* TEAM PERFORMANCE
  + Past wins
    - World Series win?
  + Current wins
    - Record during the current year?
  + Offensive Production
    - Runs
    - Number of hits
    - Number of homeruns
    - On base/ batting average
  + Length of average game for the team
* Brand
  + Star Power
    - Pitching Lineup
  + City
    - Stadium Placement
  + Season ticket holders
* Marketing
  + Outreach
  + Advertisements
  + Promotions
    - Free food
    - Theme nights
    - The Twins “trip into city and free beer”
  + Ticket Pricing
  + Food Pricing
  + Economic Situation
* Conditions
  + Time
  + Day
  + Weather
* Schedule
  + Opposing Team
    - Rivalries?
  + Important games?
    - Contending?
    - World Series?
  + Big events