**NFL Sport Marketing**  **Introduction**

As the marketing research team of NFL, we are going to conduct a research to answer the following questions:

1. What is the brand image of NFL in comparison with the other major sports like NBA and MLB?
2. How can we segment our customers?
3. For those who love us, what are the factors making them love us?
4. For those who do not love us much, what we can do to make them love us?

**Research Plan**

We are going to design a questionnaire to survey people’s ideas about the above questions. With the demographic data and the people’s preferences, we can segment our customers. And, with people’s answers of the questionnaire, we can identify the reasons people love us and the reasons people do not love us. After analyzing the collected data, we will make some actionable insights.