COURT VISION: Customer Engagement & Purchase Activity

Like a point guard's court vision, this section provides a broad view of the dataset, highlighting relationships, trends, and key statistics.

2022

47.8%

2023

52.2%

Customer purchase activity grew by 4.4% in a year

NCAA Membership Status

Yes 0.44%

No 99.56%

Email Interaction

Yes **82.03%**

No **18.90%**

Indiana has the highest no. of tickets puchased in Primary and Secondary Markets

Top 7 States with high customer engagement in purchase activity

WA
United States
IA
IN
CA
SC
TX
LA

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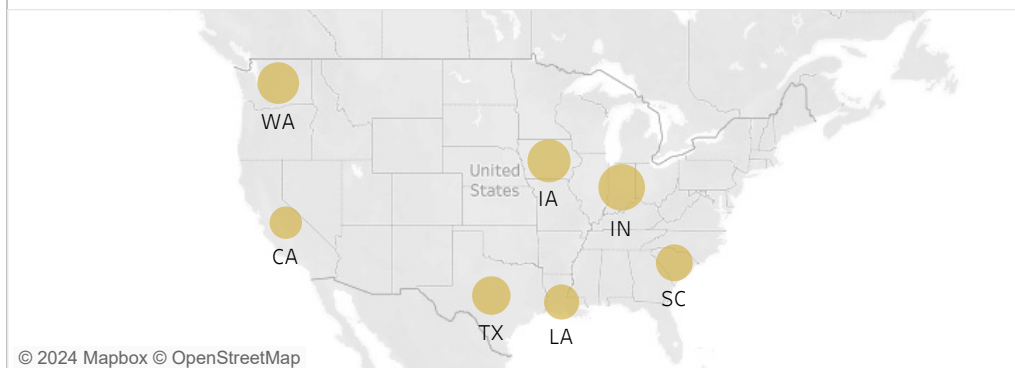
Favourite Picks: Where Customers Love To Go!

Top 7 institutions, based on customers' affinity

Indiana University,
Louisiana State
University of Connecticut

Top N States (Enter desired ranking here)

7

StriveScore Analytics: Enhancing NCAA Ticket Sales Predictions

MVP

Buzzer Beaters

Three Point Play
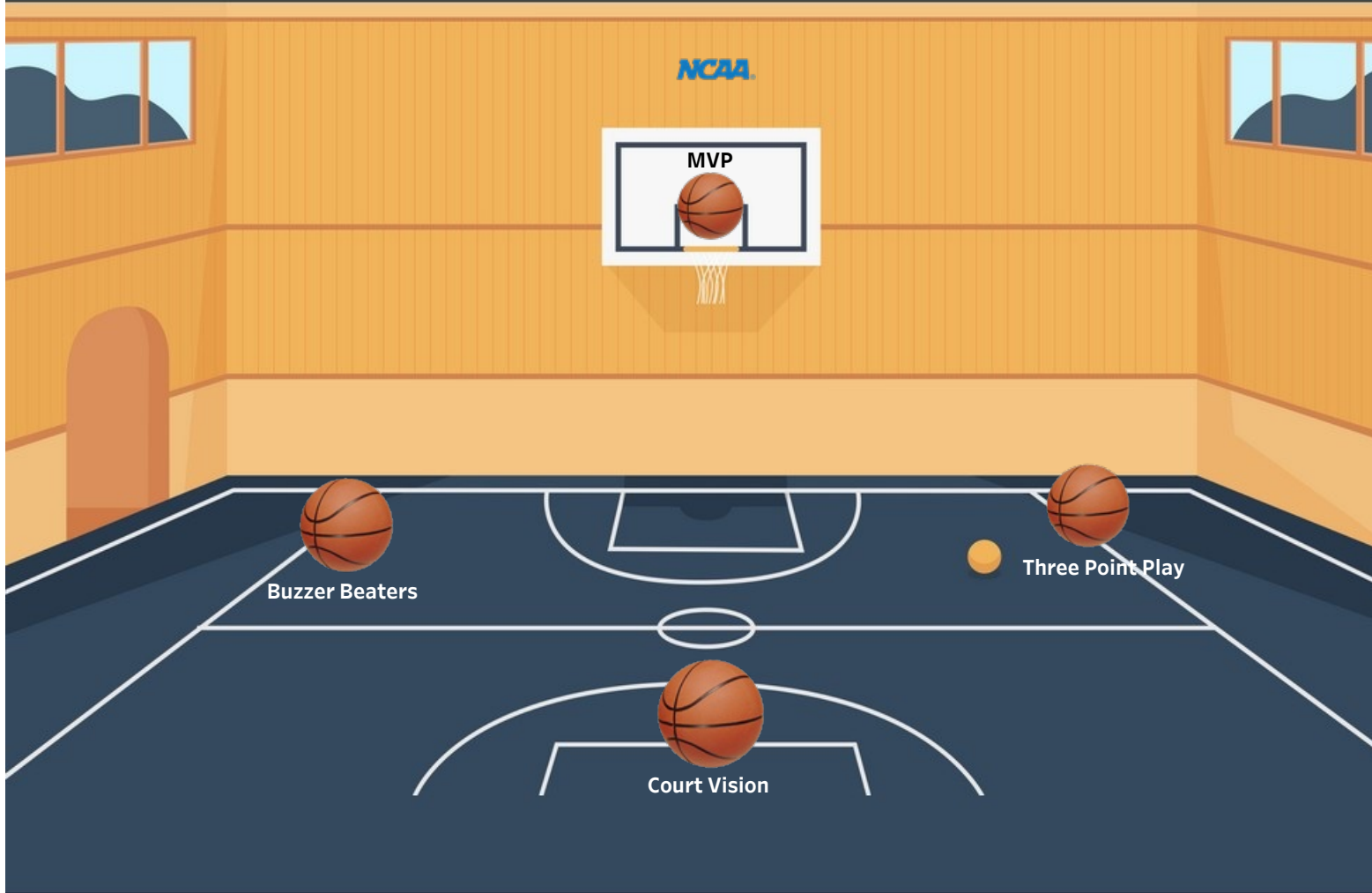
Court Vision

The NCAA, overseeing intercollegiate sports in the U.S., comprises three divisions. Women's Basketball, a prominent facet, features the annual NCAA Women's Basketball Championship, known as March Madness. This thrilling tournament highlights the dedication of female athletes across different divisions—Division I with extensive resources, Division II emphasizing a balance, and Division III prioritizing a well-rounded student-athlete experience. This tiered system ensures inclusivity, accommodating institutions with diverse athletic and academic priorities within the NCAA framework.

The challenge is to leverage existing customer data and external sources to predict ticket purchases and discern between primary and secondary market tran..

Court Vision

In basketball, court vision is the ability to assess the game strategically. In our analytics project, 'Court Vision' is our strategic approach to exploring data, foreseeing patterns, and optimizing predictions.

Buzzer Beaters

In basketball, 'Buzzer Beaters' are decisive last-minute shots. In our Feature Engineering, 'Buzzer Beaters' are impactful variables crafted to strategically enhance our predictive mode.

Three Point Play

In basketball, a 'Three Point Play' involves scoring with an added free throw opportunity. In our Analytical Insights, it symbolizes scoring valuable insights that enhance our understanding of customer behavior.

MVP

In basketball, the 'MVP' is the standout player; in our modeling, it's the top-performing model consistently contributing to accurate predictions for NCAA women's basketball ticket purchases.
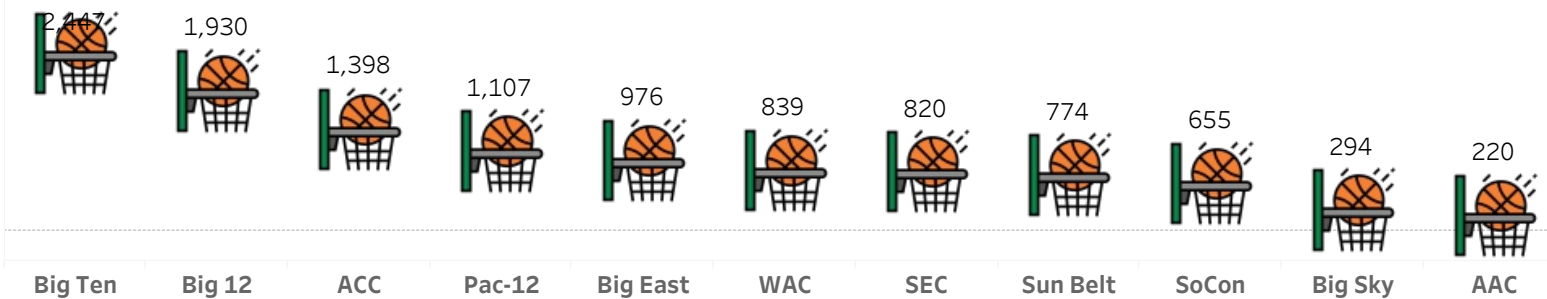
Out of 30, 11 Hosting Institutions are part of Big Ten & Big 12 conferences!

Top 11 conferences based on customers' purchase activity

Big Ten	Big 12	ACC	Pac-12	Big East	WAC	SEC	Sun Belt	SoCon	Big Sky	AAC
2,447	1,930	1,398	1,107	976	839	820	774	655	294	220

NCAA Membership and Purchase Activity Type

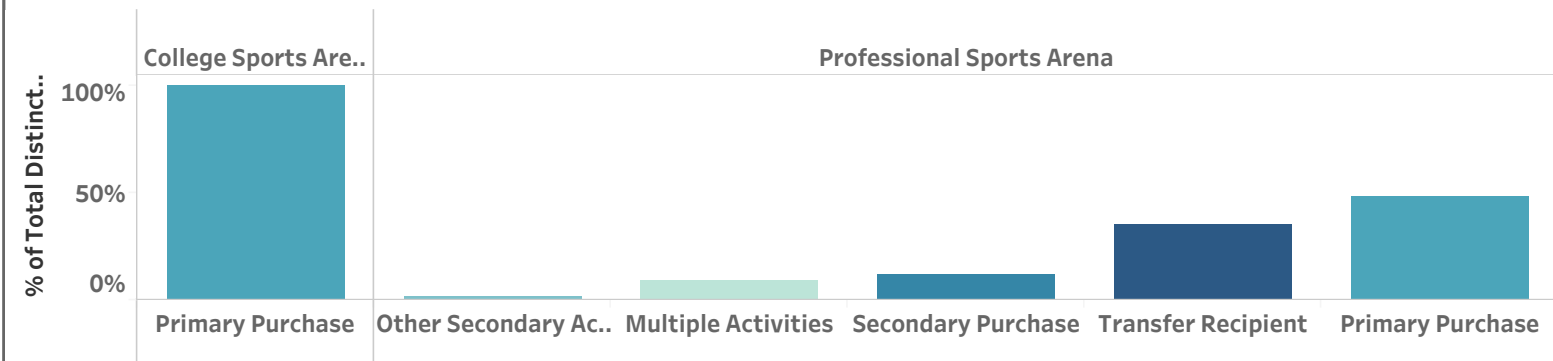| NCAA Me..	Primary Purchase	Transfer Recipient	Secondary Purchase	No Activity	Multiple Activities	Other Secondary Ac..
Yes	48	21		649	1	1
No	10,301	2,104	741		560	91

Activity Type

Buzzer Beater

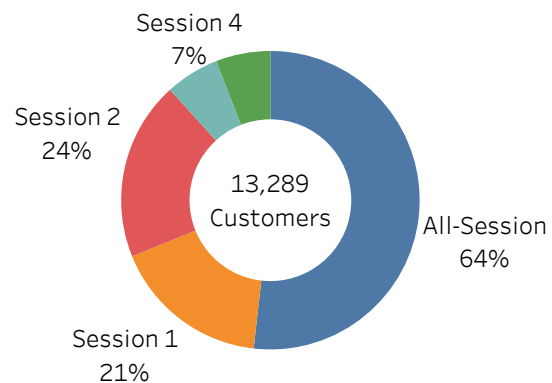## Professional Sports Arena tends to have multiple purchase activities ..

Purchase Activity segmentation based on Sports Arena

College Sports Are..
- Primary Purchase

Professional Sports Arena
- Other Secondary Ac..
- Multiple Activities
- Secondary Purchase
- Transfer Recipient
- Primary Purchase

% of Total Distinct..

All session tickets attract the highest footfall!

13,289 Customers

- All-Session 64%
- Session 1 21%
- Session 2 24%
- Session 4 7%

Opening matches are fan-favourites.

- Regionals 25%
- Finals 18%
- First and Second Rounds 61%
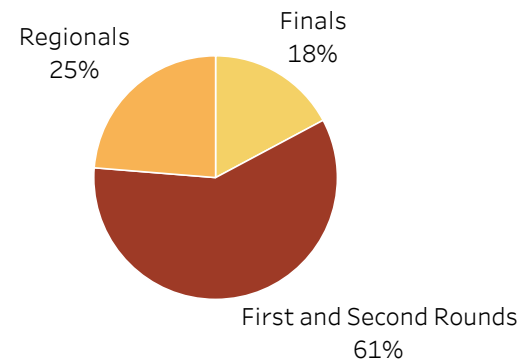
Random Forest Model having 6.7k Features predicts the purchasing behaviour with 98.661% accuracy!

Model

Test Accuracy axis: 0.990, 0.985, 0.980

Model labels: Ensemble - 3 Random F.. | Ensemble - Random For.. | Random Forest - Best M.. | Random Forest - Featur.. | Random Forest - With C..
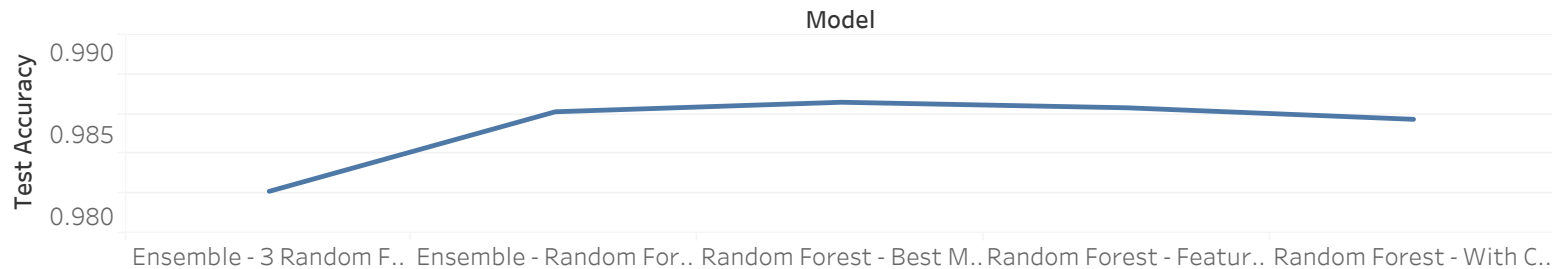
Records across 6 months were collated into 1 bucket to enhance the model performance ..

Month

Count of CustomerID axis: 0, 5, 10, 15, 20, 25

Month labels: 7/1/2022 | 8/1/2022 | 10/1/2022 | 11/1/2022 | 12/1/2022
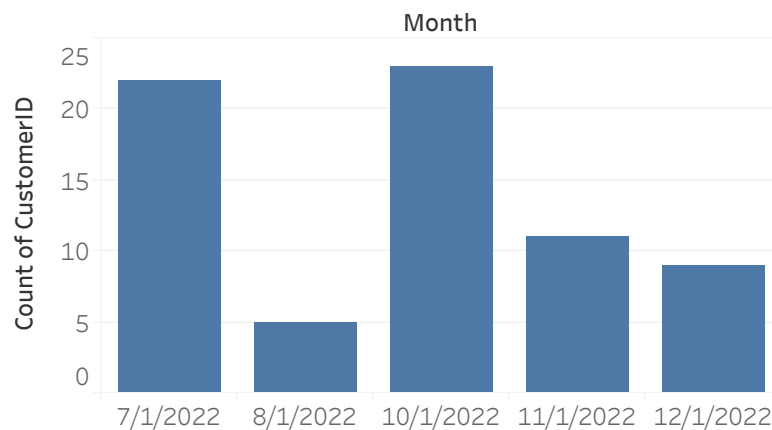
The feature distribution after encoding the categorical variables are ..

27 FacilityZipCode

2,607 Customer City

3,777 Customer Zip Code

Legend: Customer Ci.. | Facility City | FacilityZipC.. | Customer Zi.. | Facility Name | Others