

SAS® GLOBALFORUM 2015

The Journey Is Yours

The Analytics Behind A NBA Name Change

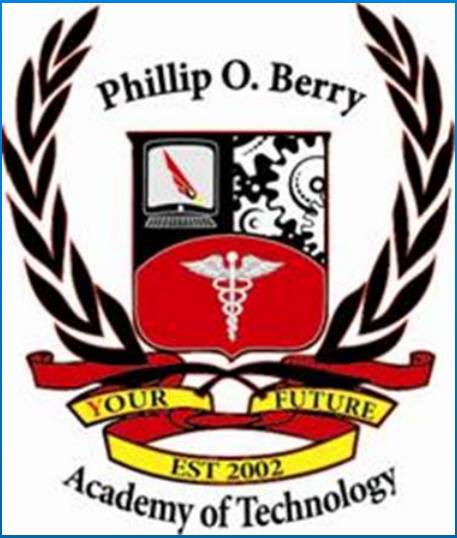
By: Lauren Cook



The Analytics Behind A NBA Name Change

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Abstract

For the past two academic school years, our SAS® Programming 1 class had a classroom discussion about the Charlotte Bobcats. We wondered aloud “If the Bobcats changed their team name would the dwindling fan base return?”

As a class, we created a survey that consisted of 10 questions asking people if they liked the name Bobcats, did they attend basketball games, and if they bought merchandise. Within a one-hour class period, our class surveyed 981 out of 1,733 students at Phillip O. Berry Academy of Technology.

The following school year, we conducted another survey to discover if people’s opinions had changed since the previous survey and if people were happy with the Bobcats changing their name. During this time period, the Bobcats had recently reported that they were granted the opportunity to change the team name to the Hornets.

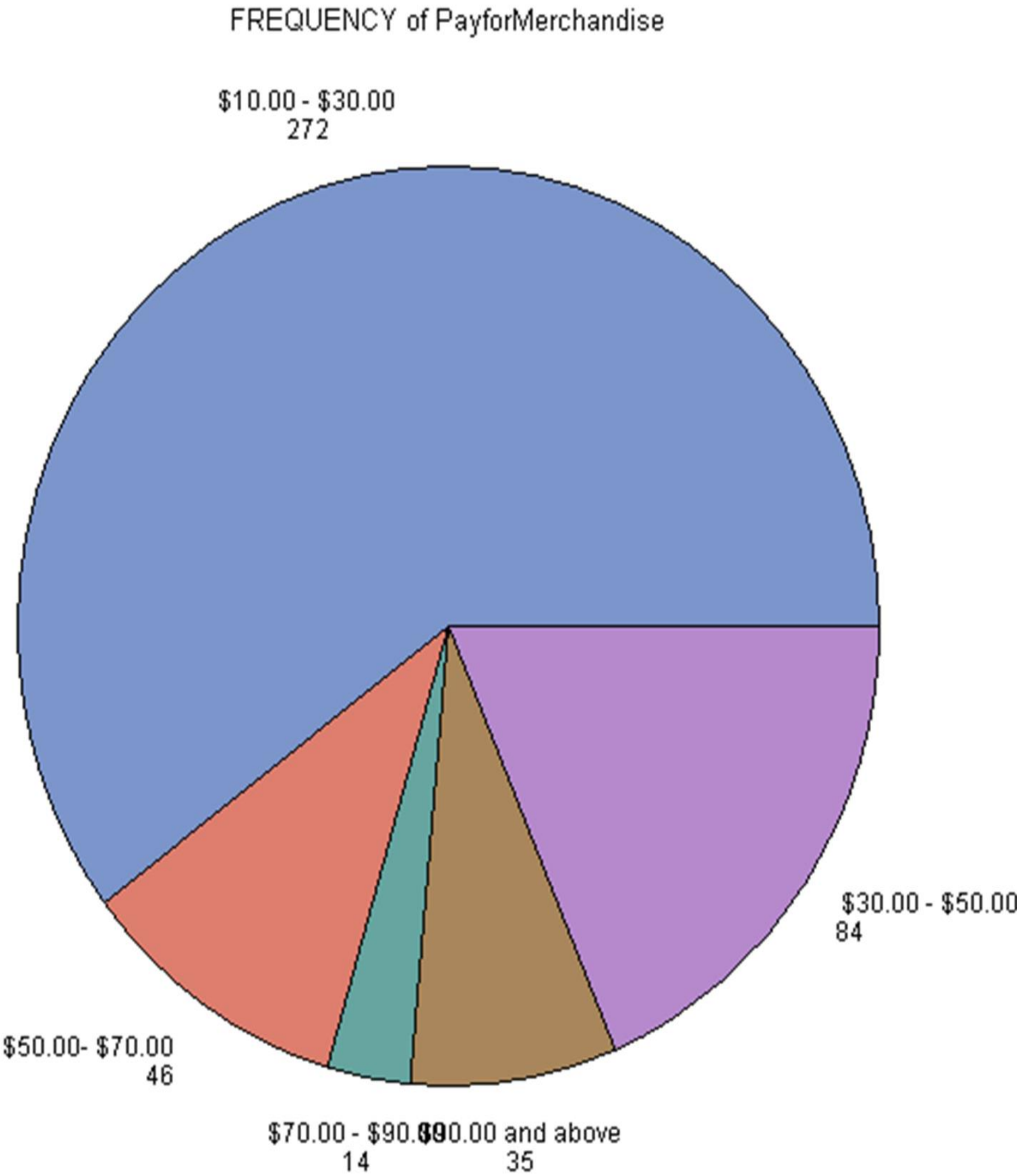
Objectives

- Determine which team name our student population would prefer.
- Determine how frequently students attended Bobcat’s games.
- Determine the average amount of money that students would plan to spend on merchandise.
- Determine which team colors students preferred.
- Determine how much money would each gender spend on merchandise.

Methods

- Merged All of Data into SAS Tables
- Created PROC (procedure) Freq (frequency)
- Created PROC Print and Report
- Created PROC Sort and Means
- Created PROC Gcharts

How Much Would You Pay For Merchandise



Bobcats Rename Spring 2013

Renaming Stats

The FREQ Procedure

Table of Gender by Buy

Gender	Buy		
	No	Yes	Total
Female	216	188	404
	22.57	19.64	42.22
	53.47	46.83	
	51.06	35.21	
Male	207	346	553
	21.63	36.15	57.78
	37.43	62.57	
	48.94	64.78	
Total	423	534	957
	44.20	55.80	100.00

Frequency Missing = 24

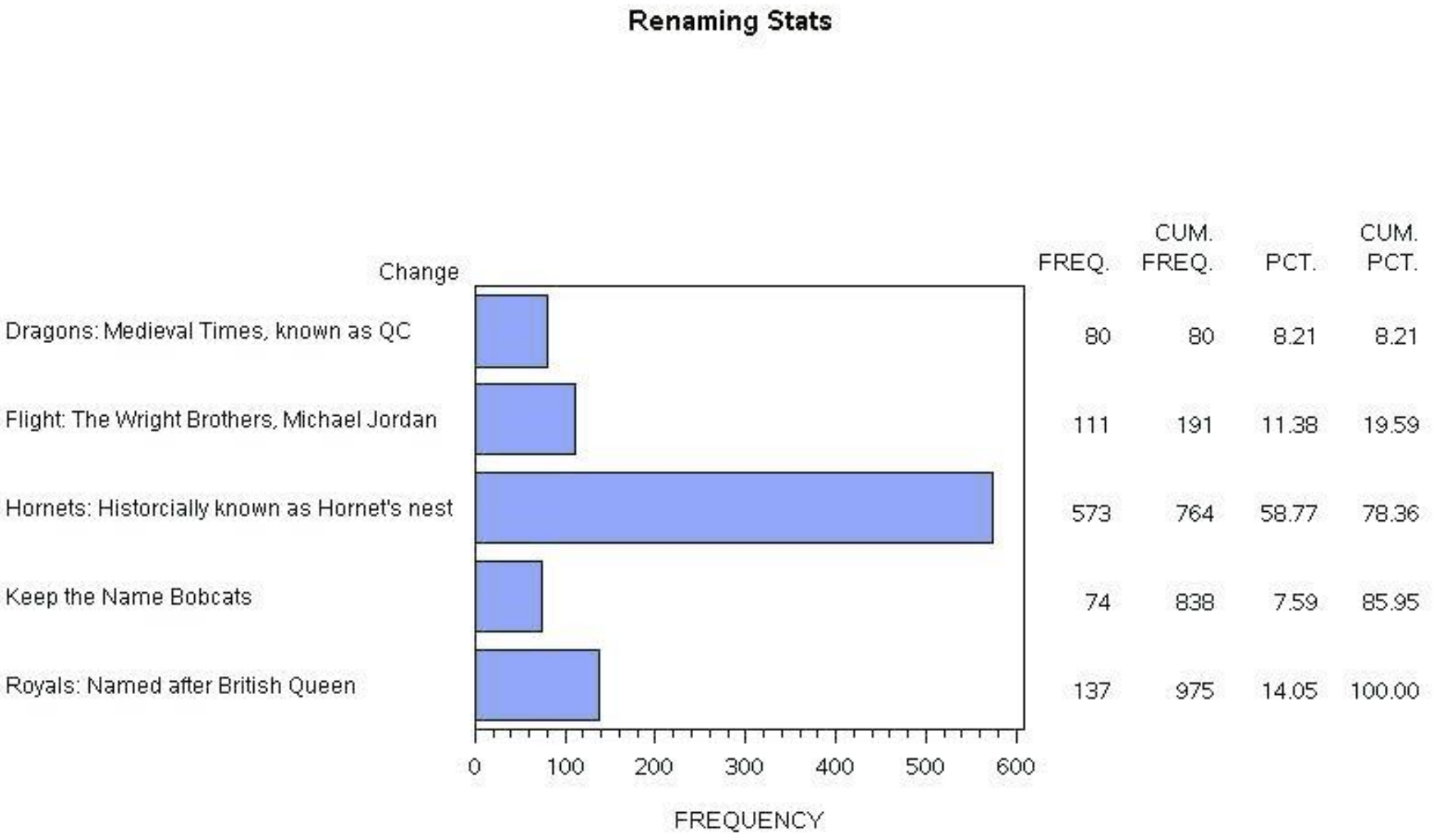
Results

- Majority of the students surveyed did not like the team name Bobcats.
- The most preferred team name was the “Hornets” with 58% followed by the Royals (14%), Flight (11%), Dragons (8%), and lastly Bobcats (8%).
- Majority of students would spend \$10-30 dollars on merchandise such as t-shirts and sweatshirts.
- More males would buy merchandise than females.
- Students preferred purple and teal (retro colors) for team colors.
- Nearly 80% of the students who took the survey knew about the name change.

Conclusions

Through the work of this project, SAS® Analytics was applied in the classroom to a real world scenario. The ability to see how SAS® could be applied to a question of interest and create change inspired the students in our class. This project is significantly important to show the economic impact that sports can have on a city. This project in particular, focused on the nostalgia that people of the city of Charlotte felt for the name “Hornets.” The project opened the door for more analysis and questions and continues to spark interest. This is the case because when people have a connection to the team and the more the team flourishes the more Charlotte benefits.

Bobcats Rename Spring 2013



References

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