

Exploring New York City Sports Venues



Thomas Jacobs
25 June 2020

Introduction

- People are more health conscious
- Take part in various sport activities
 - To reach their ultimate physical potential
 - Other reasons such as self-improvement, health improvement
- Booming sports nutrition and sports equipment market
- Big players



Introduction

- It is critical for a small, start-up company in this industry to ensure that it targets its products at the right target audience for optimal impact.



Problem Statement

- The marketing team of the start-up is highly skilled and experienced
- They are not local to New York and are not familiar with the different neighbourhoods.
- Constraint marketing budget
- Maximum Return-on-Investment



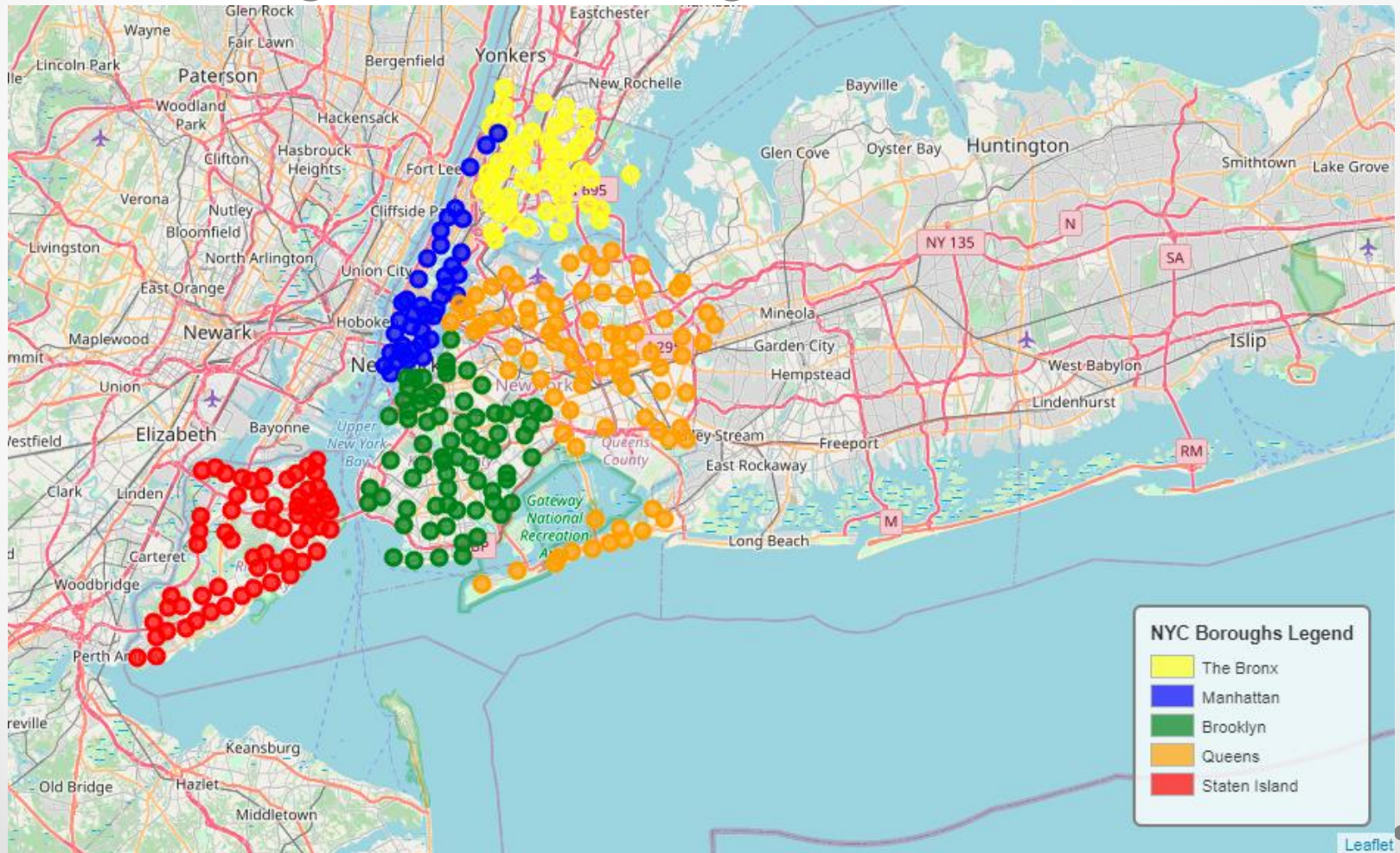
Value Proposition

- Assist the marketing team in understanding their target area
- To develop the best marketing strategy for their portfolio of products.
- New York City will be clustered into the optimal number of different sports clusters

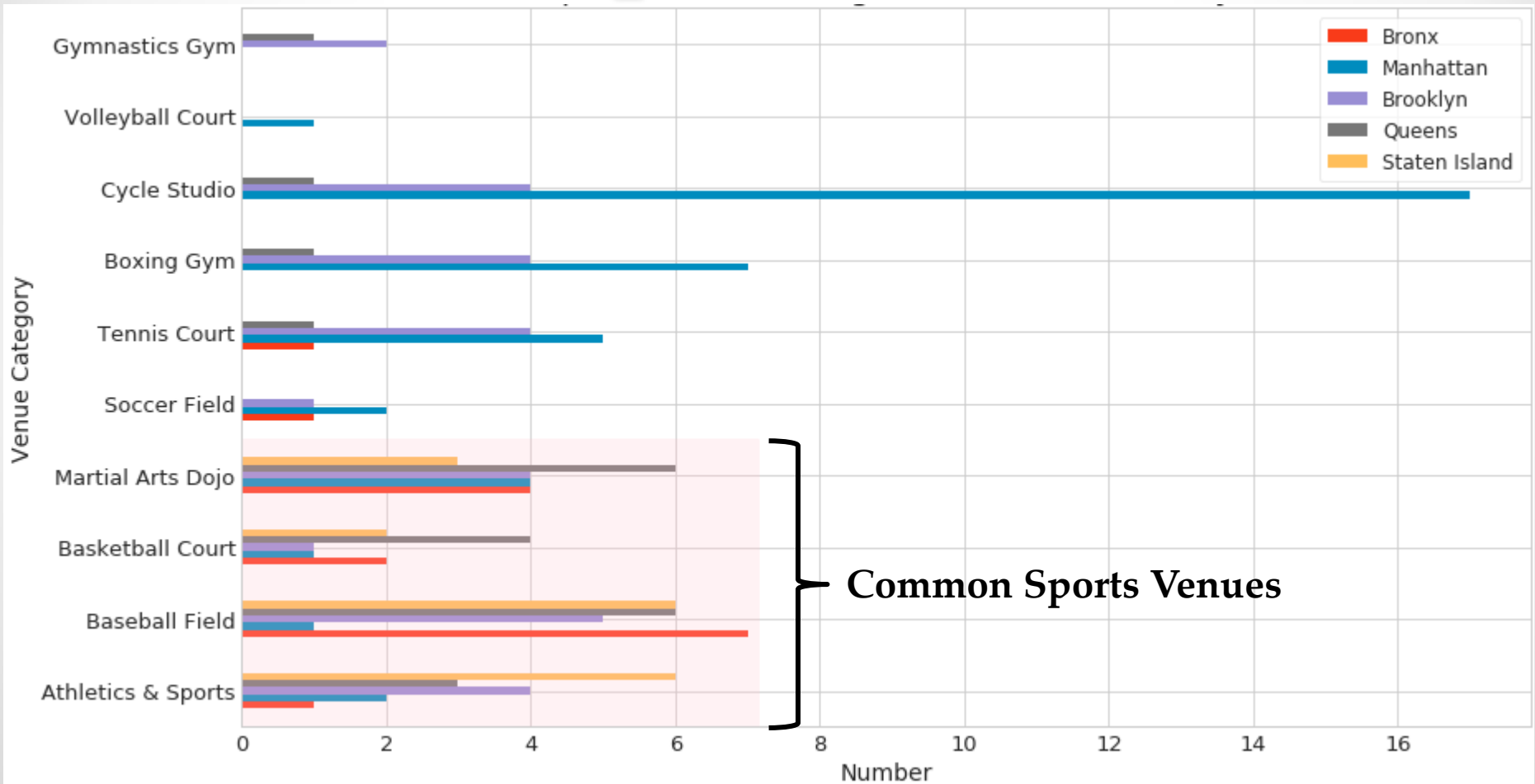


New York City

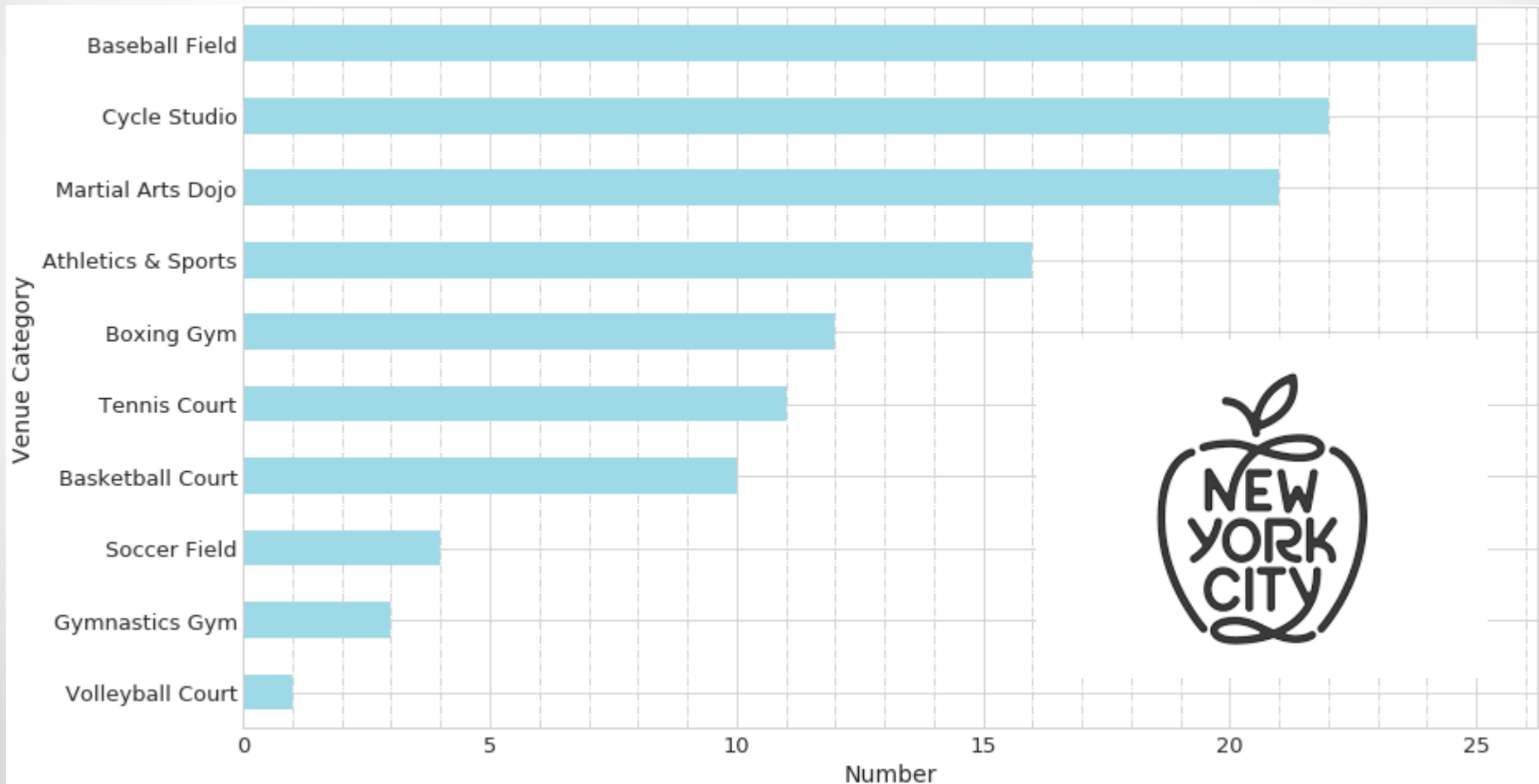
- 5 boroughs and 306 neighborhoods



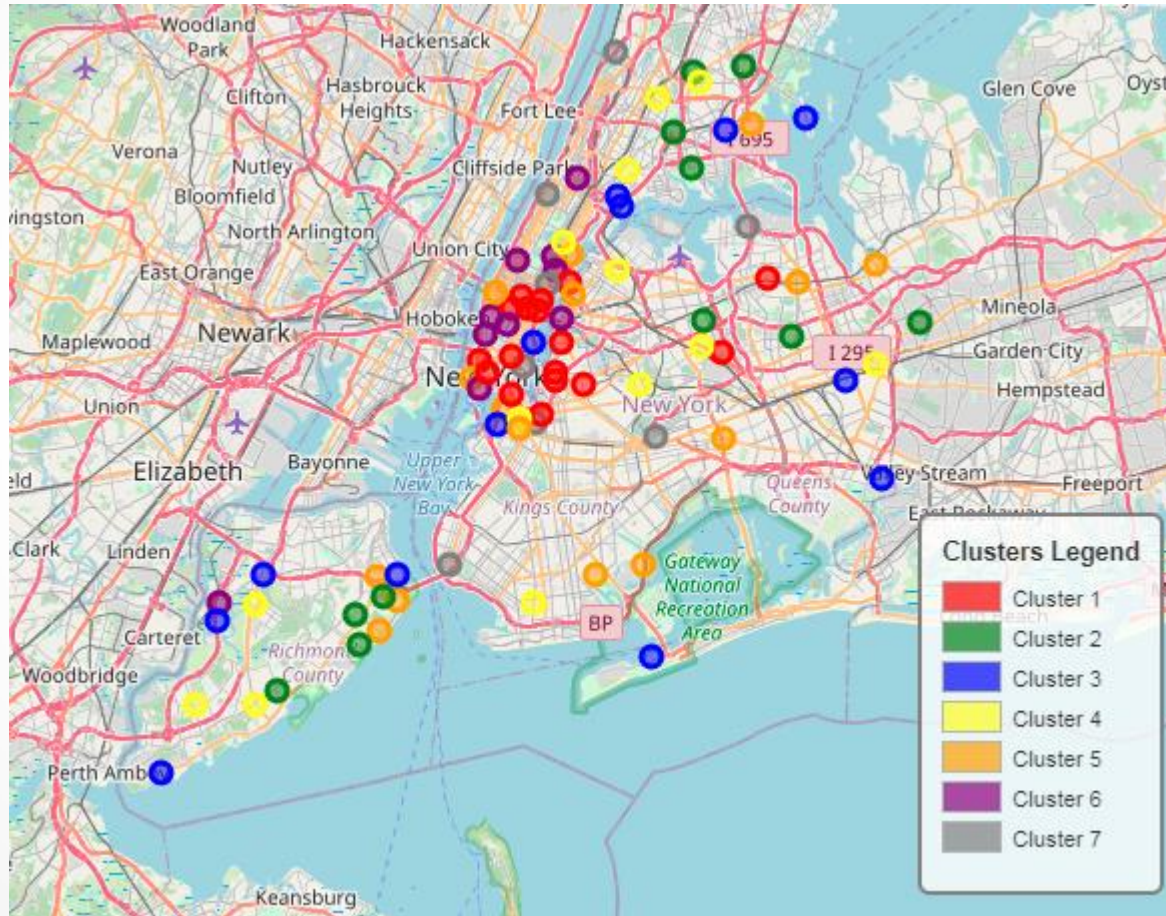
NYC Sports Venues



NYC Sports Venues by Totals



NYC Sports Clusters



Clusters 1 & 2

- Mixed sports

Borough	Neighborhood	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue
Brooklyn	Clinton Hill	Boxing Gym	Volleyball Court	Tennis Court	Soccer Field	Martial Arts Dojo
Brooklyn	North Side	Cycle Studio	Boxing Gym	Volleyball Court	Tennis Court	Soccer Field
Manhattan	Murray Hill	Boxing Gym	Volleyball Court	Tennis Court	Soccer Field	Martial Arts Dojo
Queens	Murray Hill	Boxing Gym	Volleyball Court	Tennis Court	Soccer Field	Martial Arts Dojo
Queens	Forest Hills	Martial Arts Dojo	Boxing Gym	Volleyball Court	Tennis Court	Soccer Field

Borough	Neighborhood	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue
Bronx	Country Club	Athletics & Sports	Volleyball Court	Tennis Court	Soccer Field	Martial Arts Dojo
Bronx	Schuylerville	Soccer Field	Volleyball Court	Tennis Court	Martial Arts Dojo	Gymnastics Gym
Brooklyn	Greenpoint	Gymnastics Gym	Volleyball Court	Tennis Court	Soccer Field	Martial Arts Dojo
Brooklyn	Brooklyn Heights	Cycle Studio	Athletics & Sports	Volleyball Court	Tennis Court	Soccer Field
Brooklyn	Marine Park	Soccer Field	Basketball Court	Baseball Field	Athletics & Sports	Volleyball Court

Cluster 3

- Martial Arts

Borough	Neighborhood	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue
Bronx	Kingsbridge	Martial Arts Dojo	Volleyball Court	Tennis Court	Soccer Field	Gymnastics Gym
Bronx	Melrose	Martial Arts Dojo	Volleyball Court	Tennis Court	Soccer Field	Gymnastics Gym
Bronx	Belmont	Martial Arts Dojo	Volleyball Court	Tennis Court	Soccer Field	Gymnastics Gym
Brooklyn	Gravesend	Martial Arts Dojo	Baseball Field	Volleyball Court	Tennis Court	Soccer Field
Brooklyn	Gowanus	Martial Arts Dojo	Volleyball Court	Tennis Court	Soccer Field	Gymnastics Gym

Cluster 4

- Cycle Studios

Borough	Neighborhood	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue
Brooklyn	South Side	Cycle Studio	Boxing Gym	Volleyball Court	Tennis Court	Soccer Field
Manhattan	Central Harlem	Cycle Studio	Volleyball Court	Tennis Court	Soccer Field	Martial Arts Dojo
Manhattan	Upper East Side	Cycle Studio	Volleyball Court	Tennis Court	Soccer Field	Martial Arts Dojo
Manhattan	Lenox Hill	Cycle Studio	Volleyball Court	Tennis Court	Soccer Field	Martial Arts Dojo
Manhattan	Lincoln Square	Cycle Studio	Volleyball Court	Tennis Court	Soccer Field	Martial Arts Dojo

Cluster 5

- Basketball Court

Borough	Neighborhood	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue
Bronx	West Farms	Basketball Court	Volleyball Court	Tennis Court	Soccer Field	Martial Arts Dojo
Bronx	Olinville	Basketball Court	Volleyball Court	Tennis Court	Soccer Field	Martial Arts Dojo
Queens	Corona	Basketball Court	Volleyball Court	Tennis Court	Soccer Field	Martial Arts Dojo
Queens	Floral Park	Basketball Court	Volleyball Court	Tennis Court	Soccer Field	Martial Arts Dojo
Staten Island	Grasmere	Basketball Court	Volleyball Court	Tennis Court	Soccer Field	Martial Arts Dojo

Cluster 6

- Tennis Court

Borough	Neighborhood	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue
Bronx	Spuyten Duyvil	Tennis Court	Volleyball Court	Soccer Field	Martial Arts Dojo	Gymnastics Gym
Brooklyn	Fort Greene	Tennis Court	Volleyball Court	Soccer Field	Martial Arts Dojo	Gymnastics Gym
Brooklyn	Fort Hamilton	Tennis Court	Volleyball Court	Soccer Field	Martial Arts Dojo	Gymnastics Gym
Manhattan	Lower East Side	Tennis Court	Volleyball Court	Soccer Field	Martial Arts Dojo	Gymnastics Gym
Manhattan	Morningside Heights	Tennis Court	Volleyball Court	Soccer Field	Martial Arts Dojo	Gymnastics Gym

Cluster 7

- Baseball Field

Borough	Neighborhood	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue
Bronx	Co-op City	Baseball Field	Volleyball Court	Tennis Court	Soccer Field	Martial Arts Dojo
Bronx	Riverdale	Baseball Field	Volleyball Court	Tennis Court	Soccer Field	Martial Arts Dojo
Bronx	City Island	Baseball Field	Volleyball Court	Tennis Court	Soccer Field	Martial Arts Dojo
Bronx	Bedford Park	Baseball Field	Volleyball Court	Tennis Court	Soccer Field	Martial Arts Dojo
Bronx	Mott Haven	Baseball Field	Volleyball Court	Tennis Court	Soccer Field	Martial Arts Dojo

Discussion (1)

- The results obtained indicates that New York City can be divided into 7 sports venue clusters
- Each clusters is characterised by a collection of common sports engaged in in the cluster.
- Baseball Fields (25) are the most common sports venues in New York city, followed by Cycle Studios (22), Martial Arts Dojos (21), Athletics & Sports (16), Boxing Gyms (12), Tennis Courts (11), basket Ball Courts (10), Soccer Fields (4), Gymnastics Gyms (3) and Volley Ball Courts (1).

Discussion (2)

- Cluster 1 and Cluster 2 are mixed between the different sports.
- The most common sports venues in Clusters 3 and 4 are Martial Arts Dojos and Cycle Studios, respectively.
- Cluster 5 is predominantly known for Basketball Courts, whereas in Cluster 6 consists of mostly Tennis Courts. The no.1 sports venue in New York City, Baseball Fields, is found in Cluster 7.
- By looking at the commonality of sports venues between clusters, the marketing teams can be optimally deployed. For instance, the marketing team specialising in gymnastics should mainly focus on Clusters 6, 3 and 2.

Conclusion

- The marketing team can use the results to decide which sports categories to focus on and in which neighborhoods of New York City the target markets are.
- It can also be used to determine in which neighborhoods opportunities exist for introductions of new sports activities and creating new markets.