

02/10/2025

Project: Title and Objective

Team Members

- Tyler Christianson (bchrist3)
- Sean Faikish (sfaikish)
- Liam Smith (lsmith37)

Project Title

Winning Over the Fans: The Impact of Team Performance on MLB Attendance

Project Objective

At the end of the day, professional sports are a business. Team success plays a crucial role in these businesses generating money, whether that be through merchandising, television agreements, or ticket sales. This project will examine how a Major League Baseball (MLB) team's on field performance impacts their attendance over time. Using historical attendance data and historical team records, time series forecasting techniques will be applied to analyze trends and predict future attendance patterns. Understanding this relationship can help MLB teams, stadium partners, and sports analysts optimize resource allocation, ticket pricing, and marketing strategies to maximize the two best things that come out of sports: fan engagement and revenue.

This project will go past simple correlation analysis. Does short-term success, like an unexpected playoff run, have a lasting impact on attendance in the following seasons? How quickly do fans react to poor performance by not coming to games? Are certain fanbases more or less likely to stop coming to games if their team is underperforming? All of these factors and more will be explored in this analysis.

Data Source

Attendance numbers, including total attendance, average attendance, road attendance, and other numbers can be found at www.thebaseballcube.com/content/mlb_attendance. Data pertaining to historical team records can be found at www.baseball-reference.com. These datasets can be combined into one larger set containing both attendance and team performance to aid our project.