

Case Study

Customer and Sales Analytics for the 2019 KitchenAid Senior PGA Championship

Oak Hill Country Club - Rochester, NY
May 21-26, 2019

Partner

Cause + Effect Strategy and Marketing

Industry

Advertising & Marketing

Objective

Drive ticket sales at the 2019 KitchenAid Senior PGA Championship at Oak Hill Country Club through advanced data analytics.

Solution

Advanced Statistical Analysis and Machine Learning

Focus Area

Econometrics, Advanced Statistics and Data Analytics, Machine Learning

The Opportunity

PGA of America contracted local marketing analytics firm **Cause + Effect Strategy and Marketing (CESM)** to lead targeted marketing efforts for the **2019 KitchenAid Senior PGA Championship**. CESM partnered with the RDSC to devise a data-driven marketing approach to increase ticket sales for the **2019 KitchenAid Senior PGA Championship**.

The Challenge

In order to identify potential ticket buyers, the team first needed to understand historical ticket buying patterns: who buys tickets, why do they buy them, when do they buy them, and where do ticket buyers live. With this information, CESM could maximize the client's return on advertising dollars by targeting advertisements to those most likely to buy tickets.

Our goal was not only to get a good read on who buys tickets for a specific golf event, but to learn about the 2019 KitchenAid Senior PGA Championship's customer base and what they enjoy. The analysis we did for the 2019 event provides a foundation for marketing future KitchenAid Senior PGA events.

Dr. John C. Handley - Senior Research Scientist, Rochester Data Science Consortium

Why RDSC?

RDSC scientists were able to provide a more detailed analysis of the data, using sophisticated analytical methods **beyond the scope** of traditional sales analysis. These methods included:

- Econometrics analysis
- Advanced statistical and data analysis
- Supervised and unsupervised machine learning

Data Science in Action

RDSC Scientists worked closely with CESM to analyze a large range of datasets, incorporating **customer sales data, socioeconomic metrics, weather records, and geographical data**, among others, in an effort to increase attendance at this signature golf event.

Key Findings:



Clubhouse ticket purchasers represented a different customer segment from golf enthusiasts.



The data identified untapped geographical areas of potential ticket buyers with the right customer profile.



An analysis of ticket buying times revealed opportunities for timing ads and promotions to increase ticket sales.



Rain has a direct impact on daily ticket sales volume. However, temperature does not have a statistically significant effect.

The Result:

RDSC scientists shared their findings with local marketing analytics firm Cause + Effect Strategy and Marketing who, in turn, designed a hyper-local marketing campaign for Sr. PGA of America, drawing heavily upon the scientists' geographical analysis. This resulted in one of the **"best all-time Senior PGAs ever,"** according to Bryan Karns, tournament director for the 2019 KitchenAid Senior PGA Championship. From corporate sponsorship, to volunteers, to ticket sales, this event outpaced every metric used to measure success.

What's Next?

As data collection technologies advance, the need for advanced data analytics expertise to make sense of vast amounts of information increases exponentially. The RDSC sees expanding opportunities for applying data science techniques to solve marketing questions.

Locally, the success of this partnership between RDSC and CESM predicts **future collaborations** between the two organizations.

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