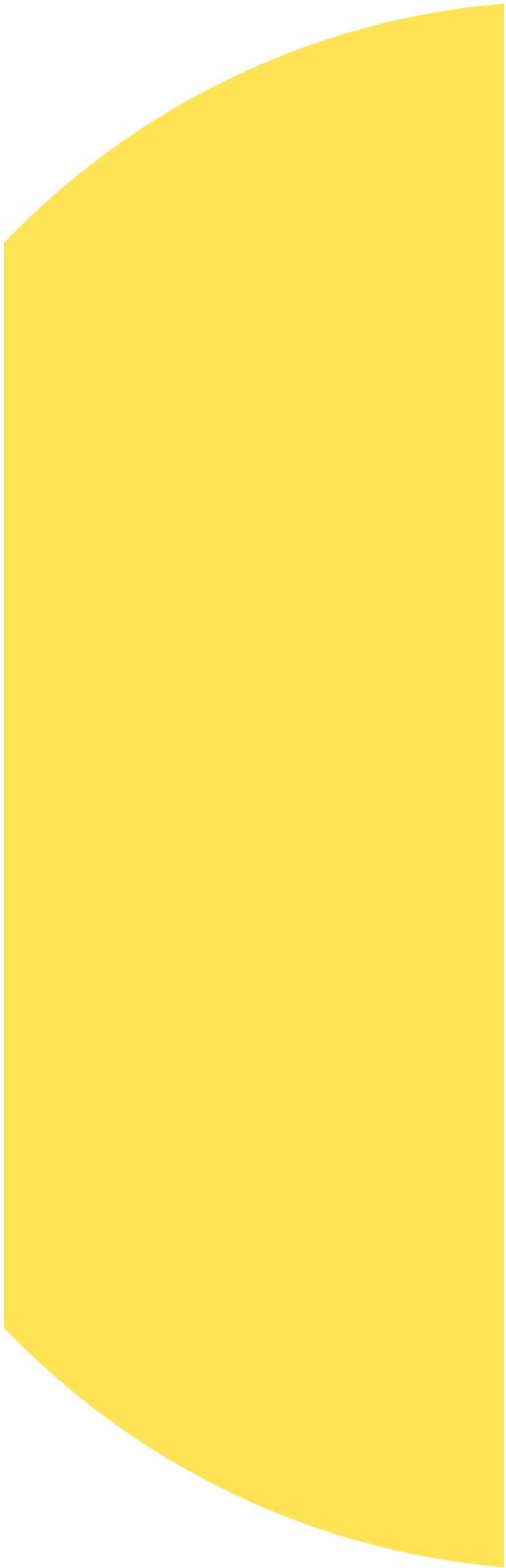
Parking & Transportation - Is it easy for you to find parking at Shocker Basketball game? (color) and % of Total Count of Completed Respondents (size). The data is filtered on Action (How many games in Charles Koch Arena did you attend this season?), which keeps 6 members.

FINDING PARKING SPOT



Parking & Transportation - Is it easy for you to find parking at Shocker Basketball game? (color) and % of Total Count of Completed Respondents (size). The data is filtered on Action (How many games in Charles Koch Arena did you attend this season?), which keeps 6 members.

FINDING PARKING SPOT



% of Total Count of Completed Respondents
100%

Parking & Transportation - Is it easy for you to find parking at Shocker Basketball game?

- No
- Yes

Parking & Transportation - Is it easy for you to find parking at Shocker Basketball game? (color) and % of Total Count of Completed Respondents (size). The data is filtered on Action (How many games in Charles Koch Arena did you attend this season?), which keeps 6 members.

FINDING PARKING SPOT



Parking & Transportation - Is it easy for you to find parking at Shocker Basketball game? (color) and % of Total Count of Completed Respondents (size). The data is filtered on Action (How many games in Charles Koch Arena did you attend this season?), which keeps 6 members.

FINDING PARKING SPOT

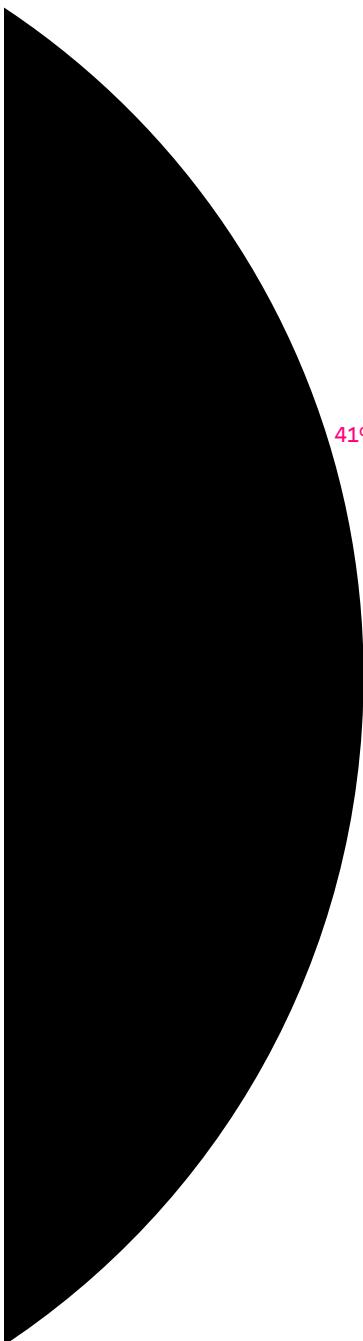
% of Total Count of Completed Respondents

100%

Parking & Transportation - Is it easy for you to find parking at Shocker Basketball game?

No

Yes



Parking & Transportation - Is it easy for you to find parking at Shocker Basketball game? (color) and % of Total Count of Completed Respondents (size). The data is filtered on Action (How many games in Charles Koch Arena did you attend this season?), which keeps 6 members.

FINDING PARKING SPOT

% of Total Count of Completed Respondents
100%

Parking & Transportation - Is it easy for you to find parking at Shocker Basketball game?

- No
- Yes

Parking & Transportation - Is it easy for you to find parking at Shocker Basketball game? (color) and % of Total Count of Completed Respondents (size). The data is filtered on Action (How many games in Charles Koch Arena did you attend this season?), which keeps 6 members.

FINDING PARKING SPOT

% of Total Count of Completed Respondents
100%

Parking & Transportation - Is it easy for you to find parking at Shocker Basketball game?

- No
- Yes

Parking & Transportation - Is it easy for you to find parking at Shocker Basketball game? (color) and % of Total Count of Completed Respondents (size). The data is filtered on Action (How many games in Charles Koch Arena did you attend this season?), which keeps 6 members.

TRANSPORTATION: SHUTTLE

% of Total Count of Completed Respondents



100%

Parking & Transportation - Have you used a campus shuttle to get you from your vehicle to Charles Koch Arena? If yes, was your

- No
- Yes

Parking & Transportation - Have you used a campus shuttle to get you from your vehicle to Charles Koch Arena? If yes, was your (color) and % of Total Count of Completed Respondents (size). The data is filtered on Action (How many games in Charles Koch Arena did you attend this season?), which keeps 6 members.

TRANSPORTATION: SHUTTLE

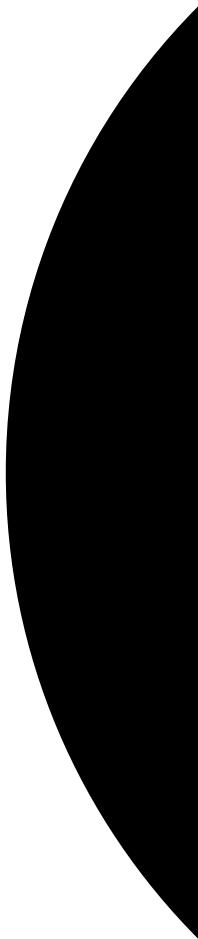
% of Total Count of Completed Respondents



Parking & Transportation - Have you used a campus shuttle to get you from your vehicle to Charles Koch Arena? If yes, was your

No

Yes



Parking & Transportation - Have you used a campus shuttle to get you from your vehicle to Charles Koch Arena? If yes, was your (color) and % of Total Count of Completed Respondents (size). The data is filtered on Action (How many games in Charles Koch Arena did you attend this season?), which keeps 6 members.

TRANSPORTATION: SHUTTLE



% of Total Count of Completed Respondents

100%

Parking & Transportation - Have you used a campus shuttle to get you from your vehicle to Charles Koch Arena? If yes, was your

- No
- Yes

Parking & Transportation - Have you used a campus shuttle to get you from your vehicle to Charles Koch Arena? If yes, was your (color) and % of Total Count of Completed Respondents (size). The data is filtered on Action (How many games in Charles Koch Arena did you attend this season?), which keeps 6 members.

TRANSPORTATION: SHUTTLE



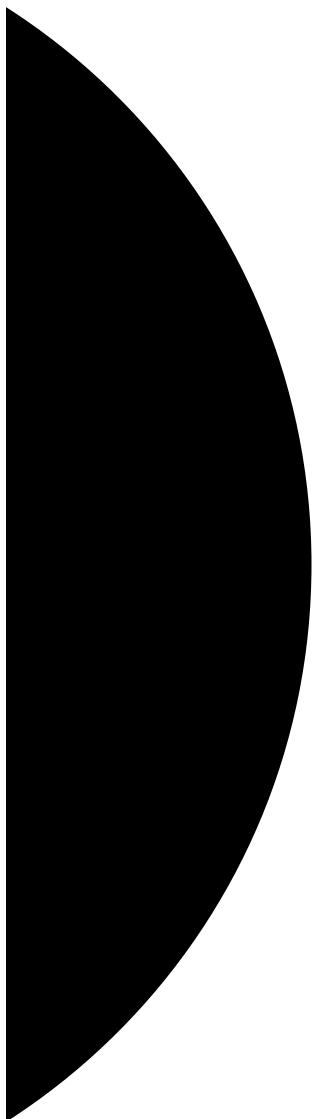
Parking & Transportation - Have you used a campus shuttle to get you from your vehicle to Charles Koch Arena? If yes, was your (color) and % of Total Count of Completed Respondents (size). The data is filtered on Action (How many games in Charles Koch Arena did you attend this season?), which keeps 6 members.

TRANSPORTATION: SHUTTLE

% of Total Count of Completed Respondents
[] 100%

Parking & Transportation - Have you used a campus shuttle to get you from your vehicle to Charles Koch Arena? If yes, was your

- No
- Yes



Parking & Transportation - Have you used a campus shuttle to get you from your vehicle to Charles Koch Arena? If yes, was your (color) and % of Total Count of Completed Respondents (size). The data is filtered on Action (How many games in Charles Koch Arena did you attend this season?), which keeps 6 members.

TRANSPORTATION: SHUTTLE

% of Total Count of Completed Respondents



100%

Parking & Transportation - Have you used a campus shuttle to get you from your vehicle to Charles Koch Arena? If yes, was your

- No
- Yes

Parking & Transportation - Have you used a campus shuttle to get you from your vehicle to Charles Koch Arena? If yes, was your (color) and % of Total Count of Completed Respondents (size). The data is filtered on Action (How many games in Charles Koch Arena did you attend this season?), which keeps 6 members.

TRANSPORTATION: SHUTTLE

% of Total Count of Completed Respondents



100%

Parking & Transportation - Have you used a campus shuttle to get you from your vehicle to Charles Koch Arena? If yes, was your

- No
- Yes

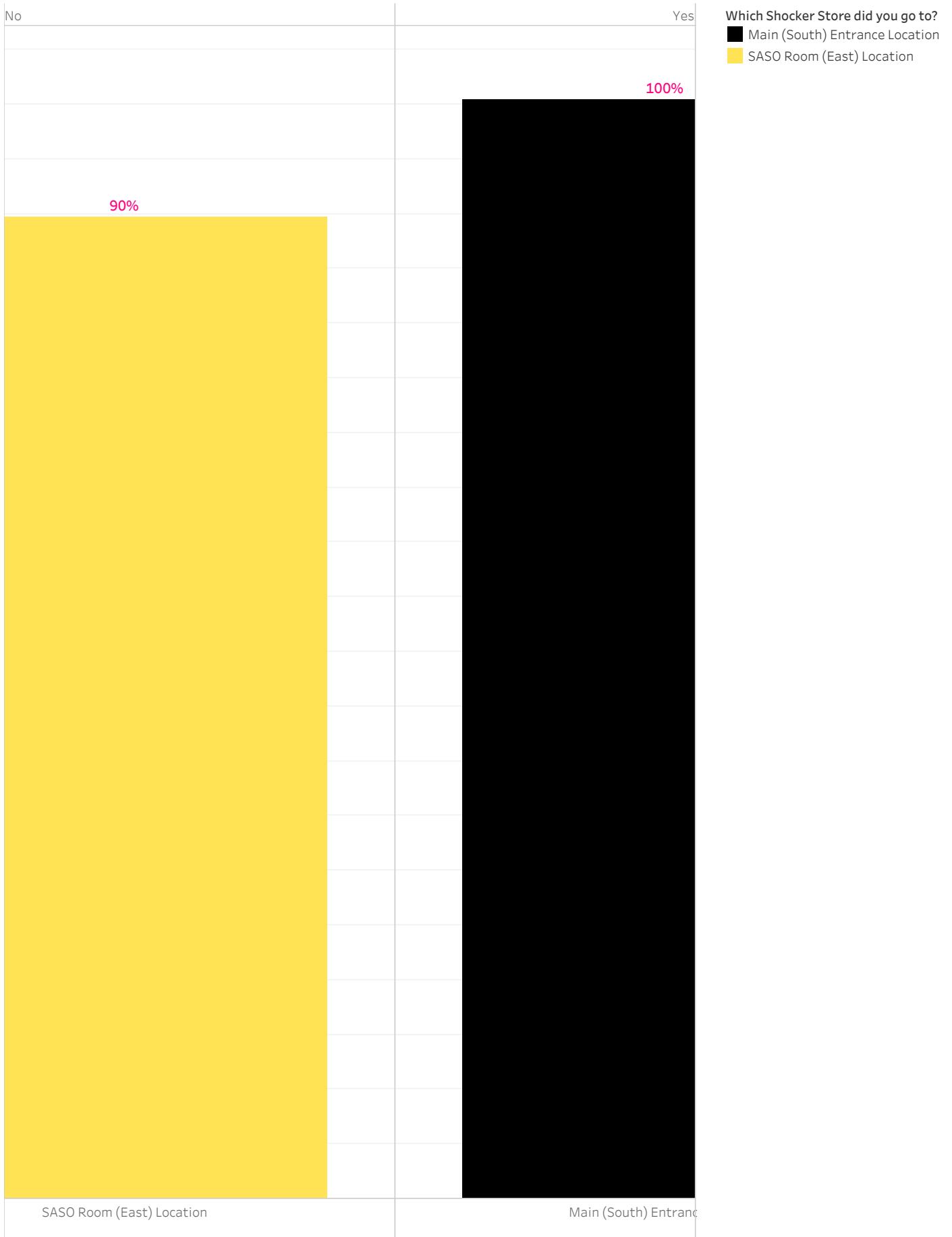
Parking & Transportation - Have you used a campus shuttle to get you from your vehicle to Charles Koch Arena? If yes, was your (color) and % of Total Count of Completed Respondents (size). The data is filtered on Action (How many games in Charles Koch Arena did you attend this season?), which keeps 6 members.

SATISFACTION: SHOCKER STORE



% of Total Avg. Overall Satisfaction: Shocker Store for each Which Shocker Store did you go to? broken down by Did you shop or browse through the Shocker Store in Charles Koch Arena at any of the games you attended?. Color shows details about Which Shocker Store did you go to?. The data is filtered on Action (How many games in Charles Koch Arena did you attend this season?), which keeps 6 members. The view is filtered on Which Shocker Store did you go to?, which keeps Main (South) Entrance Location and SASO Room (East) Location.

SATISFACTION: SHOCKER STORE



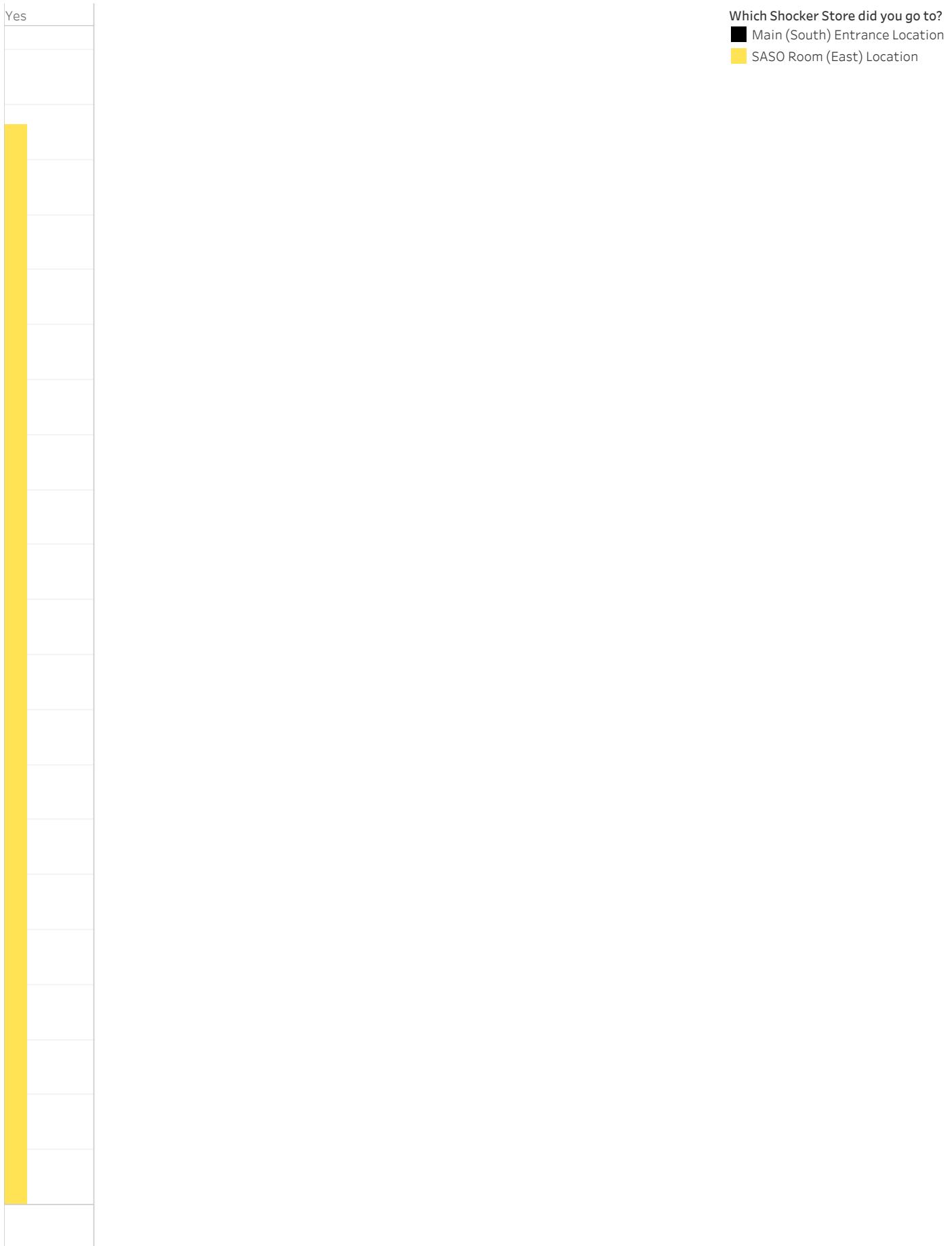
% of Total Avg. Overall Satisfaction: Shocker Store for each Which Shocker Store did you go to? broken down by Did you shop or browse through the Shocker Store in Charles Koch Arena at any of the games you attended?. Color shows details about Which Shocker Store did you go to?. The data is filtered on Action (How many games in Charles Koch Arena did you attend this season?), which keeps 6 members. The view is filtered on Which Shocker Store did you go to?, which keeps Main (South) Entrance Location and SASO Room (East) Location.

SATISFACTION: SHOCKER STORE



% of Total Avg. Overall Satisfaction: Shocker Store for each Which Shocker Store did you go to? broken down by Did you shop or browse through the Shocker Store in Charles Koch Arena at any of the games you attended?. Color shows details about Which Shocker Store did you go to?. The data is filtered on Action (How many games in Charles Koch Arena did you attend this season?), which keeps 6 members. The view is filtered on Which Shocker Store did you go to?, which keeps Main (South) Entrance Location and SASO Room (East) Location.

SATISFACTION: SHOCKER STORE



% of Total Avg. Overall Satisfaction: Shocker Store for each Which Shocker Store did you go to? broken down by Did you shop or browse through the Shocker Store in Charles Koch Arena at any of the games you attended?. Color shows details about Which Shocker Store did you go to?. The data is filtered on Action (How many games in Charles Koch Arena did you attend this season?), which keeps 6 members. The view is filtered on Which Shocker Store did you go to?, which keeps Main (South) Entrance Location and SASO Room (East) Location.

SHOCKER_STORE PRICES FILTER



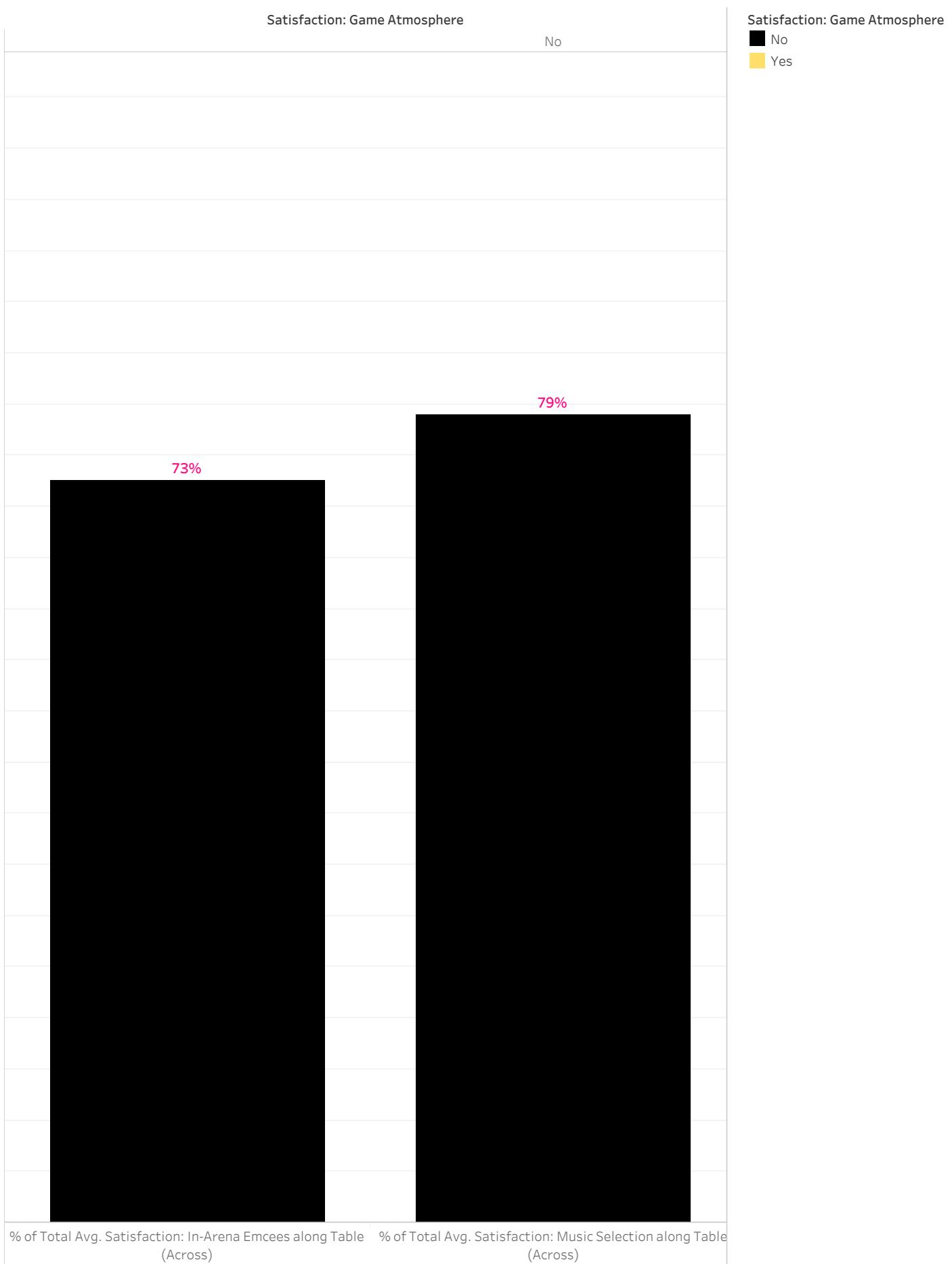
Minimum of 1 for each How would you describe the price of Shocker Store items?. The marks are labeled by How would you describe the price of Shocker Store items?. The data is filtered on Action (How many games in Charles Koch Arena did you attend this season?), which keeps 6 members.

SERVICE QUALITY

Avg. Overall Satisfaction: Guest Service	<div style="width: 100px; height: 10px; background-color: black;"></div>	4.18020
Avg. Satisfaction: Guest Services - The Friendliness of Staff	<div style="width: 100px; height: 10px; background-color: black;"></div>	4.21701
Avg. Satisfaction: Guest Services - The Helpfulness of Staff	<div style="width: 100px; height: 10px; background-color: black;"></div>	4.19416

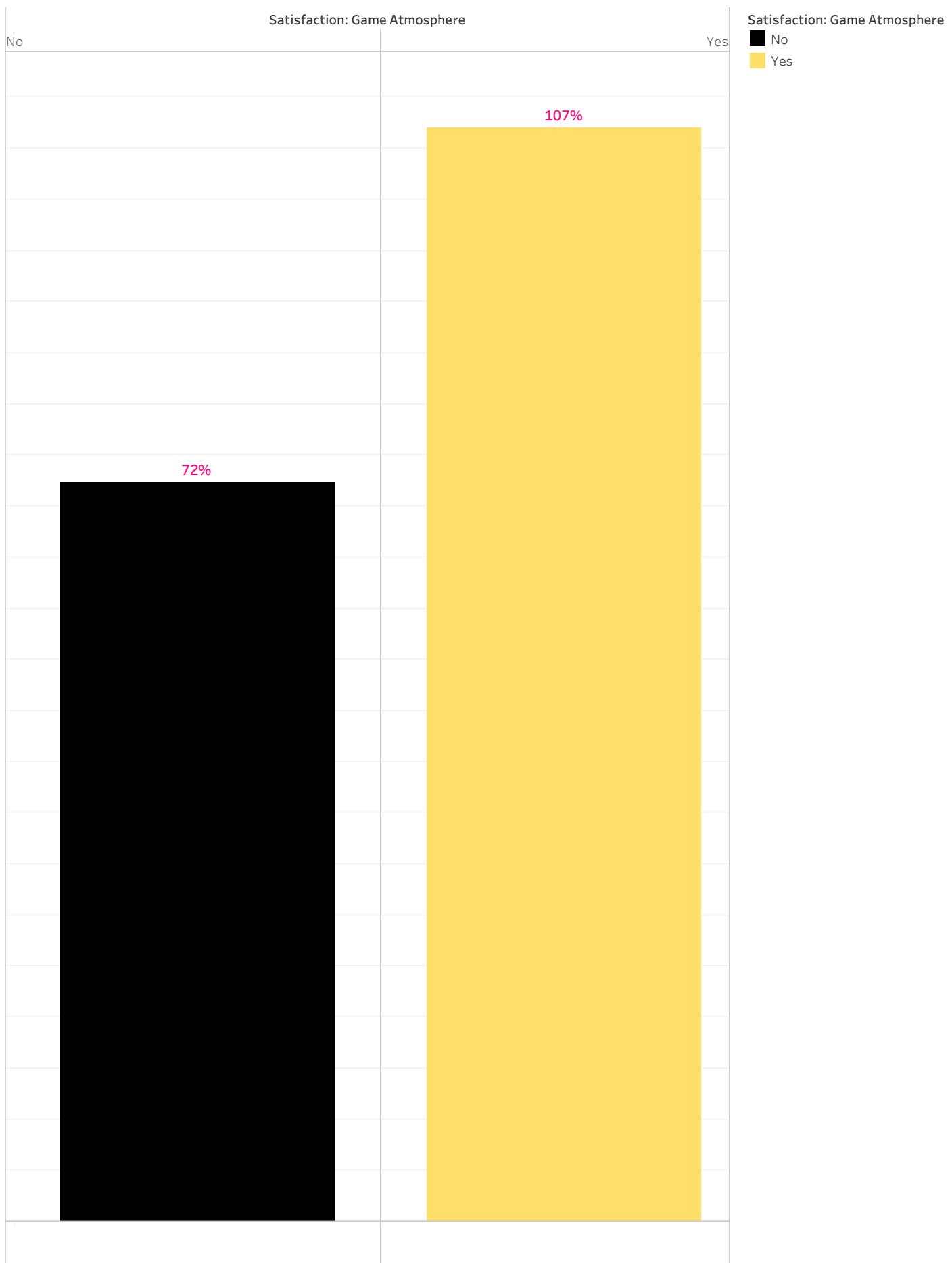
Avg. Overall Satisfaction: Guest Service, Avg. Satisfaction: Guest Services - The Friendliness of Staff and Avg. Satisfaction: Guest Services - The Helpfulness of Staff. The data is filtered on Action (How many games in Charles Koch Arena did you attend this season?), which keeps 6 members.

GAME DAY EXPERIENCE



% of Total Avg. Satisfaction: In-Arena Emcees along Table (Across), % of Total Avg. Satisfaction: Music Selection along Table (Across) and % of Total Avg. Satisfaction: On-Court Promotions along Table (Across) for each Satisfaction: Game Atmosphere. Color shows details about Satisfaction: Game Atmosphere. The data is filtered on Action (How many games in Charles Koch Arena did you attend this season?), which keeps 6 members.

GAME DAY EXPERIENCE



% of Total Avg. Satisfaction: In-Arena Emcees along Table (Across), % of Total Avg. Satisfaction: Music Selection along Table (Across) and % of Total Avg. Satisfaction: On-Court Promotions along Table (Across) for each Satisfaction: Game Atmosphere. Color shows details about Satisfaction: Game Atmosphere. The data is filtered on Action (How many games in Charles Koch Arena did you attend this season?), which keeps 6 members.

GAME DAY EXPERIENCE



% of Total Avg. Satisfaction: In-Arena Emcees along Table (Across), % of Total Avg. Satisfaction: Music Selection along Table (Across) and % of Total Avg. Satisfaction: On-Court Promotions along Table (Across) for each Satisfaction: Game Atmosphere. Color shows details about Satisfaction: Game Atmosphere. The data is filtered on Action (How many games in Charles Koch Arena did you attend this season?), which keeps 6 members.

GAME DAY EXPERIENCE

Sa..

Yes

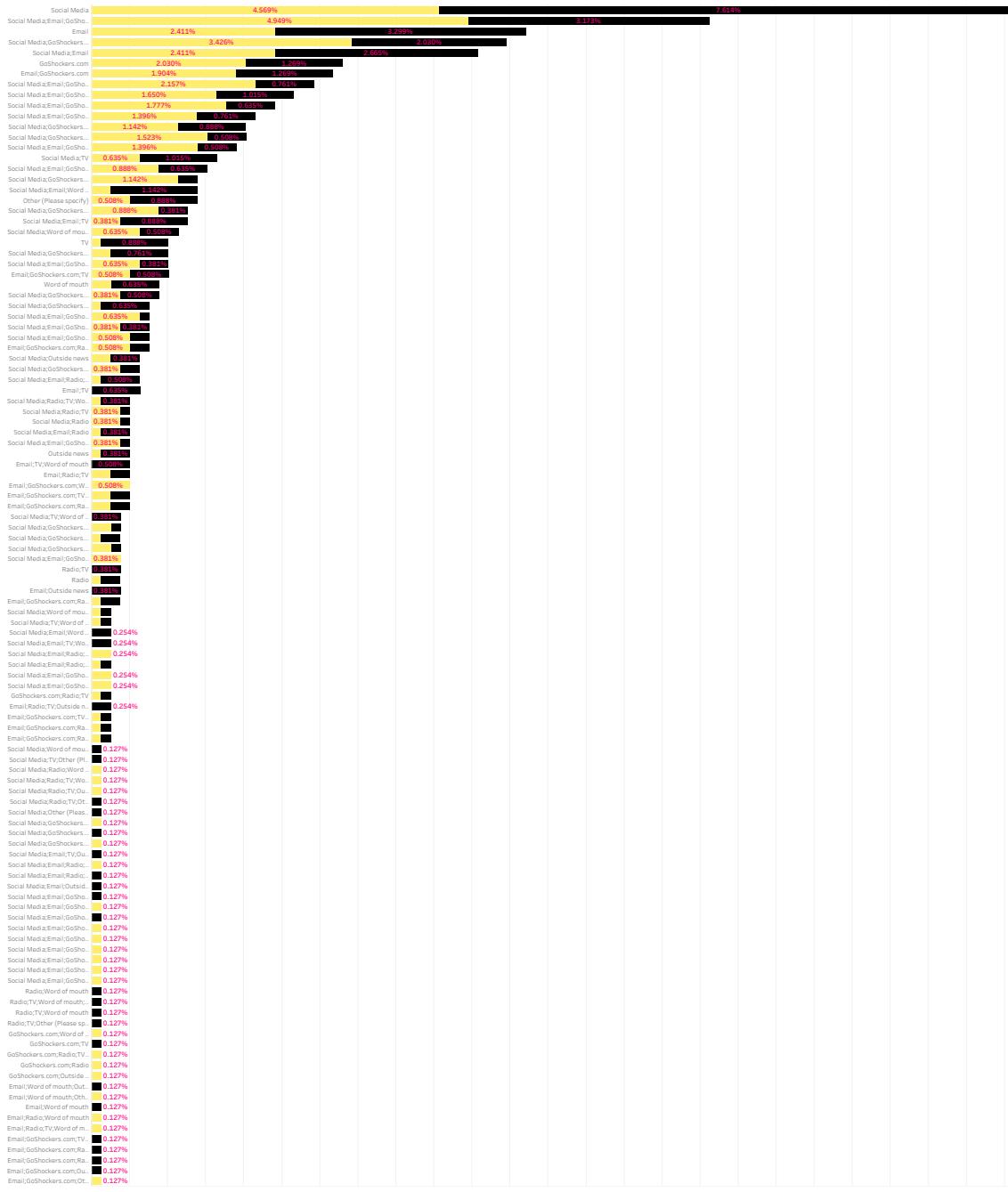
Satisfaction: Game Atmosphere

No

Yes

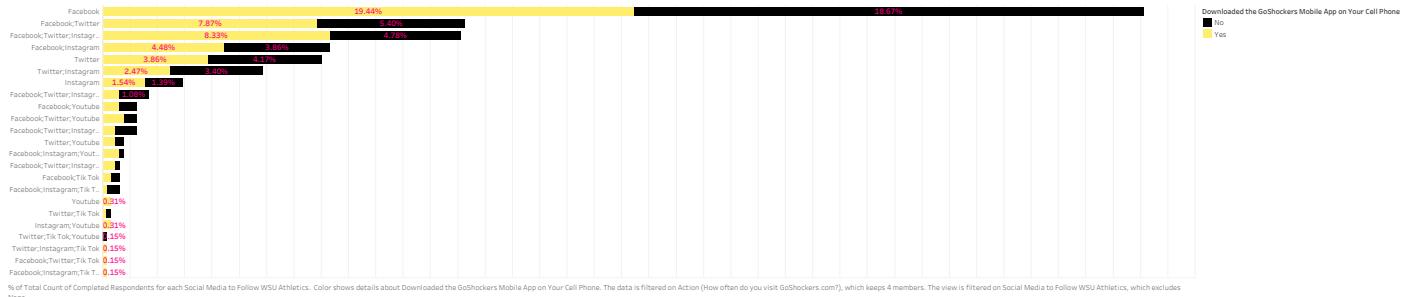
% of Total Avg. Satisfaction: In-Arena Emcees along Table (Across), % of Total Avg. Satisfaction: Music Selection along Table (Across) and % of Total Avg. Satisfaction: On-Court Promotions along Table (Across) for each Satisfaction: Game Atmosphere. Color shows details about Satisfaction: Game Atmosphere. The data is filtered on Action (How many games in Charles Koch Arena did you attend this season?), which keeps 6 members.

SOURCE OF INFORMATION



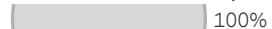
*Out of Total Computed Respondents for each Source of Information on Shockers Athletics. Color shows details about Downdated call the GodShockers Mobile App on Your Cell Phone. The data is filtered on Source of Information on Shockers Athletics (group) and Action (How often do you visit GodShockers.com?). The Source of Information on Shockers Athletics (group) field excludes Nut. The Action (How often do you visit GodShockers.com?) filter keeps 8 members. The view is filtered on Source of Information on Shockers Athletics, which keeps 12 of 122 members.

SOCIAL MEDIA



TWITTER

% of Total Count of Completed Respondents

 100%

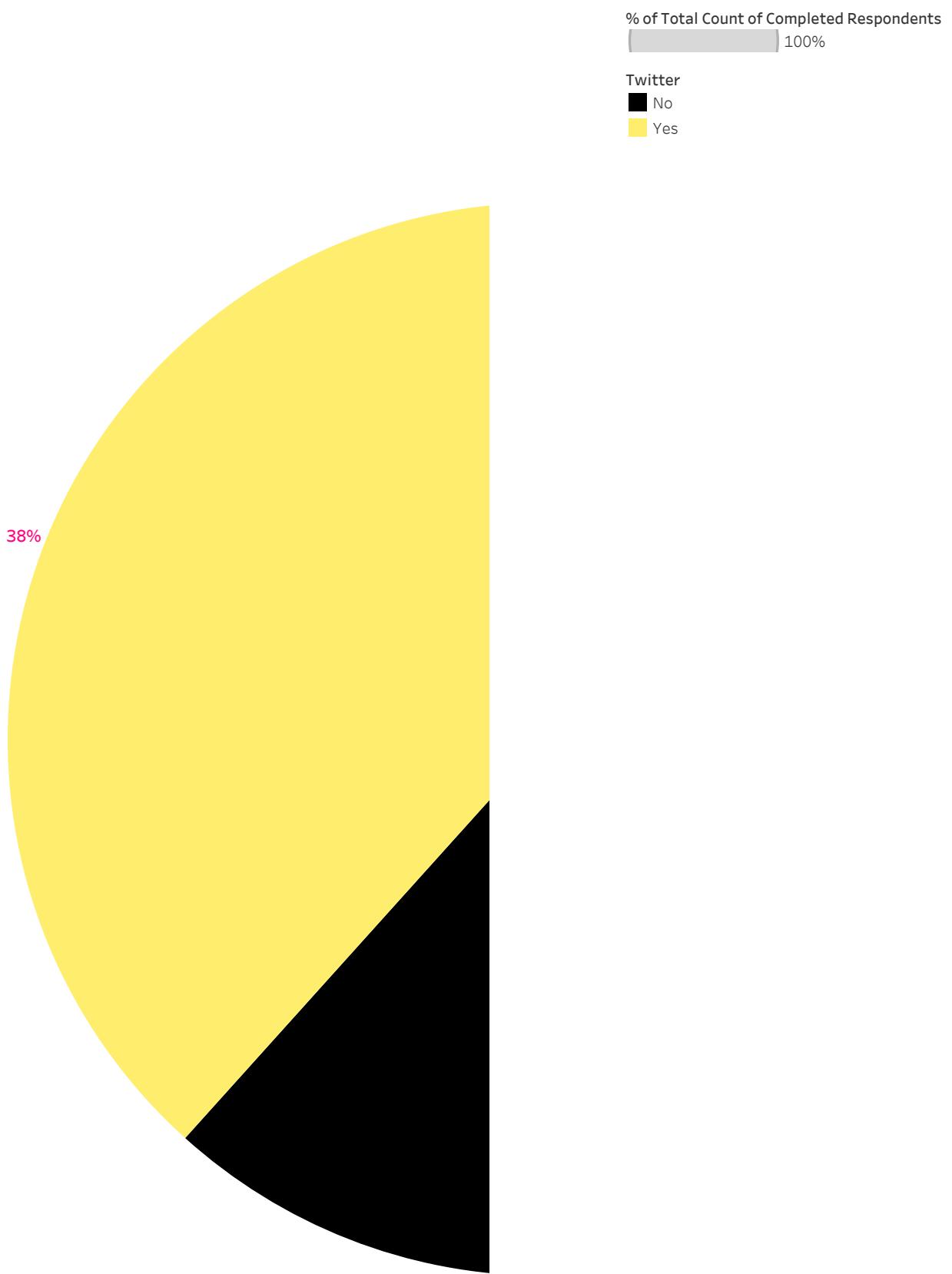
Twitter

 No

 Yes

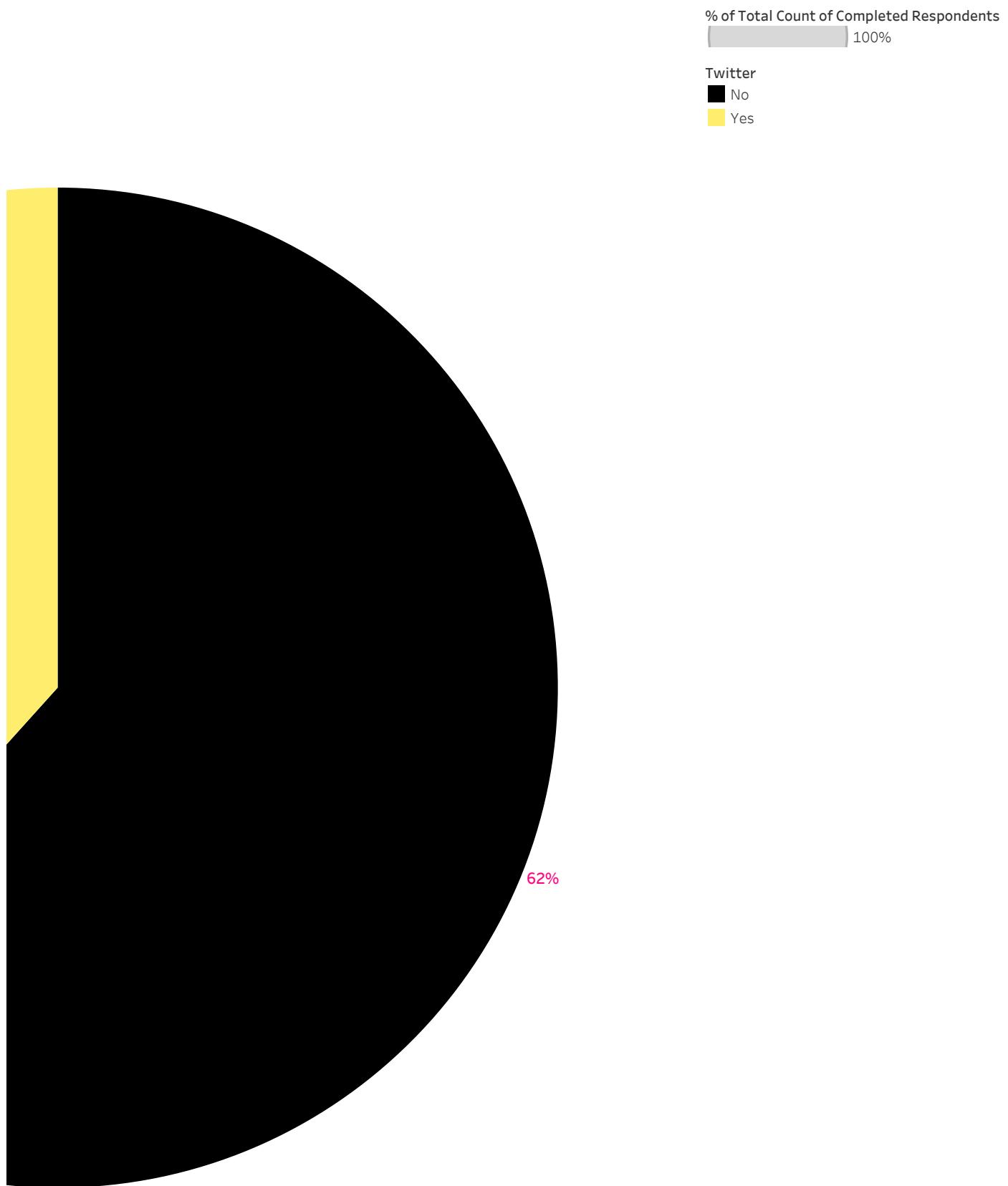
Twitter (color) and % of Total Count of Completed Respondents (size). The data is filtered on Action (How often do you visit GoShockers.com?), which keeps 4 members.

TWITTER



Twitter (color) and % of Total Count of Completed Respondents (size). The data is filtered on Action (How often do you visit GoShockers.com?), which keeps 4 members.

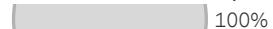
TWITTER



Twitter (color) and % of Total Count of Completed Respondents (size). The data is filtered on Action (How often do you visit GoShockers.com?), which keeps 4 members.

TWITTER

% of Total Count of Completed Respondents

 100%

Twitter

 No

 Yes

Twitter (color) and % of Total Count of Completed Respondents (size). The data is filtered on Action (How often do you visit GoShockers.com?), which keeps 4 members.

INSTAGRAM

% of Total Count of Completed Respondents

A horizontal bar chart consisting of a single grey bar extending from the left edge to the 100% mark on the right, representing 100% completion.

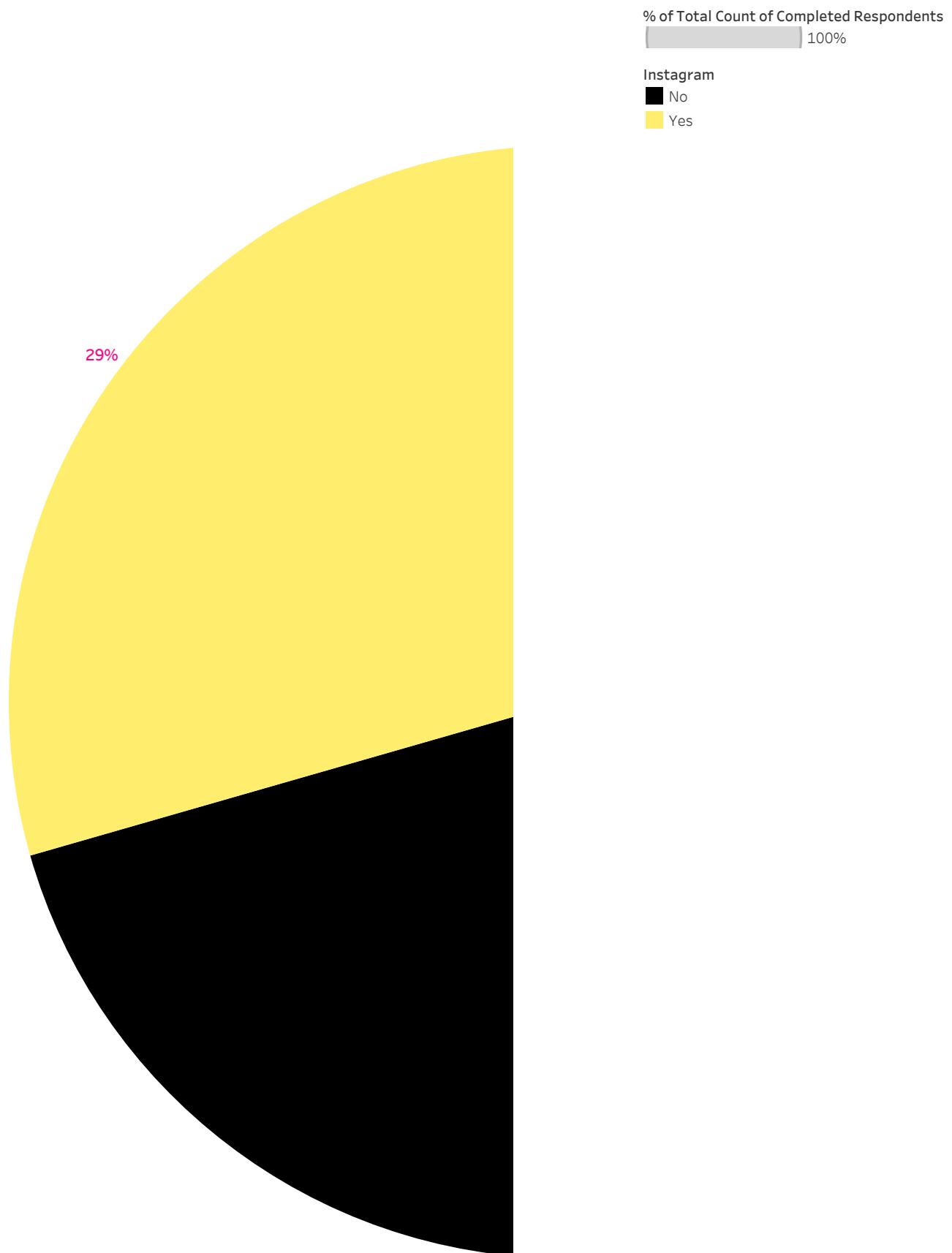
Instagram

No

Yes

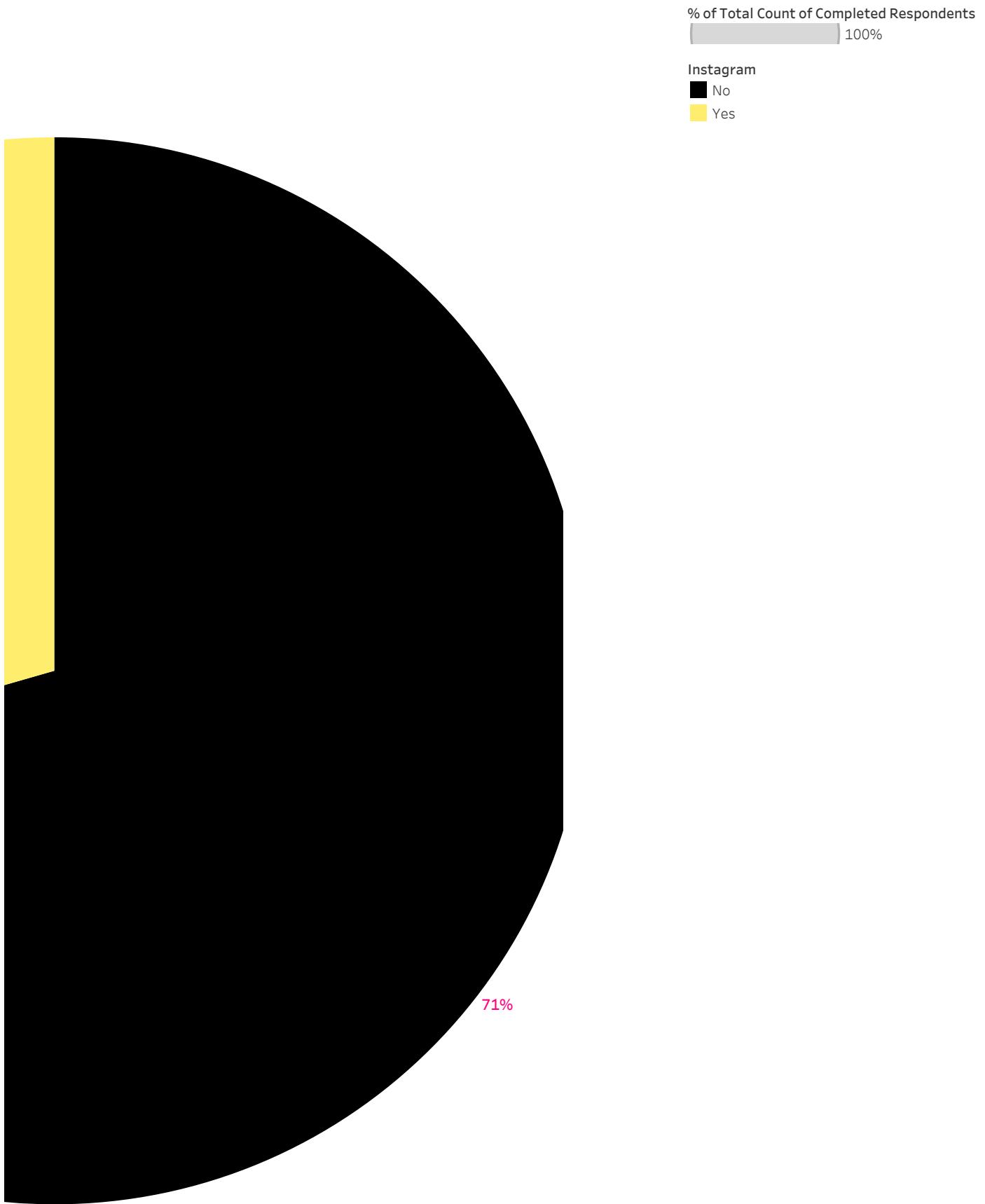
Instagram (color) and % of Total Count of Completed Respondents (size). The data is filtered on Action (How often do you visit GoShockers.com?), which keeps 4 members.

INSTAGRAM



Instagram (color) and % of Total Count of Completed Respondents (size). The data is filtered on Action (How often do you visit GoShockers.com?), which keeps 4 members.

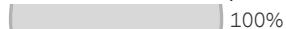
INSTAGRAM



Instagram (color) and % of Total Count of Completed Respondents (size). The data is filtered on Action (How often do you visit GoShockers.com?), which keeps 4 members.

INSTAGRAM

% of Total Count of Completed Respondents

A horizontal bar chart consisting of a single grey bar extending from the left edge to the 100% mark on the right, indicating 100% completion.

Instagram

No

Yes



Instagram (color) and % of Total Count of Completed Respondents (size). The data is filtered on Action (How often do you visit GoShockers.com?), which keeps 4 members.

TIK TOK

% of Total Count of Completed Respondents

 100%

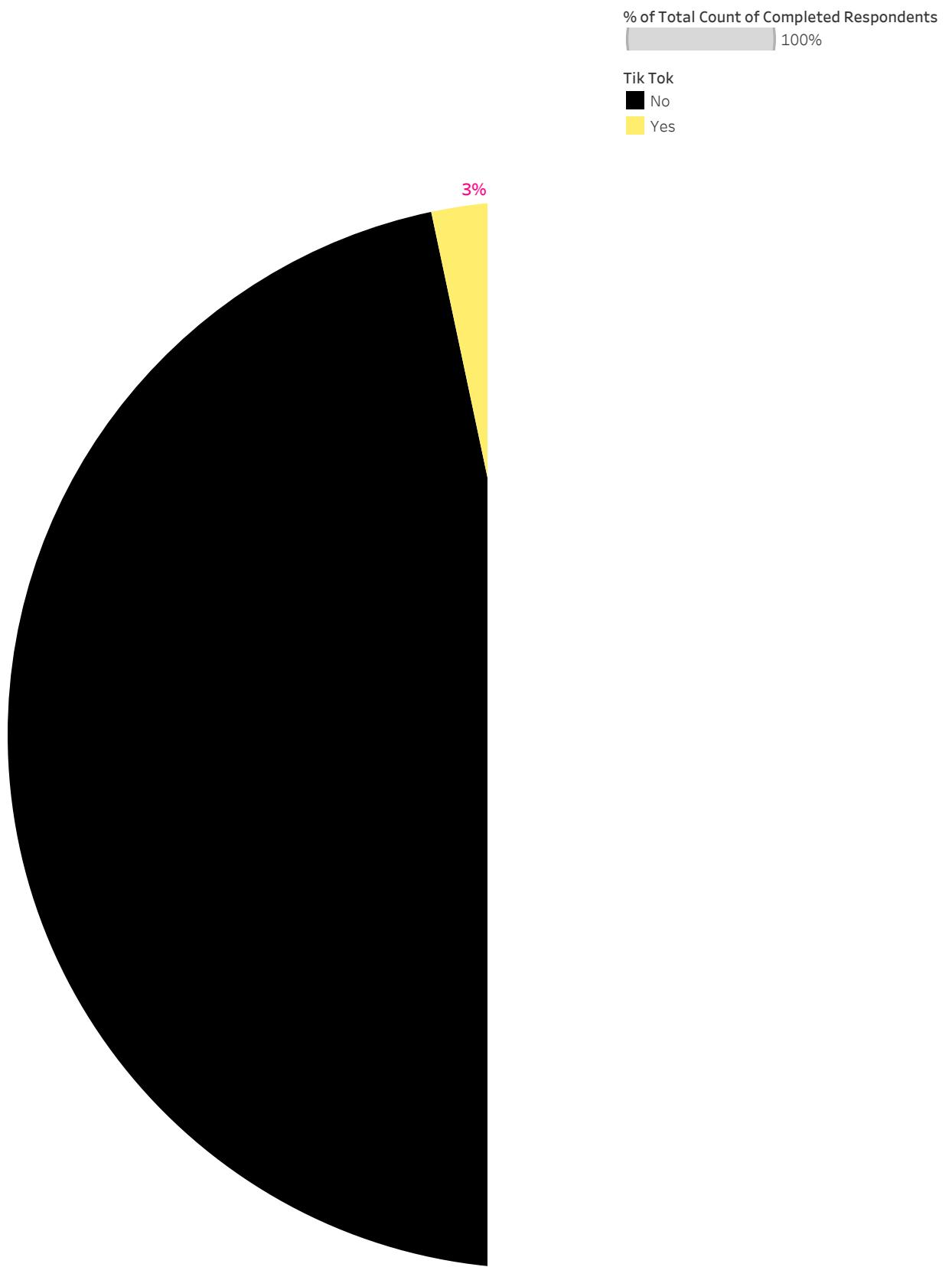
Tik Tok

 No

 Yes

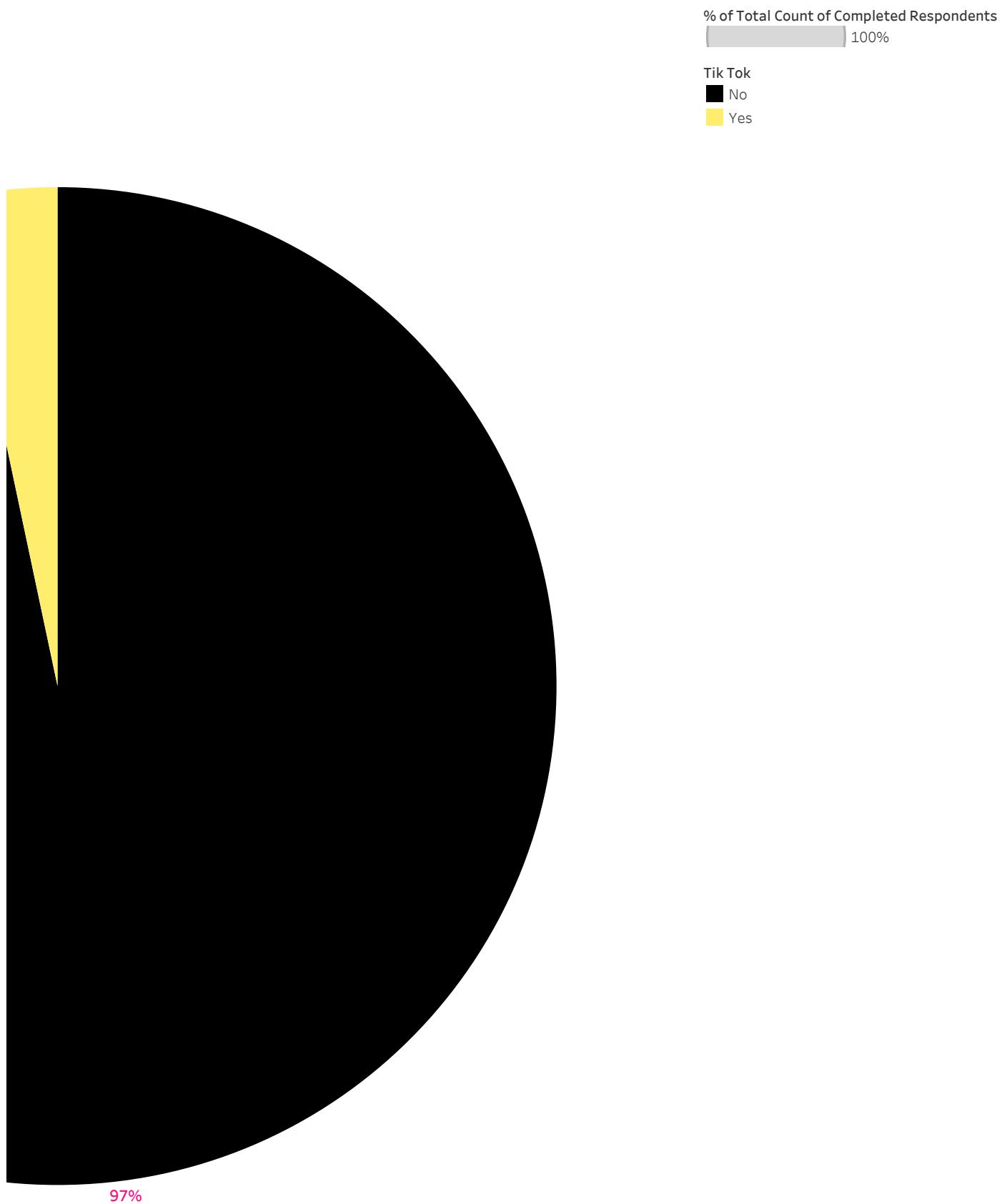
Tik Tok (color) and % of Total Count of Completed Respondents (size). The data is filtered on Action (How often do you visit GoShockers.com?), which keeps 4 members.

TIK TOK



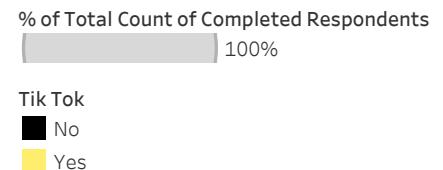
Tik Tok (color) and % of Total Count of Completed Respondents (size). The data is filtered on Action (How often do you visit GoShockers.com?), which keeps 4 members.

TIK TOK



Tik Tok (color) and % of Total Count of Completed Respondents (size). The data is filtered on Action (How often do you visit GoShockers.com?), which keeps 4 members.

TIK TOK



Tik Tok (color) and % of Total Count of Completed Respondents (size). The data is filtered on Action (How often do you visit GoShockers.com?), which keeps 4 members.

YOU TUBE

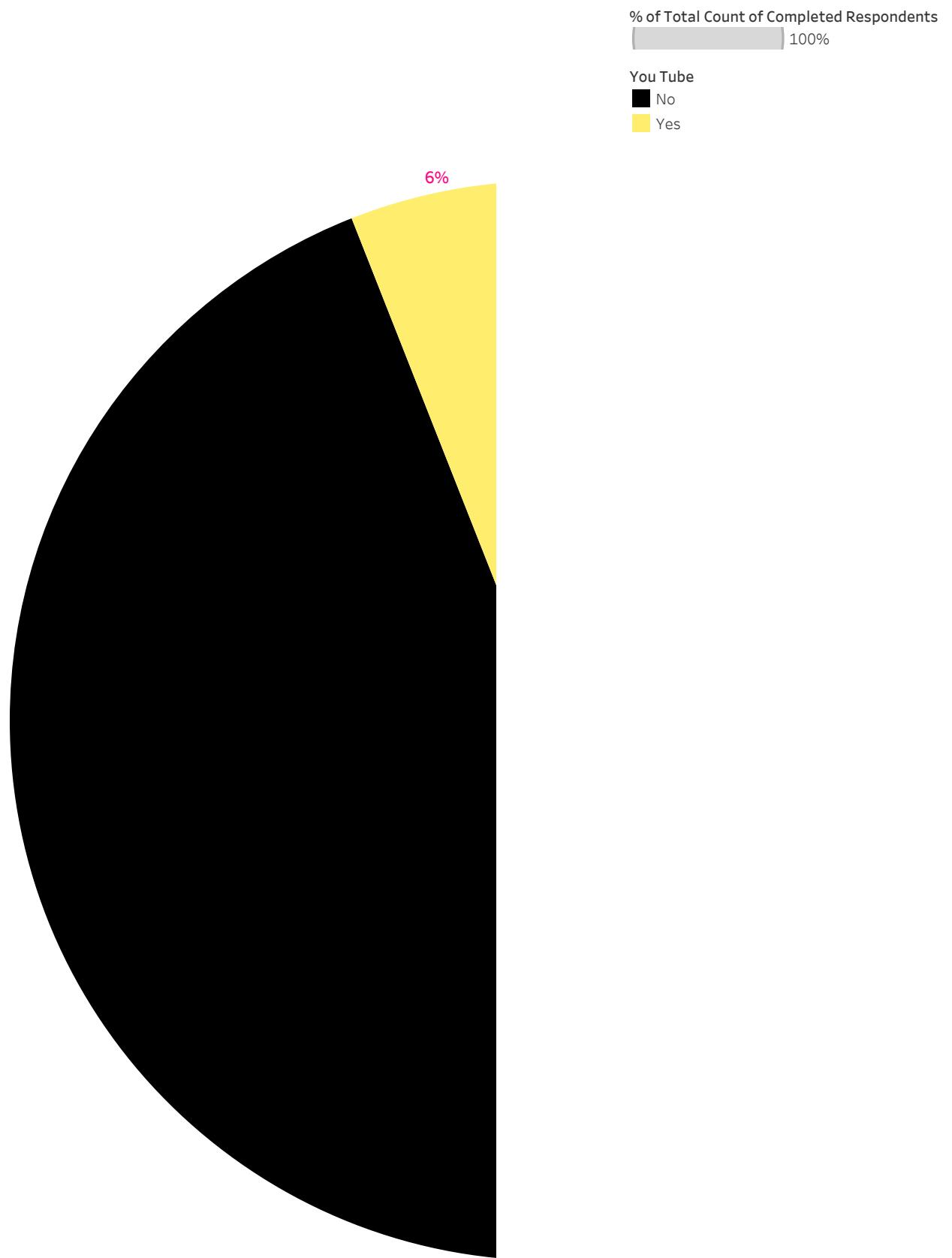
% of Total Count of Completed Respondents
 100%

You Tube

- No
- Yes

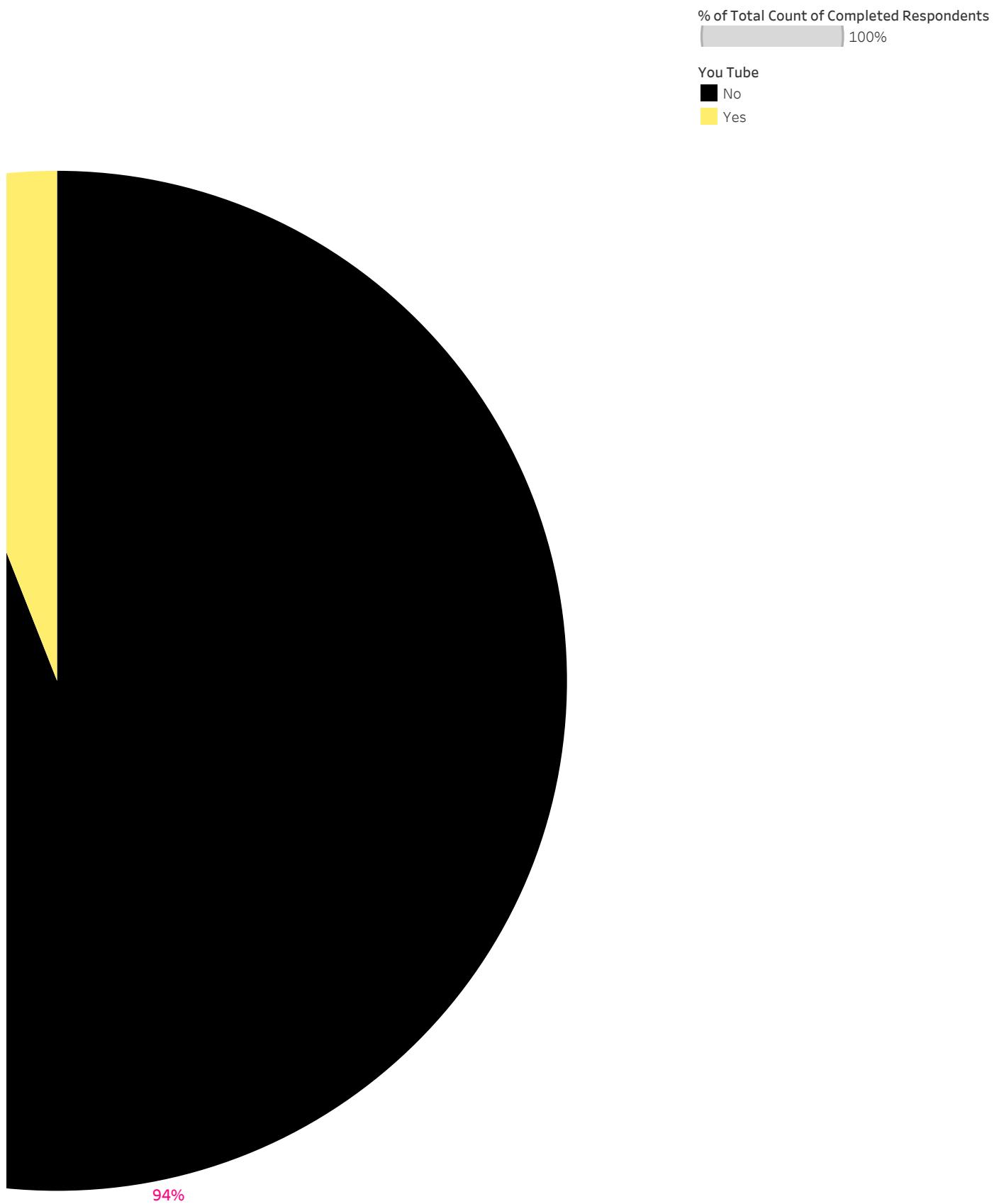
You Tube (color) and % of Total Count of Completed Respondents (size). The data is filtered on Action (How often do you visit GoShockers.com?), which keeps 4 members.

YOU TUBE



You Tube (color) and % of Total Count of Completed Respondents (size). The data is filtered on Action (How often do you visit GoShockers.com?), which keeps 4 members.

YOU TUBE



You Tube (color) and % of Total Count of Completed Respondents (size). The data is filtered on Action (How often do you visit GoShockers.com?), which keeps 4 members.

YOU TUBE

% of Total Count of Completed Respondents
 100%

You Tube

- No
- Yes

You Tube (color) and % of Total Count of Completed Respondents (size). The data is filtered on Action (How often do you visit GoShockers.com?), which keeps 4 members.

Daily

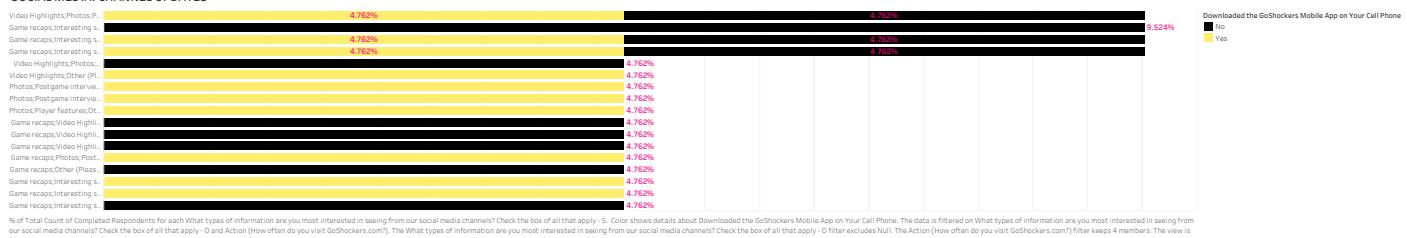
Monthly

Never

Weekly

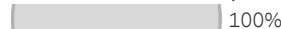
Minimum of 1 for each How often do you visit GoShockers.com?. The marks are labeled by How often do you visit GoShockers.com?.

SOCIAL MEDIA: CHANNEL UPDATES



GAME RECAPS

% of Total Count of Completed Respondents

A horizontal bar chart consisting of a single grey bar extending from the left edge to the 100% mark on the right, representing 100% completion.

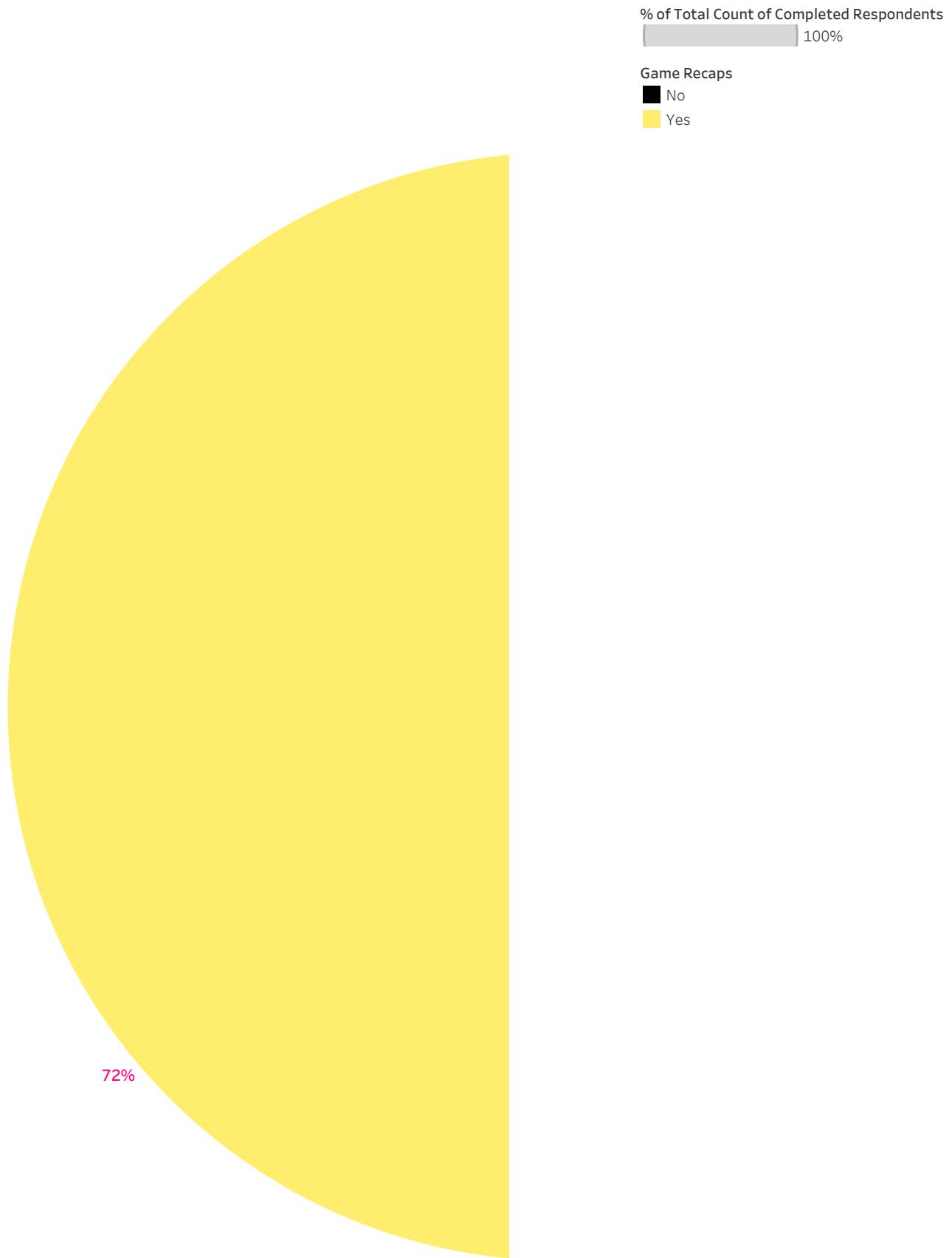
Game Recaps

No

Yes

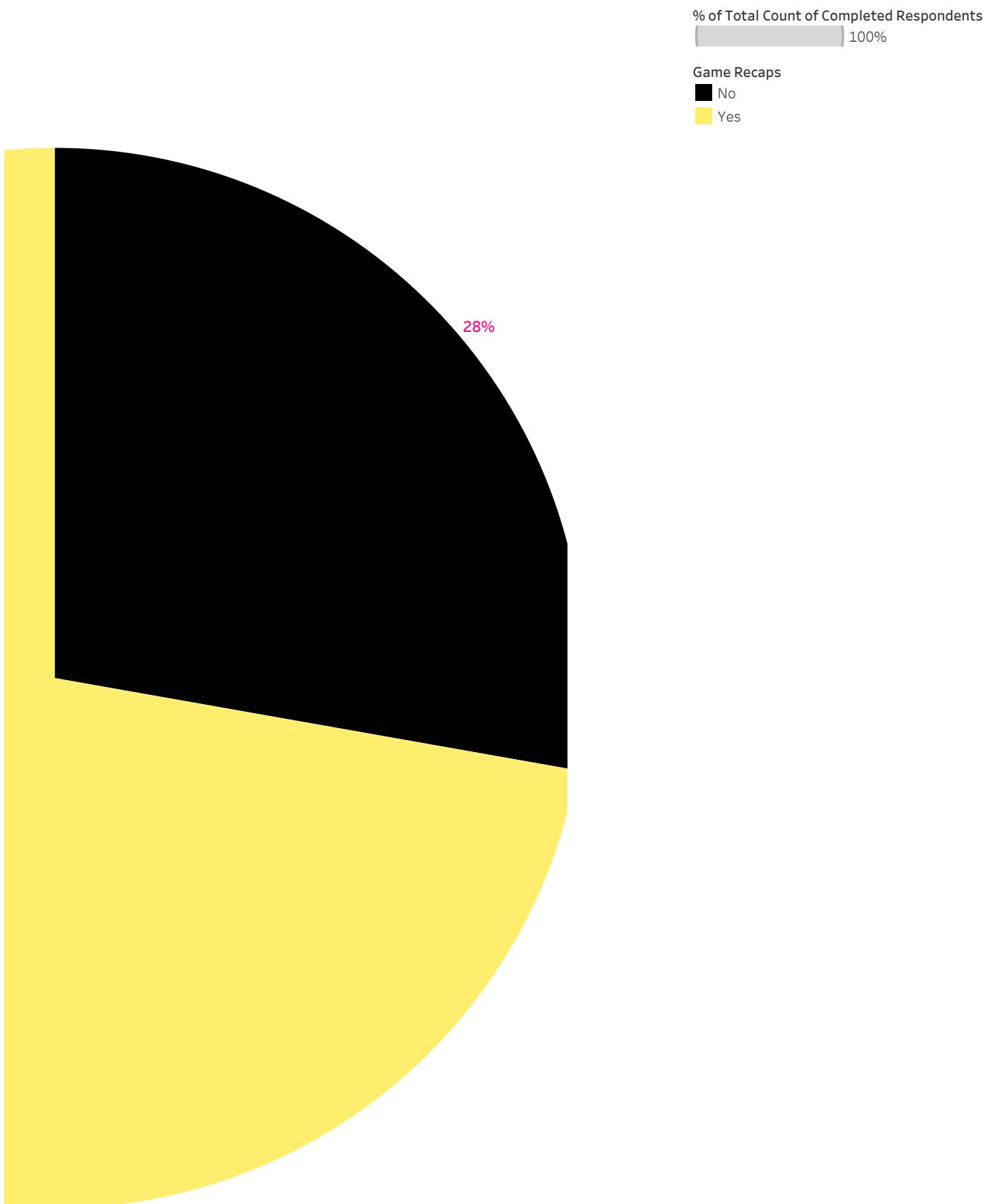
Game Recaps (color) and % of Total Count of Completed Respondents (size). The data is filtered on Action (How often do you visit GoShockers.com?), which keeps 4 members.

GAME RECAPS



Game Recaps (color) and % of Total Count of Completed Respondents (size). The data is filtered on Action (How often do you visit GoShockers.com?), which keeps 4 members.

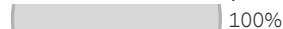
GAME RECAPS



Game Recaps (color) and % of Total Count of Completed Respondents (size). The data is filtered on Action (How often do you visit GoShockers.com?), which keeps 4 members.

GAME RECAPS

% of Total Count of Completed Respondents

 100%

Game Recaps

No

Yes



Game Recaps (color) and % of Total Count of Completed Respondents (size). The data is filtered on Action (How often do you visit GoShockers.com?), which keeps 4 members.

INTERESTING STATS

% of Total Count of Completed Respondents

A horizontal bar chart consisting of a single grey bar extending from the left edge to the 100% mark on the right, representing 100% completion.

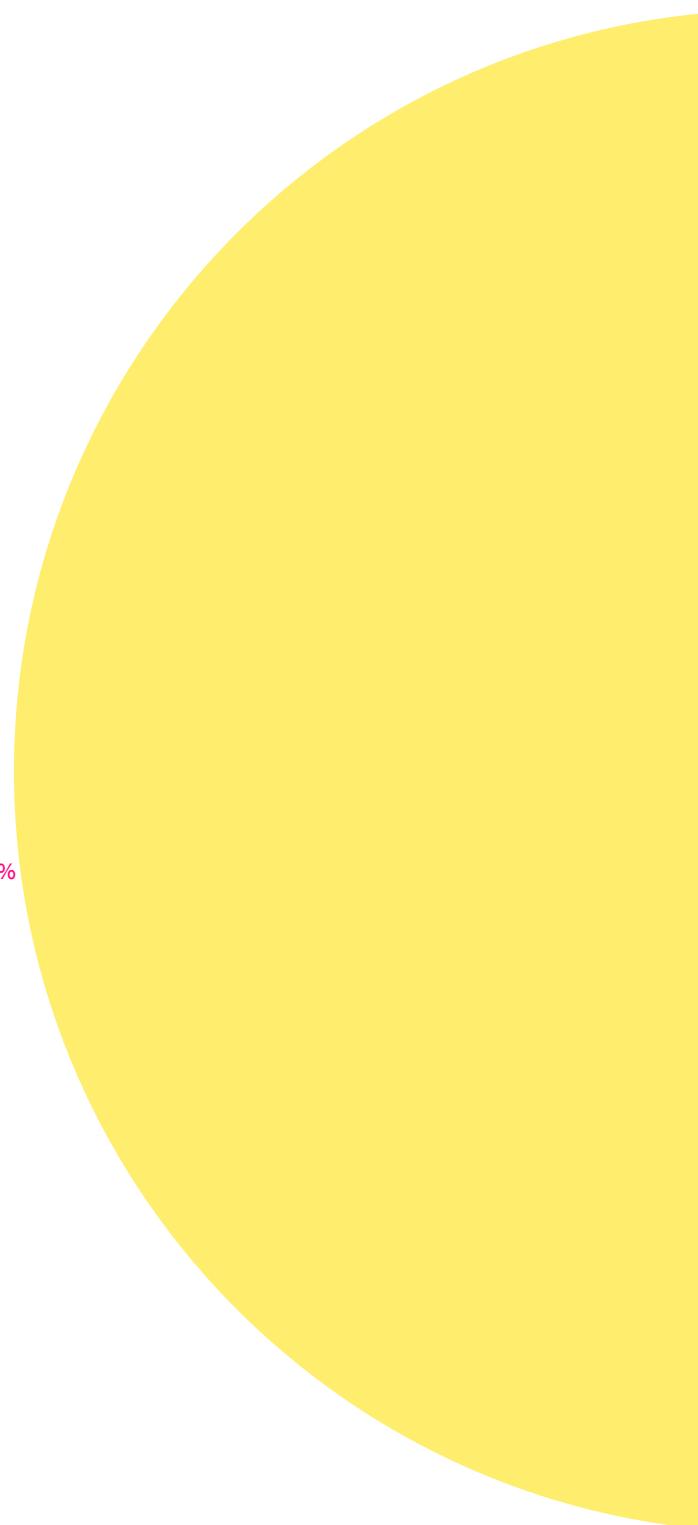
Interesting Stats

No

Yes

Interesting Stats (color) and % of Total Count of Completed Respondents (size). The data is filtered on Action (How often do you visit GoShockers.com?), which keeps 4 members.

INTERESTING STATS



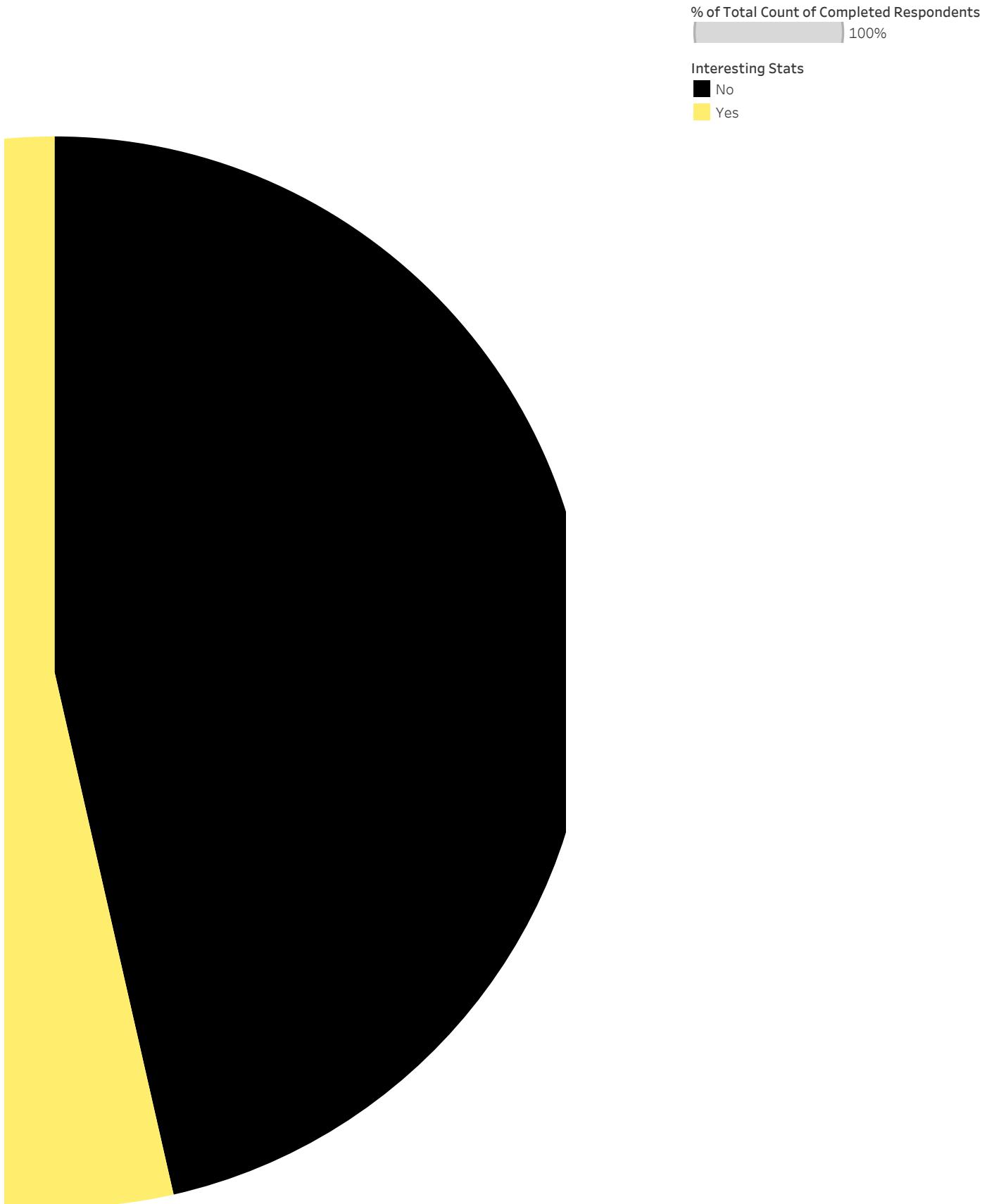
% of Total Count of Completed Respondents
100%

Interesting Stats

- No
- Yes

Interesting Stats (color) and % of Total Count of Completed Respondents (size). The data is filtered on Action (How often do you visit GoShockers.com?), which keeps 4 members.

INTERESTING STATS



Interesting Stats (color) and % of Total Count of Completed Respondents (size). The data is filtered on Action (How often do you visit GoShockers.com?), which keeps 4 members.

INTERESTING STATS

% of Total Count of Completed Respondents
100%

Interesting Stats

- █ No
- █ Yes



Interesting Stats (color) and % of Total Count of Completed Respondents (size). The data is filtered on Action (How often do you visit GoShockers.com?), which keeps 4 members.

VIDEO HIGHLIGHTS

% of Total Count of Completed Respondents



100%

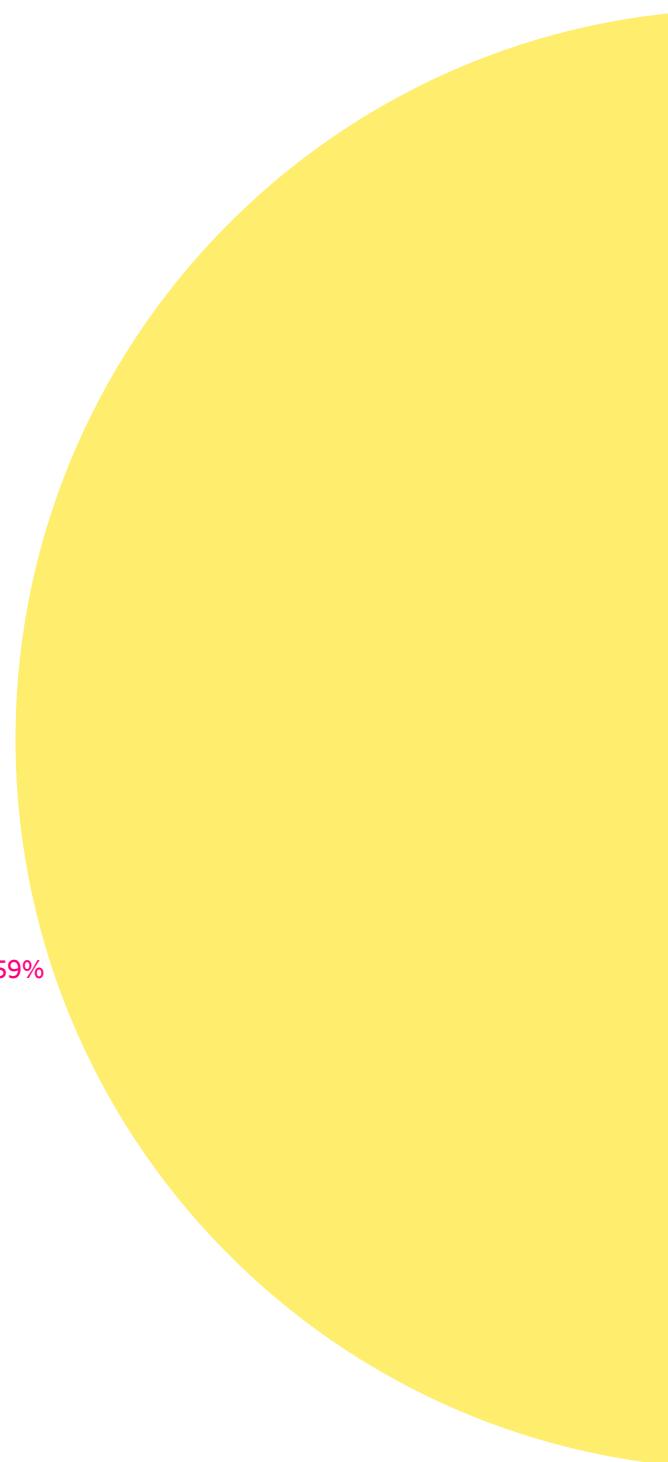
Video Highlights

No

Yes

Video Highlights (color) and % of Total Count of Completed Respondents (size). The data is filtered on Action (How often do you visit GoShockers.com?), which keeps 4 members.

VIDEO HIGHLIGHTS



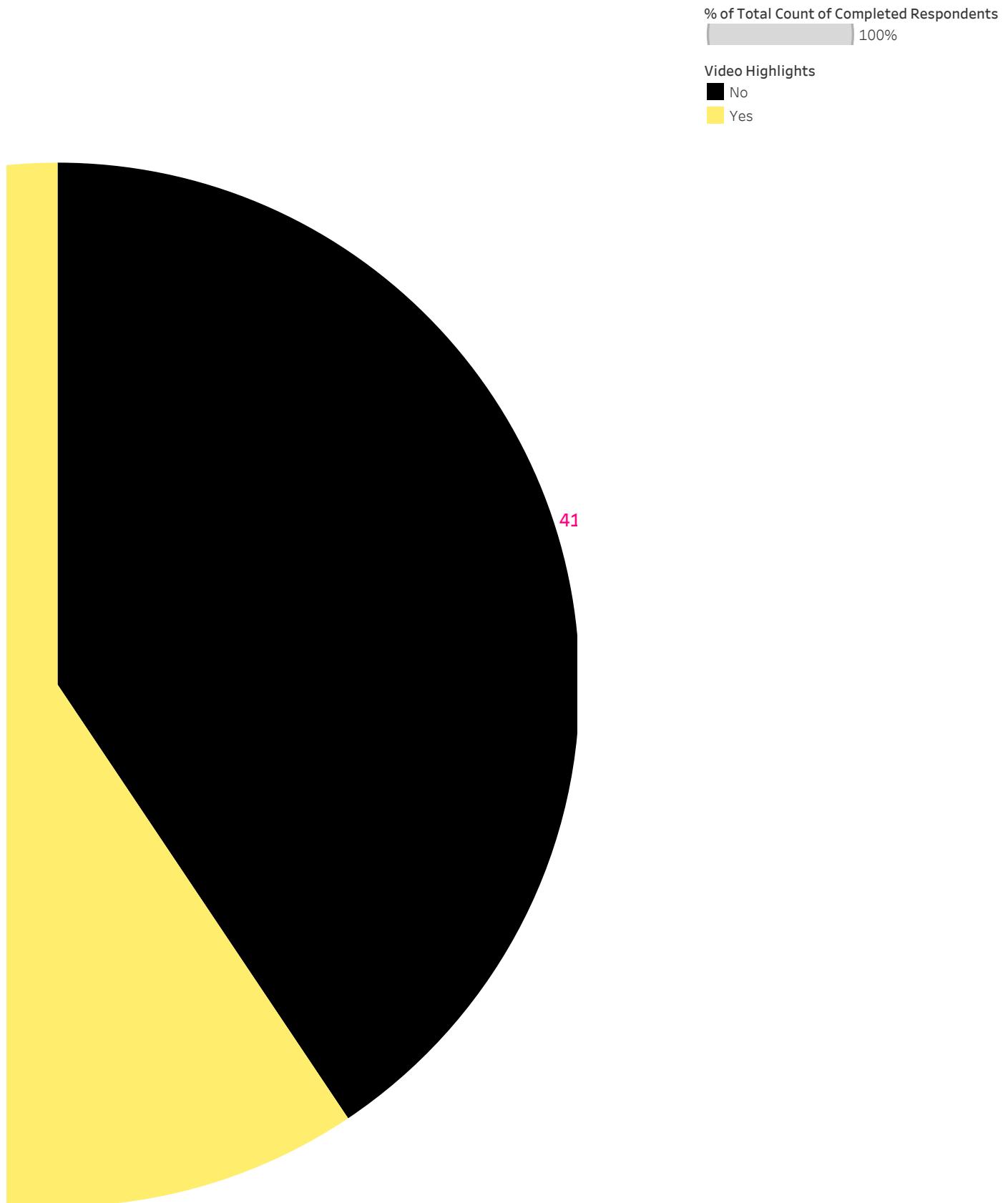
% of Total Count of Completed Respondents
100%

Video Highlights

- No
- Yes

Video Highlights (color) and % of Total Count of Completed Respondents (size). The data is filtered on Action (How often do you visit GoShockers.com?), which keeps 4 members.

VIDEO HIGHLIGHTS



Video Highlights (color) and % of Total Count of Completed Respondents (size). The data is filtered on Action (How often do you visit GoShockers.com?), which keeps 4 members.

VIDEO HIGHLIGHTS

% of Total Count of Completed Respondents

A horizontal bar chart consisting of a single grey bar extending from the left edge to the 100% mark on the right, indicating 100% completion.

Video Highlights

No

Yes

9%

|

Video Highlights (color) and % of Total Count of Completed Respondents (size). The data is filtered on Action (How often do you visit GoShockers.com?), which keeps 4 members.

PHOTOS

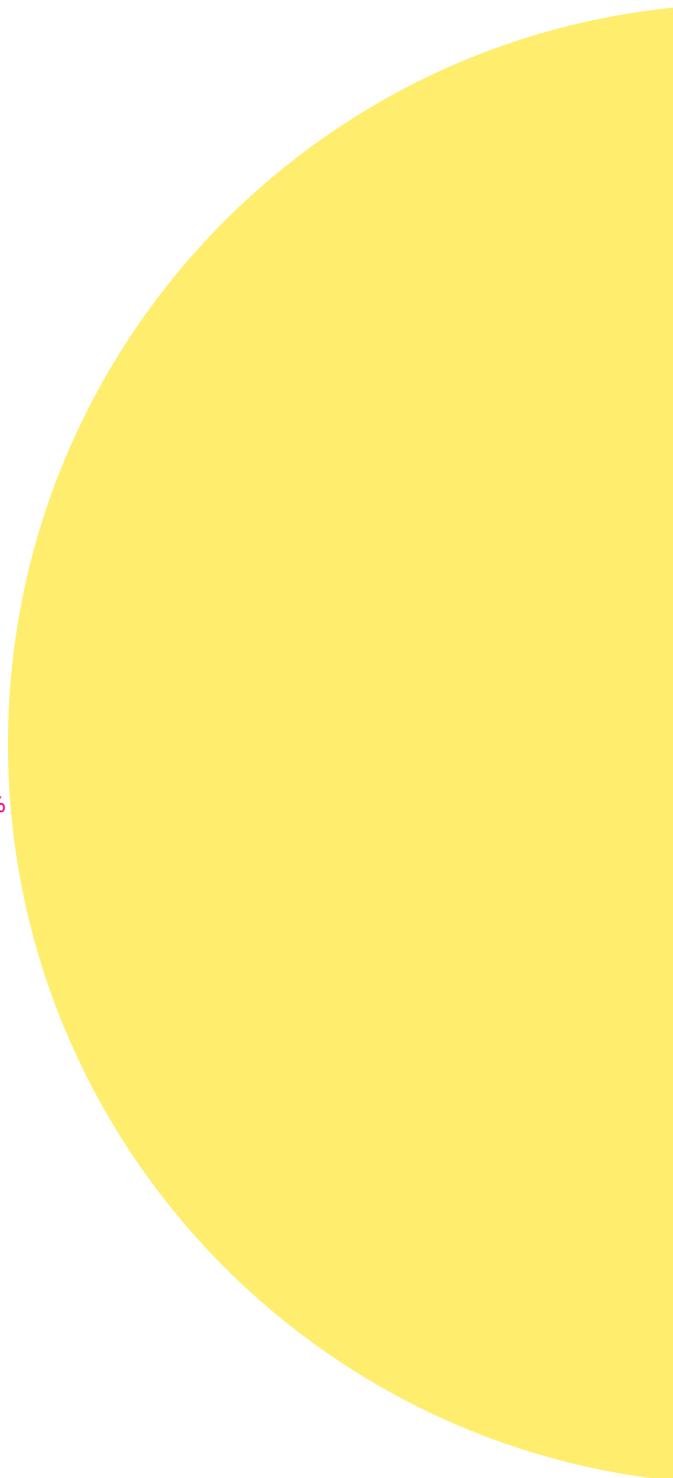
% of Total Count of Completed Respondents
 100%

Photos

- No
- Yes

Photos (color) and % of Total Count of Completed Respondents (size). The data is filtered on Action (How often do you visit GoShockers.com?), which keeps 4 members.

PHOTOS



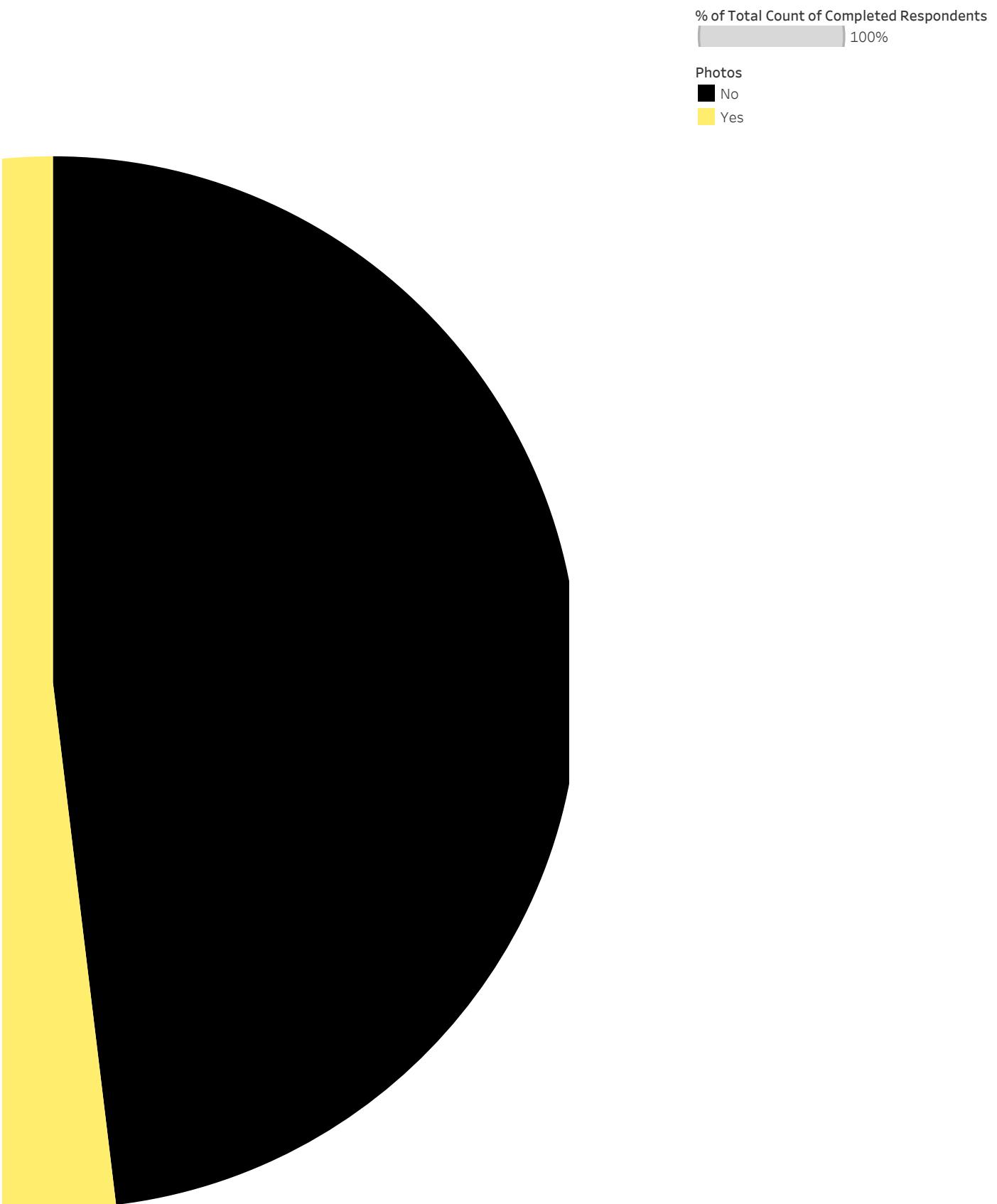
% of Total Count of Completed Respondents
100%

Photos

- No
- Yes

Photos (color) and % of Total Count of Completed Respondents (size). The data is filtered on Action (How often do you visit GoShockers.com?), which keeps 4 members.

PHOTOS



Photos (color) and % of Total Count of Completed Respondents (size). The data is filtered on Action (How often do you visit GoShockers.com?), which keeps 4 members.

PHOTOS

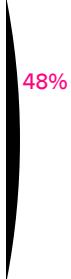
% of Total Count of Completed Respondents

 100%

Photos

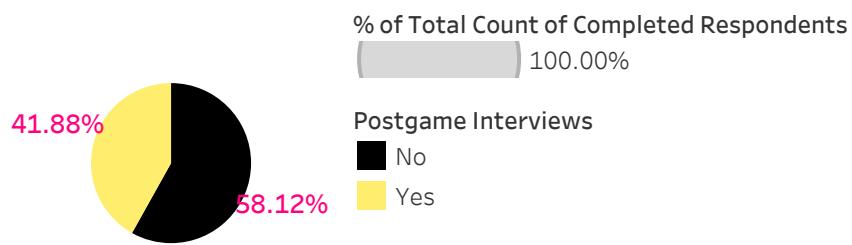
No

Yes



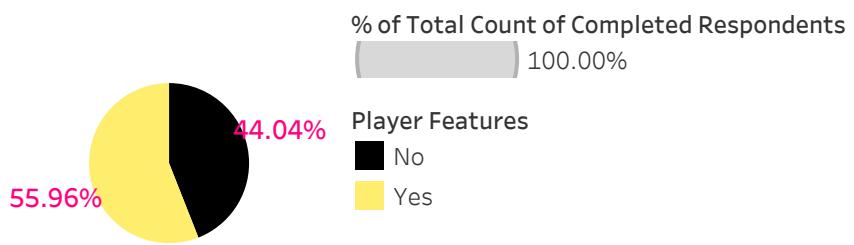
Photos (color) and % of Total Count of Completed Respondents (size). The data is filtered on Action (How often do you visit GoShockers.com?), which keeps 4 members.

POSTGAME INTERVIEW



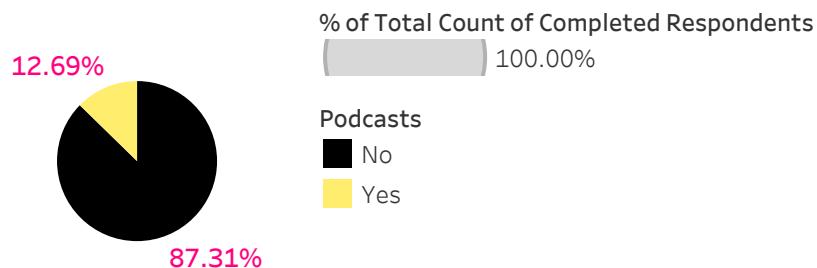
Postgame Interviews (color)
and % of Total Count of
Completed Respondents
(size).

PLAYER FEATURES



Player Features (color) and
% of Total Count of
Completed Respondents
(size).

PODCASTS



Podcasts (color) and % of
Total Count of Completed
Respondents (size).

COMMUNICATION SATISFACTION

