

Narrative Analytics and Experimentation 1-5-1

Capstone Proposal

Taiki Ishii

Problem

How can the Portland Trail Blazers NBA Basketball team entice fans to attend more Road games? The Trail Blazers, known for being a small market team being based in the Portland area have a difficult time building up a fanbase located outside of the Portland area. It is known that as large market teams such as Los Angeles, Chicago, and Miami have an average 14% share of ticket sales in road games while Portland maintains an average 8% share of ticket sales for their road games. It is known that for games facing conference rivals such as the Los Angeles Lakers, or Utah Jazz, the share of tickets owned by Blazer fans is much higher.

Potential Solution

We hypothesize that through the use of external communication with Portland Trail Blazer fans registered within the newsletter via email or phone number, the rate of attendance for away games will increase. With the use of advertising campaigns and advertisements emphasizing special deals for fans who attend away games, we hope to instill a type of reward for making the trip out to different stadiums to support the Trail Blazers.

Methods

The study will consist of two different samples spread within the Trail Blazers newsletter registration list. The treatment will receive emails and text messages focused on special deals on ticket prices along with a unique attraction near the stadium in the city of the next scheduled game. The initial sample for the treatment will cover 20% of the newsletter registry. The control not receive any of these emails or text messages.

The duration of the study will last two full seasons starting in December and ending in June, a total of 14 months. Every 2 months, we'll gather data regarding the percentage of recipients opening the email or text message along with the time period spent on the opened screen in seconds to assess whether the messages are being read or not. We'll also gather the number of ticket sales from the official Trail Blazers website along with NBA affiliate ticket distribution portals. If the fan base percentage for away games consistently decreases, the study will be cancelled. If not, we will continue to increase the sample size of the treatment by 5%.

At the conclusion of the study, the open rate of the email or text message, time session length on the email or text message, ticket sales from specified distribution websites, and attendance of Blazer fans at away stadiums will all be recorded and analyzed between both sample to distinguish whether a pattern or behavior is recognizable.

If fans in the treatment sample are reporting more occurrences at away games, the study will be considered a success and will be implemented with 100% of those registered on the newsletter.