



**Cultivating data to increase  
community, fan, and student  
engagement with your  
athletics program**

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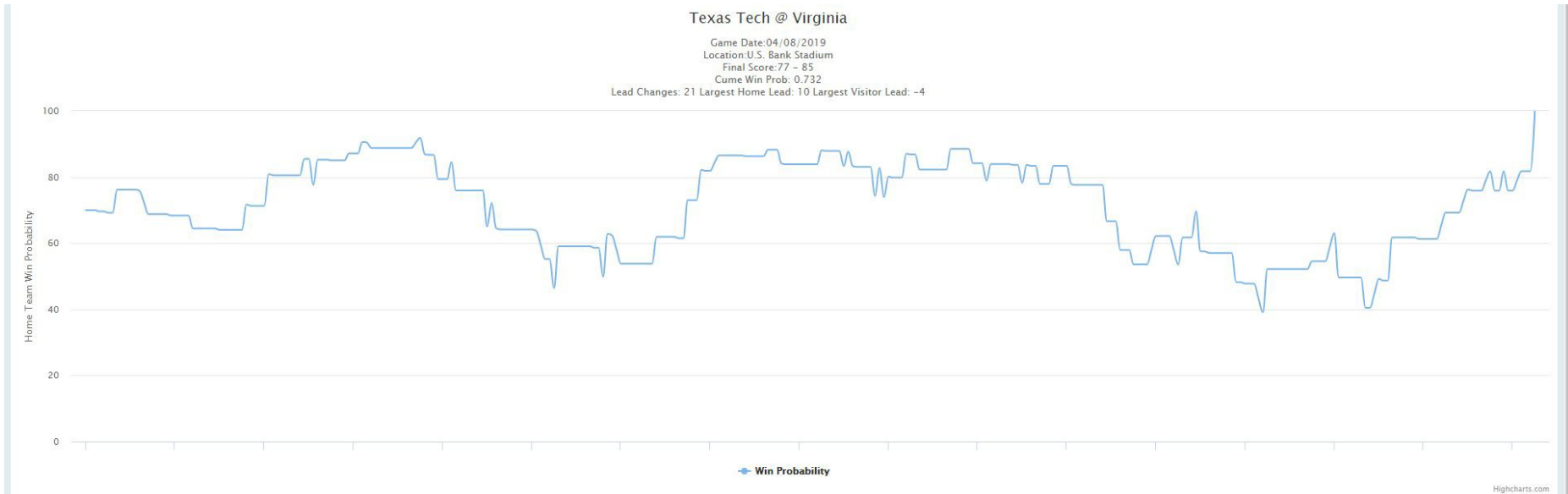
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# My Background

- ◆ Director of Business Analytics - Oakland Athletics (2012 - Present)
- ◆ Senior Systems Analyst - RaceTrac Petroleum (2007-2012)
- ◆ Vanderbilt University (2003-2007)
- ◆ Founder/Creator - SevenOvertimes.com



# Win Probability Charts



# How to be smarter with your own data

- Provide proper context
- Always be testing / trying new things
- “Start small and generalize”
- Try to avoid overfitting
- Always be mindful of unintended consequences

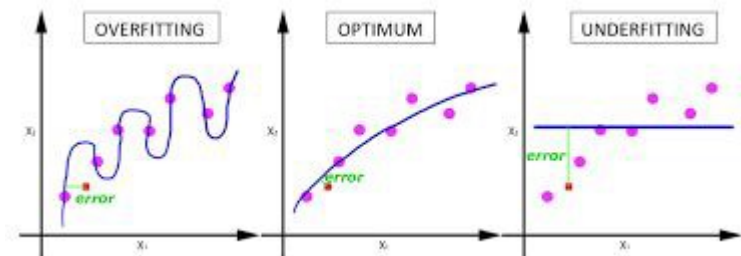


Image source: <https://machinelearningmedium.com/2017/09/08/overfitting-and-regularization/>



# Putting data into the proper context

## *Survivorship Bias example*

- After seeing planes return from their missions, Army engineers started to place extra armor where the bullet holes were clustered
- A statistician - Abraham Wald - noticed that the planes with damage in all those locations *made it back* from their missions
- The engineers decided to place extra armor where there were no bullet holes - as the planes getting shot in these locations likely did not make it back from their mission

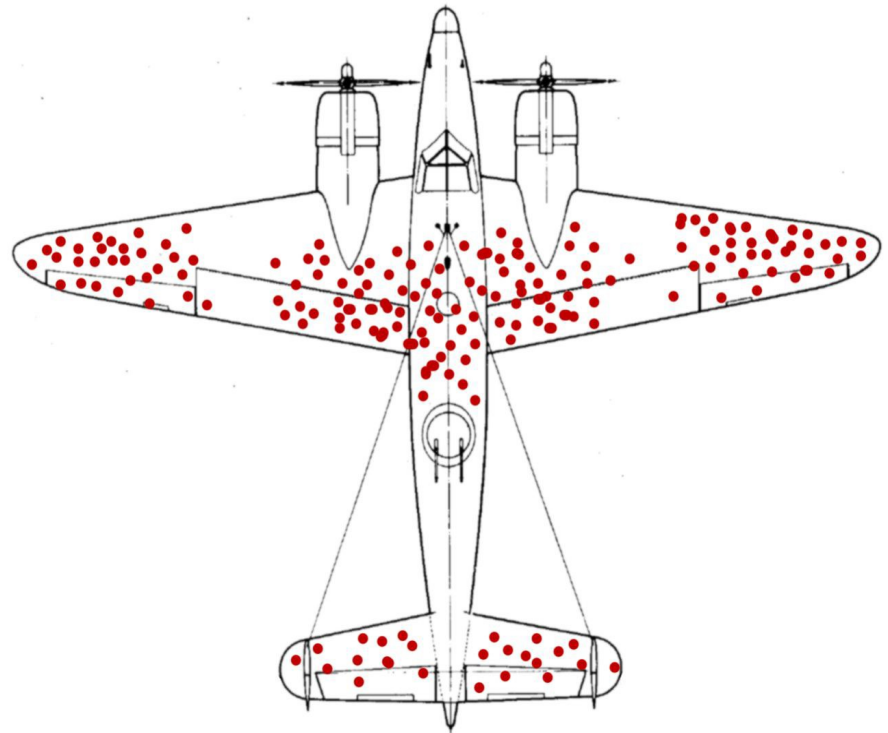


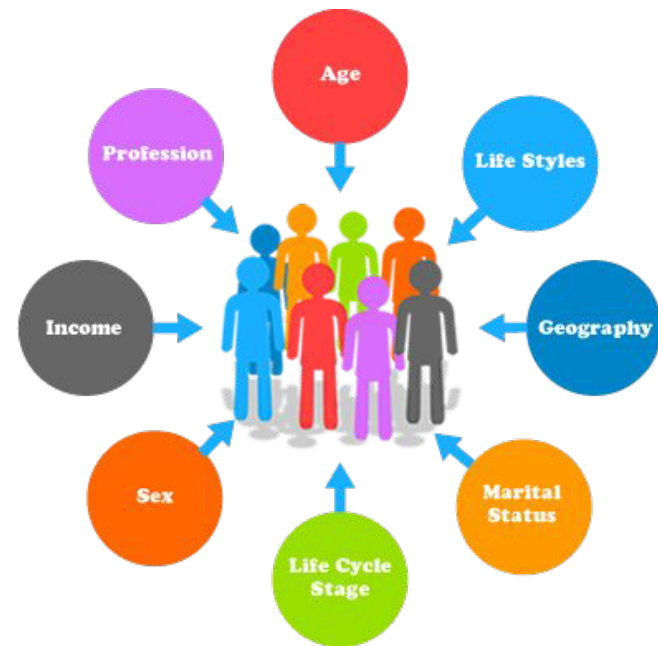
Image credit: [https://en.wikipedia.org/wiki/Survivorship\\_bias#/media/File:Survivorship-bias.png](https://en.wikipedia.org/wiki/Survivorship_bias#/media/File:Survivorship-bias.png)



# Improving Community Engagement

*Utilizing a CRM system will help any organization standardize their business practices*

- Investing in a CRM System
  - Track activities, campaigns, sales efforts
  - Custom fields help with organizing alumni data
    - Graduation Year
    - Total Donations
    - Season Ticket Show Rate
- Renewal & Prediction Models
  - Tenure
  - Distance to Campus
  - Demographic Fields
    - Owner/Renter
    - Personix Cluster
    - Age
    - Presence of Children



# Improving Student Engagement

*Promos and giveaways are key drivers of driving marginal attendance*

- Peak-on-Peak marketing strategy
  - Having a few well-executed marquee events can create the memories that make sports - and college sports so special
- Remove as many barriers as you can
  - College students are some of the most distracted and fickle fans out there
- Mobile ticket delivery / Season Passes

Oakland Athletics Giveaway Effects

<b>Giveaway</b>	<b>Attendance Boost</b>
Fireworks	10,466
Bobblehead	6,448
Wearable	5,005
Other	4,471



# Improving Fan Engagement

*Optimizing your e-mail marketing and pricing strategies can increase your revenue without acquiring new fans*

- E-mail & Database Marketing

- Right message, right person, right time
- Include surveys after events
  - Asking to be contacted
  - Net Promoter Score

- Dynamic Pricing

- Matches the reality of the marketplace
- Can start with variable pricing
- Marketed as creating better offers for low demand games

