



PyWear

Disc Golf's Newest Player

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PyWear - Disc Golf's Newest Player

- Introduction to PyWear
- Defining our task
- Introduction to our data
- Following the data to focus our efforts
 - Country
 - Region
 - State
 - Counties
- Provide a curated area for marketing investment

PyWear - Disc Golf's Newest Player

PyWare athleisure clothing is designed to meet the specialized needs of Disc Golf players

Project Goal:

Determine where PyWear's limited marketing dollars should be spent by focusing on:

- Top states for Disc Golf in the US
- Identifying concentrated areas for investment using demographic data

PyWear - Disc Golf's Newest Player

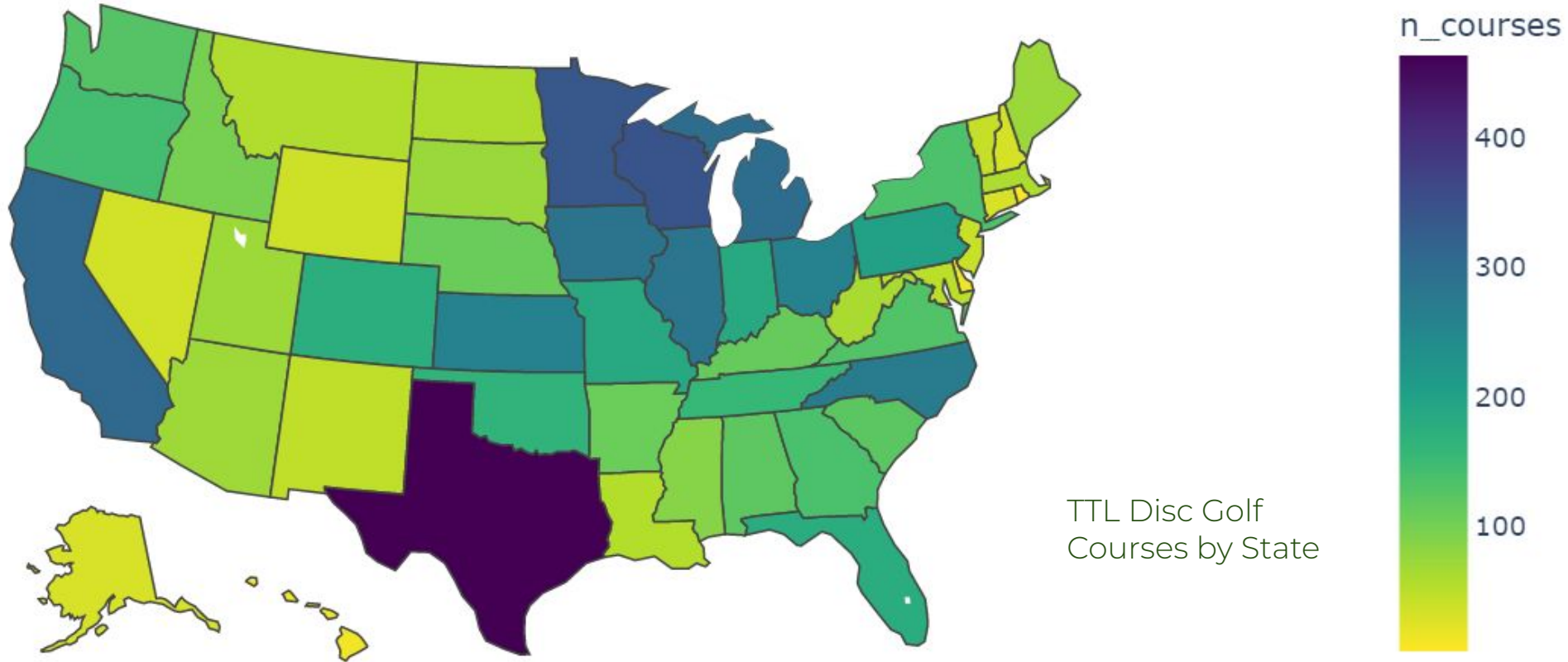
Data collected on Disc Golf Courses organized by:

- A. Region, State & County
- B. Median Income & Pop Density

Of Note:

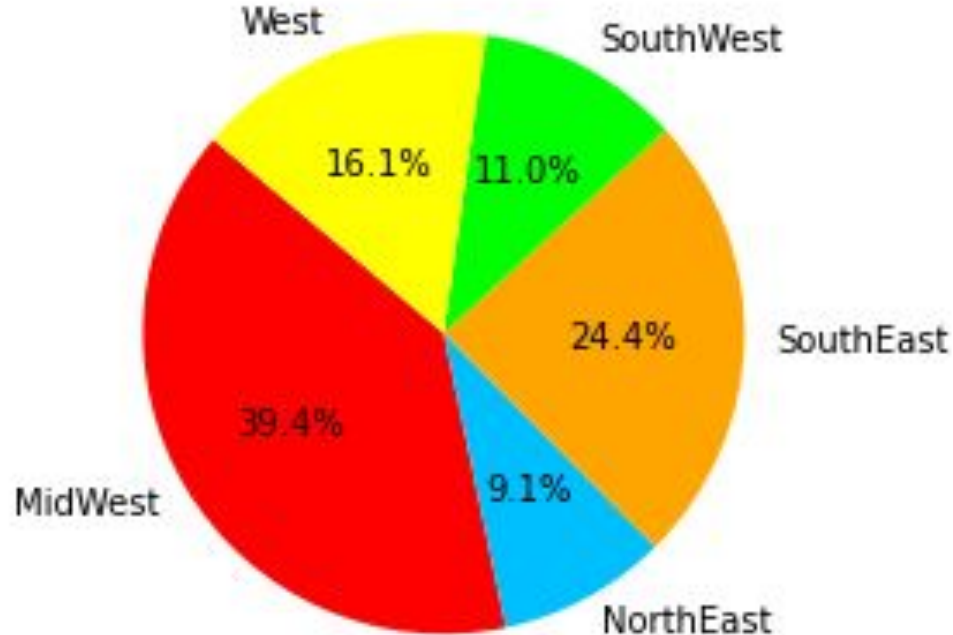
Our marketing team already has a strong understanding of the Customer, their needs, & in which platforms to target ad spend.

Where is Disc Golf Is Played?



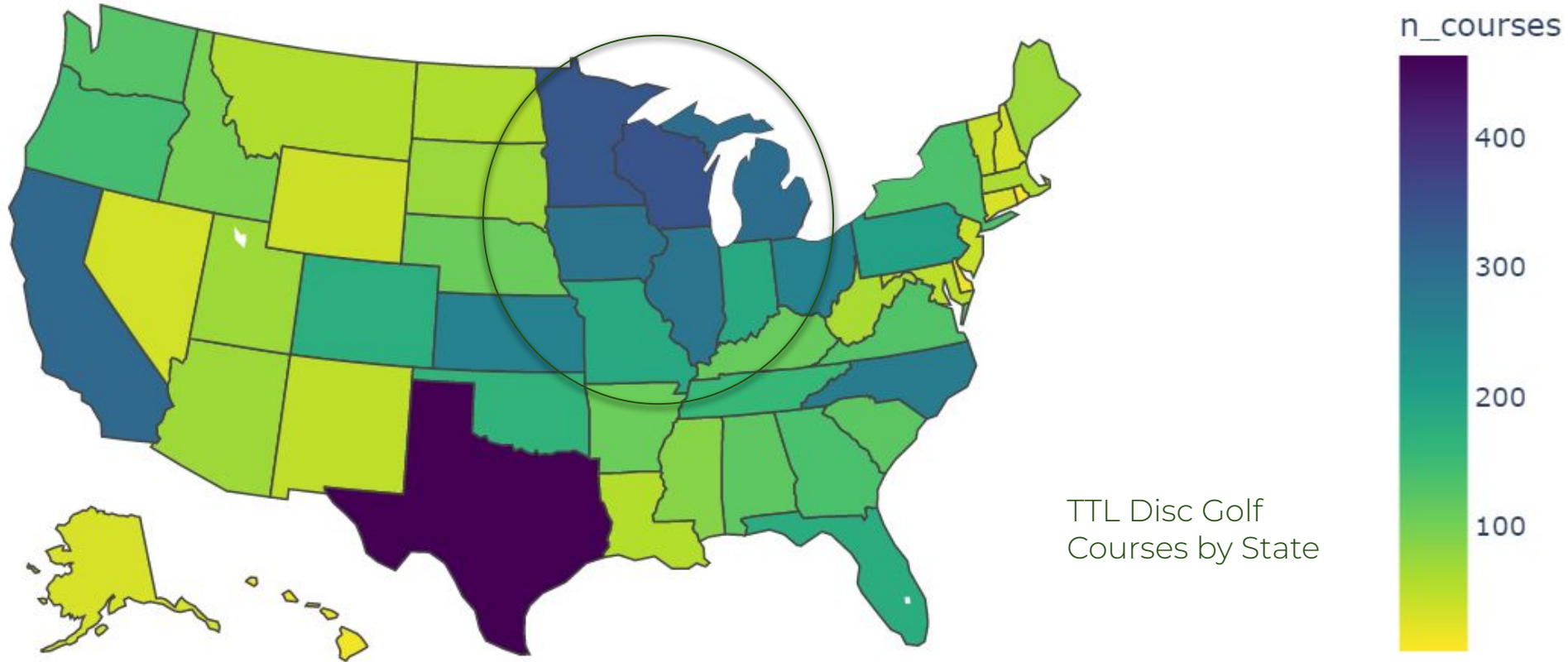
Why the MidWest?

Percentage of Disc Golf Courses by Region

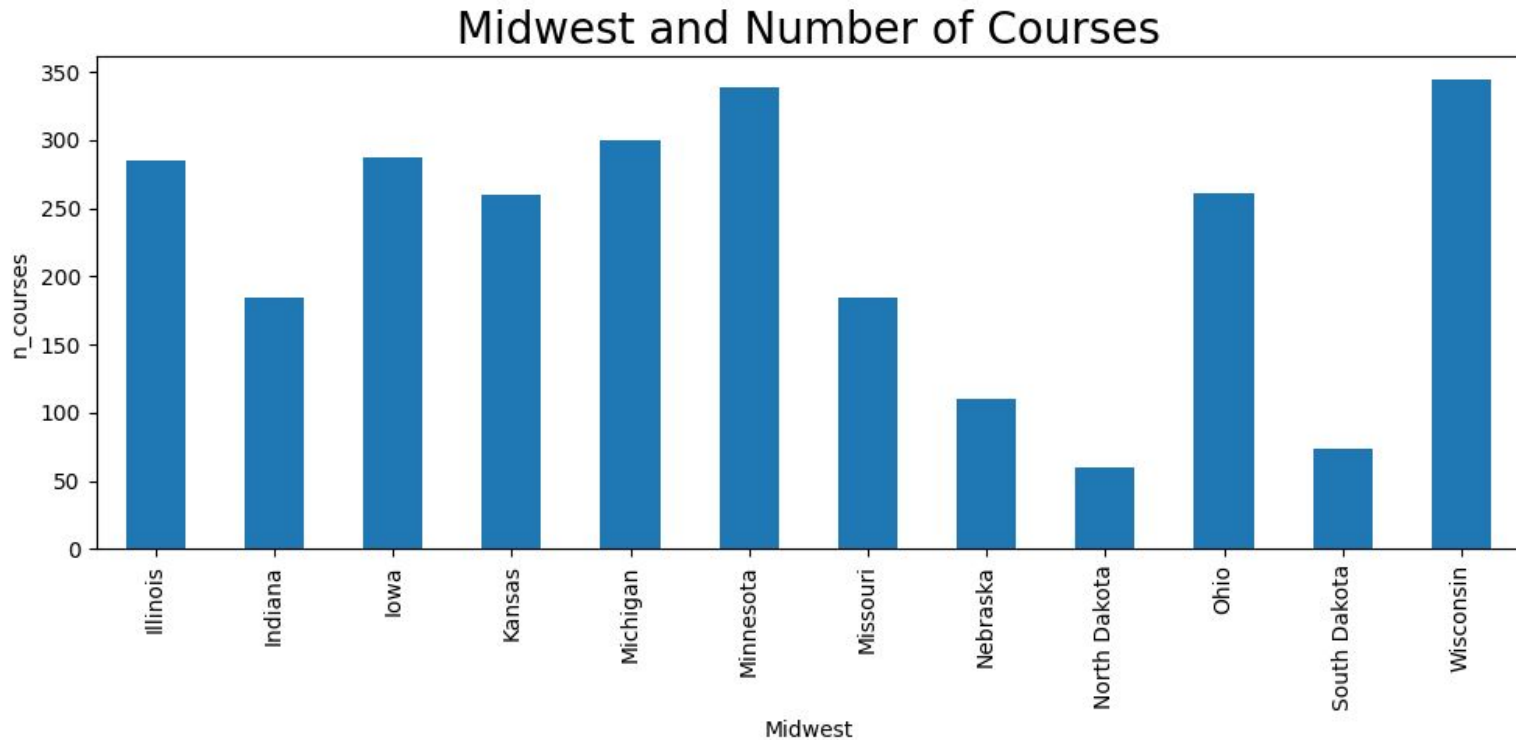


Midwest States =
MN, WI, MI, IL, IN, NE,
ND, SD, KS, IA, MO,
OH

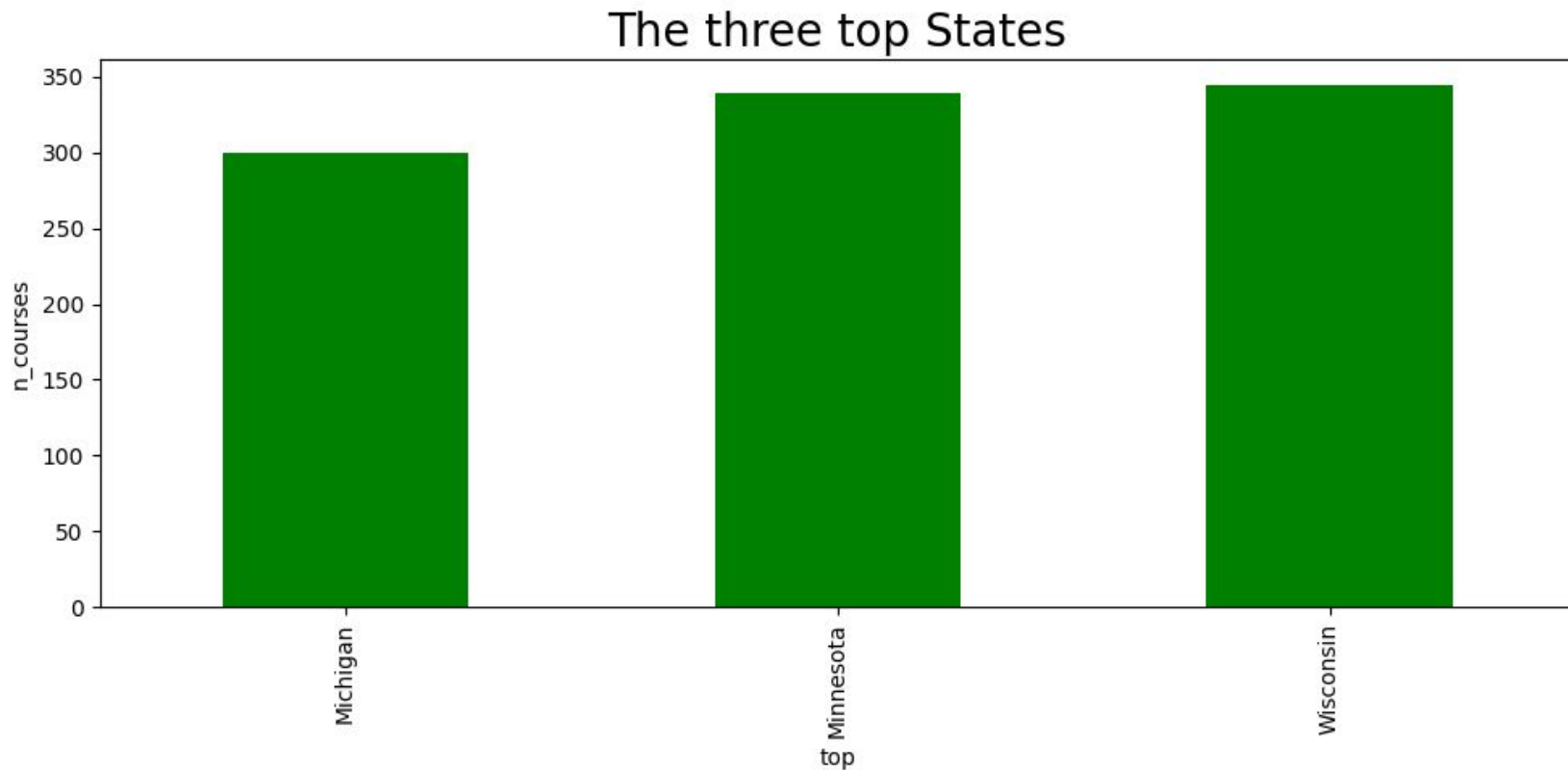
Midwest Region



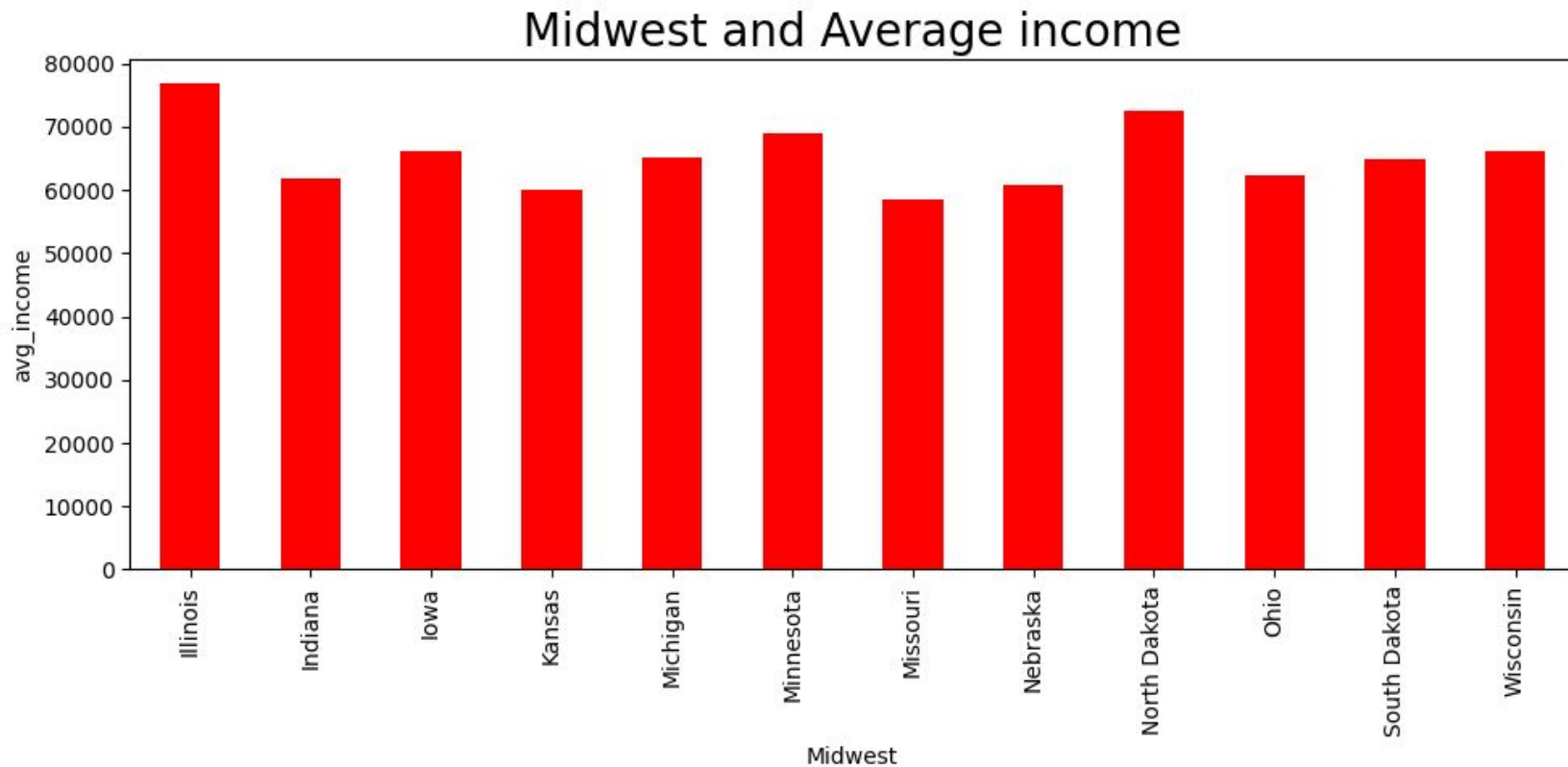
Where in the Midwest do we focus?



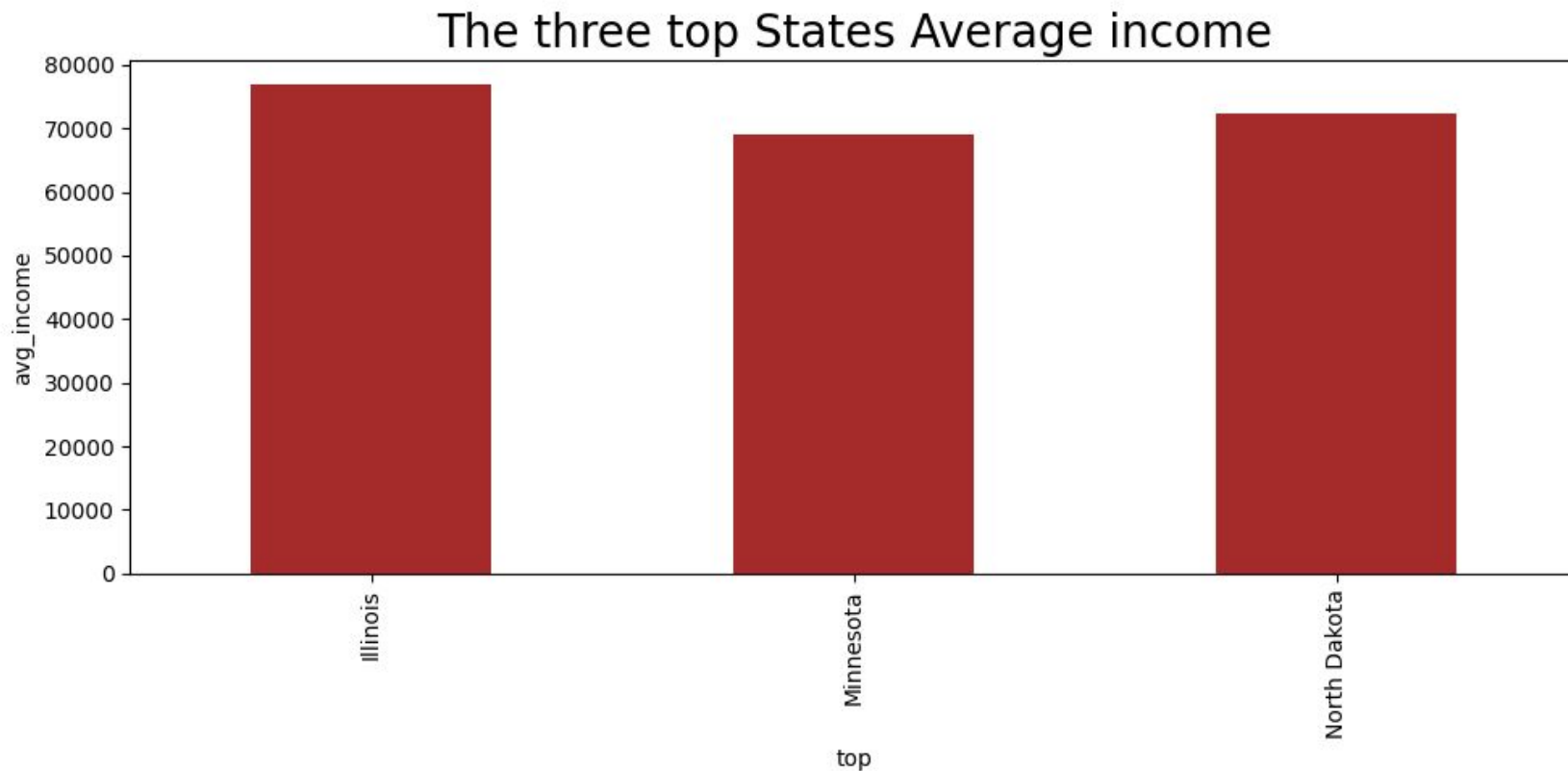
Where in the Midwest do we focus?



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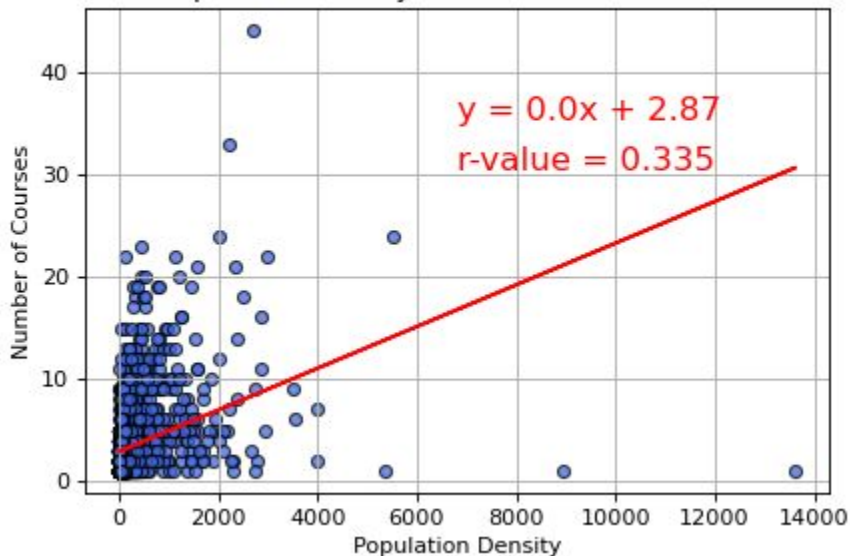


Where in the Midwest do we focus?

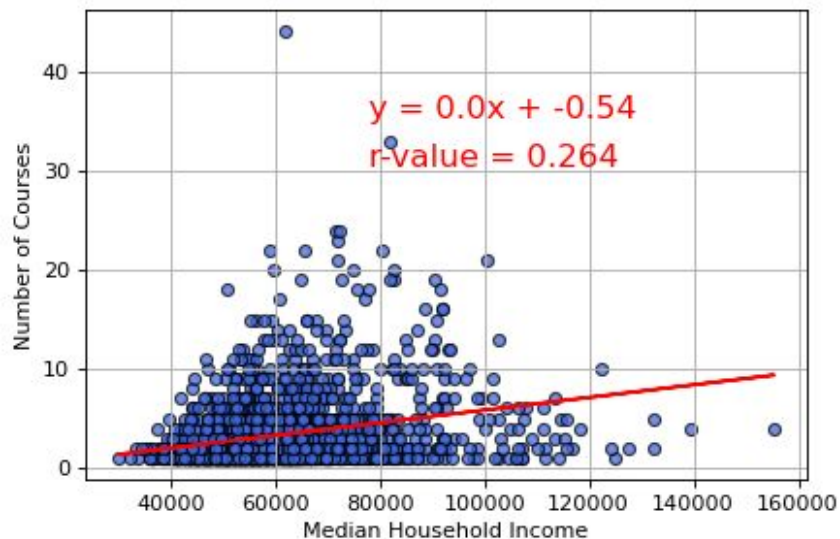


Variables of Interest - US

US Population Density vs. Total Number of Courses

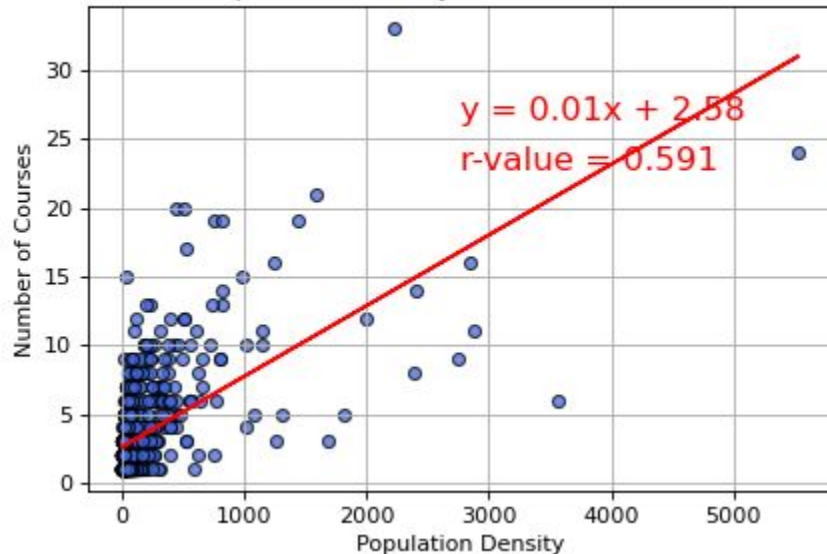


US Median Household Income vs. Total Number of Courses

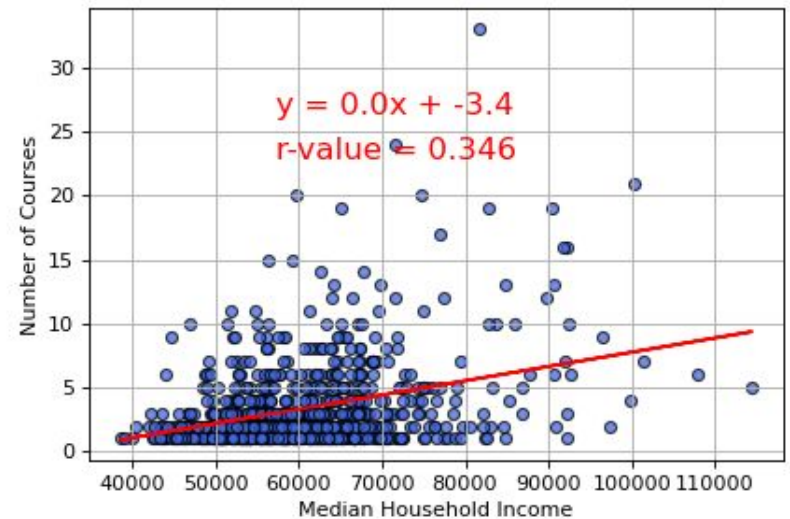


Variables of Interest - Midwest

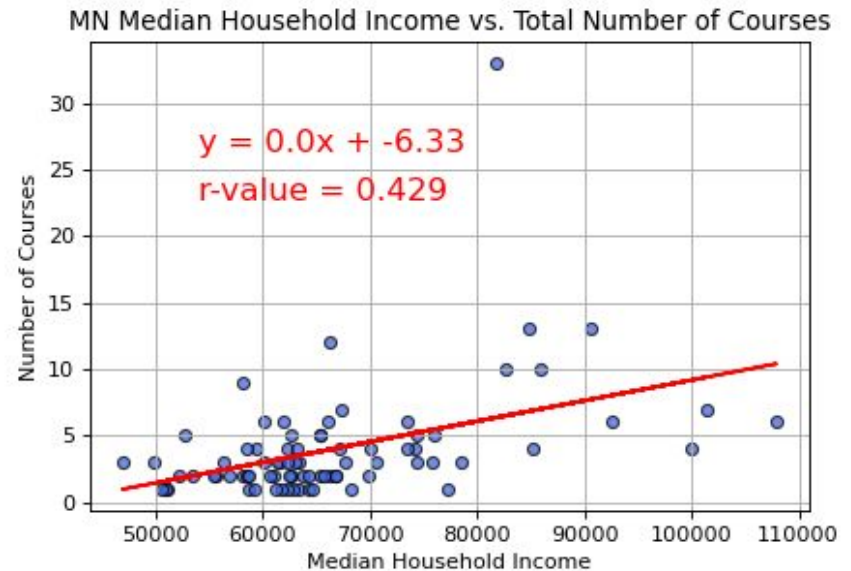
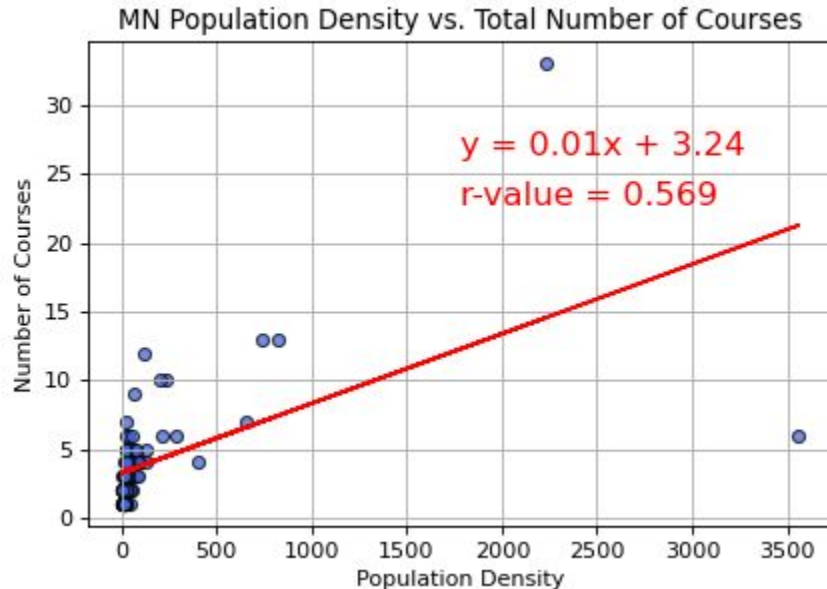
MidWest Population Density vs. Total Number of Courses



MidWest Median Household Income vs. Total Number of Courses



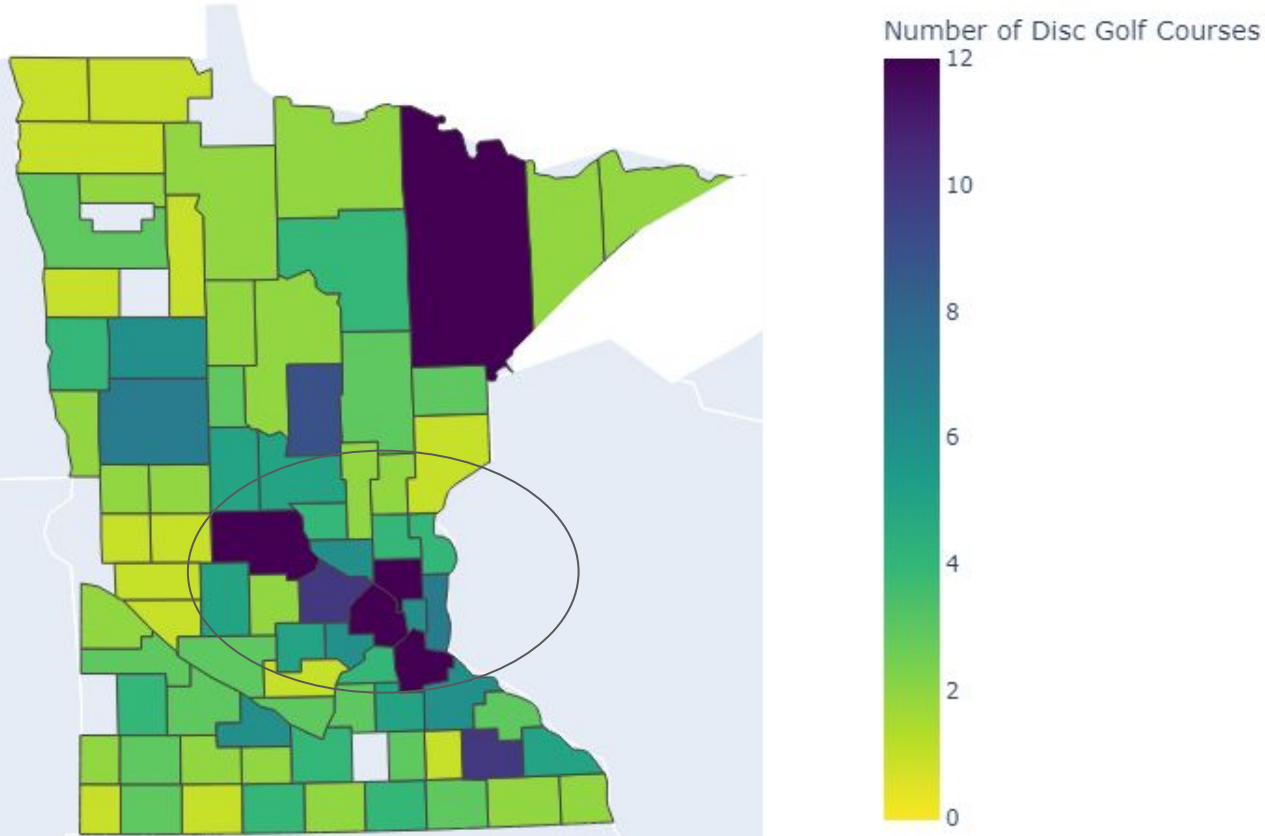
Variables of Interest - Minnesota



Variables of Interest - Minnesota

	County Name, State	Region	State	Hole Count	Rating	Population Density	Average Income	Median Household Income	Number of Courses
8	Carver County, MN	midwest	MN	12.167	3.200000	283.4	95613.66	107932	6
73	Washington County, MN	midwest	MN	11.429	1.500000	659.2	96342.59	101409	7
63	Scott County, MN	midwest	MN	12.750	3.000000	402.2	88477.97	99924	4
64	Sherburne County, MN	midwest	MN	13.500	3.250000	215.4	68410.72	92673	6
17	Dakota County, MN	midwest	MN	12.462	3.666667	743.9	87113.39	90562	13

Where Do We Focus Our Spend?



Conclusion

Minnesota is our suggested area of focus for marketing spend because:

- A. Total course count is one of highest in the US at 339**
- B. Variables of Interest are more correlated in MN compared to US & Midwest - see data chart below**
- C. Within Minnesota - Focus on Minneapolis-St Paul Metro Area**

Population Density vs. Courses	R-value	Income vs. Courses	R-Value
US	0.335	US	0.264
MidWest	0.591	MidWest	0.346
Minnesota	0.569	Minnesota	0.429

Questions?

