

# Sports Business Club Hawks Case Competition

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# What is the Hawks Main Problem?

## The Good

- Great Culture
- Big-time celebrities and influencers at every game

## The Issue

- The Casual Fan
- Only 15.8% of fans return resulting in reliance on one-time buyers, creating unstable demand and inconsistent revenue

## Objective

- Use incentives to upgrade single-game buyers into repeat attendees.



# Data Overview

- Seasons: 4 years (2019–20 → 2023–24)
- 1,040,311 single-seat transactions
- Home games only
- Features: price, timing, party size, attendance, zip, opponent
- Main tools used: Python, Excel, pandas, numpy, matplotlib



# Key Questions We Answered

When do fans buy?

Where do buyers live?

What price ranges do they respond to?

Who comes back?

What matchups drive demand?

How do these patterns guide resource allocation?



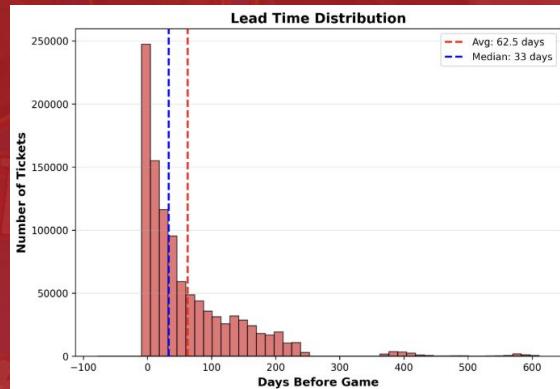
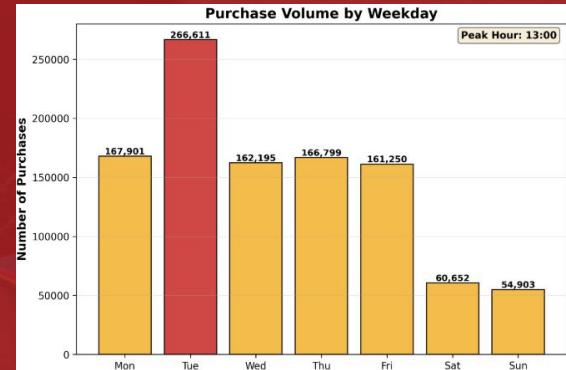
# Timing Insights (Lead Time + Day/Hour)

## Stats:

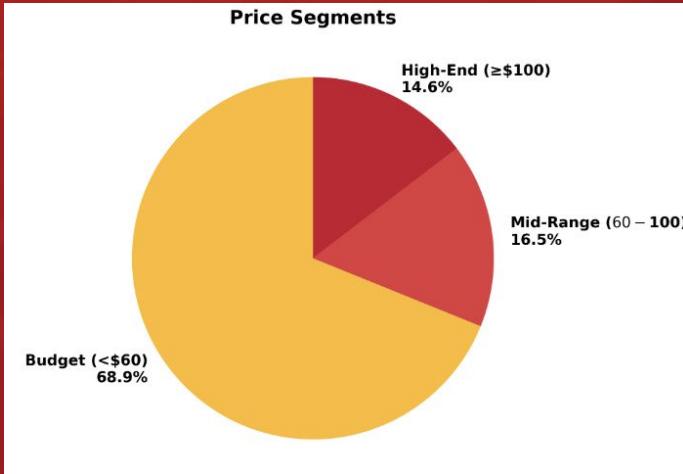
- Avg lead time: 62.5 days
- Median: 33 days
- Last-minute buyers ( $\leq 3$  days): 21.9%
- Early buyers ( $\geq 30$  days): 52.4%
- Peak day/hour: Tuesday @ 1 PM

## Insights:

- Groups buy early → promote early.
- Singles buy late → promote late.



# Price Sensitivity (Distribution)



- Avg price: \$61
- Median: \$39
- Budget (<\$60): 69%
- High-end ( $\geq \$100$ ): 15%



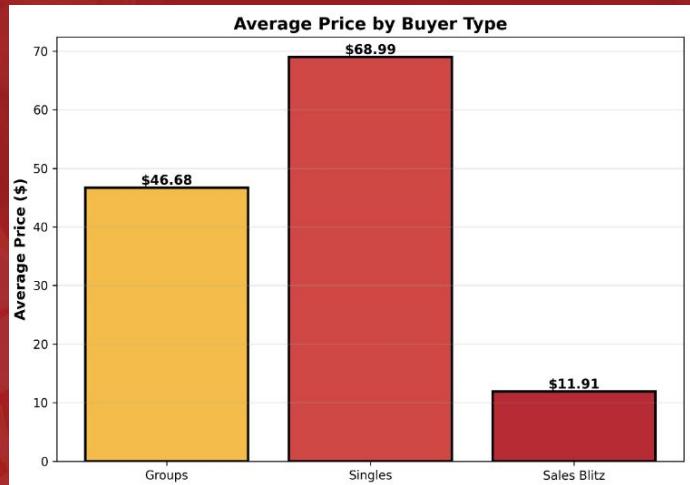
# Price Sensitivity (Buyer Types)

- Groups: \$46.68 avg
- Singles: \$68.99 avg
- Sales Blitz: \$11.91

Insight:

Groups = price-sensitive → discount-friendly.

Singles = value-driven → pay more → target later.



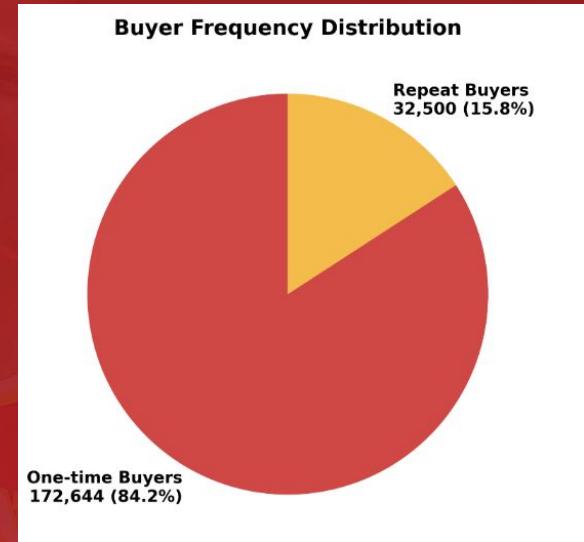
# Repeat Buyers (Frequency)

- One-time buyers: 84.2%
- Repeat buyers: 15.8%
- Avg games per buyer: 1.4
- Loyal buyer max: 170 games

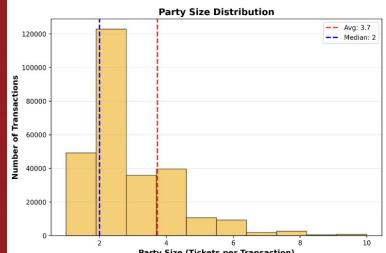
Insight:

Retention is the biggest revenue leak → fix it.

- Could be fixed through a loyalty program
- Postgame discount: “Thanks for coming! Claim 25% off your next ticket”



# Group Behavior (Party Size)



## Group Size

- Average party size is 3.7, median of 2
- 229k Group Attendees

## Purchase Timing

- Buy early (30-60+ days before)
- Promote Early

## Price Sensitivity

- \$46.68 avg
- Price-sensitive & Discount Friendly

## Attendance Behavior

- 82.7% Attendance Rate
- Benefit from Reminder Emails

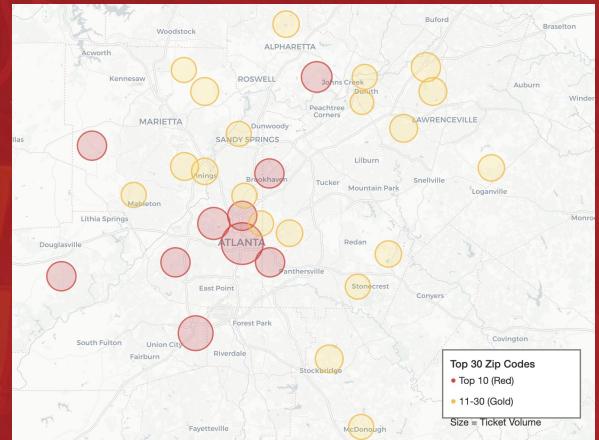
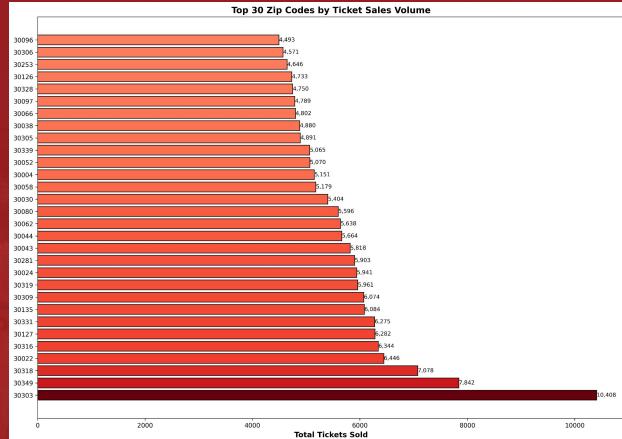
# Geography (Zip Code Research)

- Top zips: 30303, 30349, 30318
- Strongest demand within metro Atlanta

## Insight:

Our billboard strategy focuses on the top ZIPs

- Geo-targeted content = high ROI

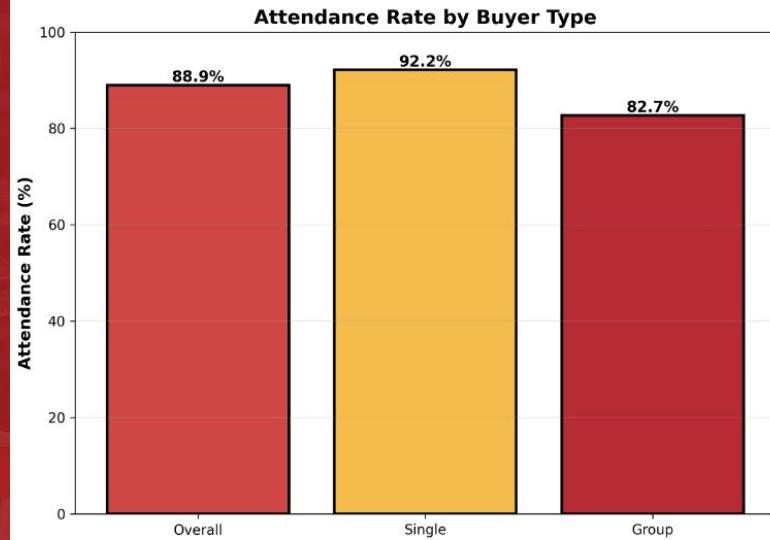


# Attendance Insights

- Attendance rate: 88.9%
- Single: 92.2%
- Group: 82.7%

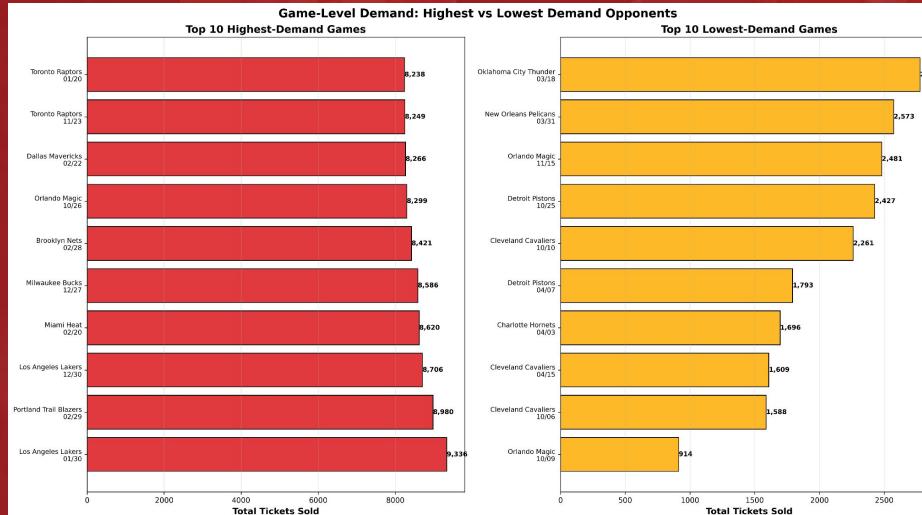
Insight:

Groups buy early but show up less → reminder emails matter.



# Game-Level Demand

- Highest demanded games are against Lakers, Heat, Bucks, etc
- Lowest demanded games are against Magic, Hornets, Pistons, etc
- Less resources are needed for high demand games
- More advertising and deals should be made for low demand games



# Buyer Personas



## Last-Minute Single

Fans with high attendance rates that buy on game week, pay higher prices, and respond best to late-cycle push notifications



## Early Buying Groups

Groups that purchase in volume, 30-60 days out, and are highly price sensitive. Target with early discounts and group-focused emails



## Budget Buyers

Majority of fans, dominated by sub \$60 purchases when value is highlighted through social media posts and timed promotions



## Repeat Loyalists

Small, yet high value segment of the Hawks most loyal fans that attend many games and receive personalized offers



# Marketing Strategy Framework

## Timing Strategy

Match messages to buyer behavior

- Groups: 60 Days
- Budget Buyers: 30 Days
- Singles: 7 Days

## Pricing Strategy

- Early promotions for groups
- Value messaging late

## Retention Strategy

- Incentivize a 2nd purchase (especially after a loss) to convert one-time buyers into engaged fans



# Resource Allocation Plan

High Demand Games: 10% of Resources  
Medium Demand Games: 30% of Resources  
Low Demand Games: 60% of Resources

## 10 Billboards

### Posts Demand or Brand Value



1/23



2/5



2/7



3/1



3/10



3/12



3/16



3/21



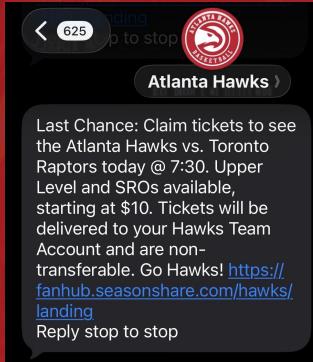
3/23



3/28

## 25 SMS/App Pushes

- Use these to target last-minute singles, best for targeting college students



- Games with low tier demand and would have empty seats otherwise

## 50 Group Emails

- Target early-buying groups to get volume purchases

- Best for high and medium demand games that people will commit to early

- Hit price sensitive fans and offer deals for buying early

## 50 Single-Game Emails

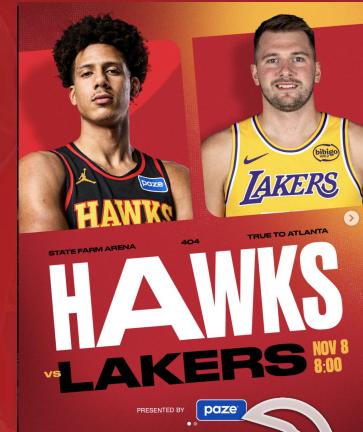
- Target singles and budget buyers

- Best for low and medium demand games

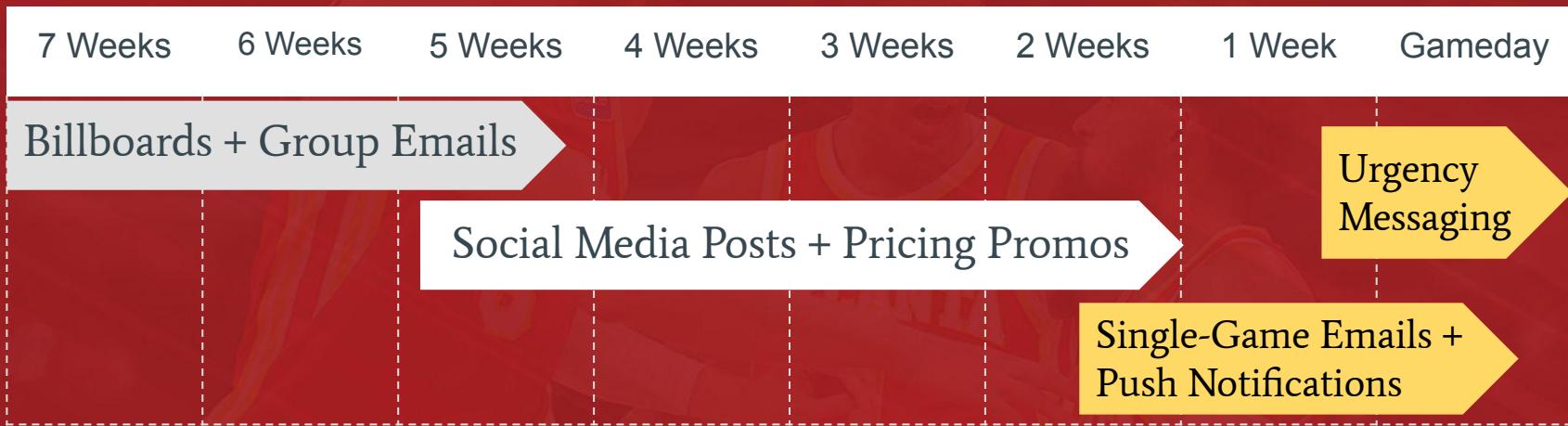
- Send to past single game buyers and try to convert them into more loyal fans

## 100 Social

- Post for every game
- Easiest way to reach thousands of fans
- Focus on brand value and urgency



# Resource Allocation Timeline



- Groups buy 30-60 days early → promote early with discounts
- Singles buy ≤7 days out → promote late with urgency messaging
- Peak purchase time: Tuesday @ 1 PM → schedule emails/posts accordingly
- Low-demand games get concentrated late-cycle marketing to fill seats
- If early stage resources (Billboards and Group Emails) underperform, reallocate social posts or push notifications for that particular game



# Summary and Q&A

## Key Insights

- Casual fans are the core problem — only 15.8% become repeat buyers.
- Timing matters: groups buy early, singles buy late, and budget buyers dominate.
- Price sensitivity splits the market: groups need discounts, singles pay more for convenience.
- Retention is the biggest revenue leak → targeted incentives drive repeat attendance.

## What Our Strategy Solves

- Right message, right time using timed promotions mapped to buyer behavior.
- Smart pricing based on buyer type (early discounts vs late value messaging).
- Optimized resource allocation that shifts money from high-demand games to low-demand games.
- Improved retention through post-game incentives & personalized offers.

## Questions?

