PBA |Data Sets | PPV

# Visualization and Utilization of pay per view data –

* The ppv data gives us the buy rate of each ufc event
* This data gives us the number of buys in thousands
* This data can be visualized by plotting graphs like-
* Average Buys Plot

A close up of a map

Description automatically generated

* Histogram since 2006

A screenshot of a cell phone

Description automatically generated

* Box Plot of Buys

A screenshot of a cell phone

Description automatically generated

* The data set has 7 columns –

Year

Month

Day

UFC\_Number

Opponent1

Opponent2

PPV

1. Year

Looking at the year we can see that over the years the ppv numbers rose and fell as well as which year had the most ufc events( in total ). Which could tell us which year was the most profitable for the ufc (and why).The years which highest amount of ppv’s could be noted while looking at the respective fighters fighting in that year indicating the most popular fighters that became the face of the sport and event.

1. Month

For the month it is seen that most ufc events are held in the November to February duration. Which could tell us when a ufc event should be held for the most viewership

1. Opponents

This could be the most important tab as it reflects which two opponents scored the biggest numbers in the ppv office. Which tells us which fighters are most profitable for the ufc. Conversely it also dictates how some fighters lost viewership over the years and now are no longer profitable for the organisation.

* **WHY PPV DATA IS USEFULL FOR UFC?**
* Personalized TV – fights which appeal to most audience and hence attract a large gathering
* Tune the line-up for the event based on the highest expected PPV
* Promotion and scheduling the event ( when , where and who )
* Analysis can make the popularity ranking for fighters as well as Matchups that get a lot of views
* *Source for data- https://www.tapology.com/search/mma-event-figures/ppv-pay-per-view-buys-buyrate*