

Capstone 3 Project Proposal - MLB Fan Attendance Prediction

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What opportunities exist for major league sports teams to increase their predictive power regarding in person attendance?

Context:

Fan attendance is a key value driver for professional sports teams in order to generate revenue and continuing fan loyalty. The executive groups that manage the teams want to understand underlying drivers that affect fan attendance so that they can better prepare resources for the games and offer incentives to increase in person attendance when predictions indicate a reduction in levels.

Scope:

The analysis will be focused on a single MLB team rather than the league as a whole, as this would reduce the utility of the predictions.

Key Data Sources:

For game statistics, www.baseball-reference.com contains detailed statistics for all teams and games in the MLB. In addition I will seek to enrich the data with some other external datasets such as temperature and weather characteristics if they can be readily obtained.