



# FORDHAM ATHLETICS

## APPLIED PROJECT

PRESENTED BY

YUWEI SUN    ZIYU LI

PENG SHA    YUE ZHAO

INSTRUCTED BY PROF. PETER JOHNSON

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# FORDHAM

Research  
Objectives

Data  
Description

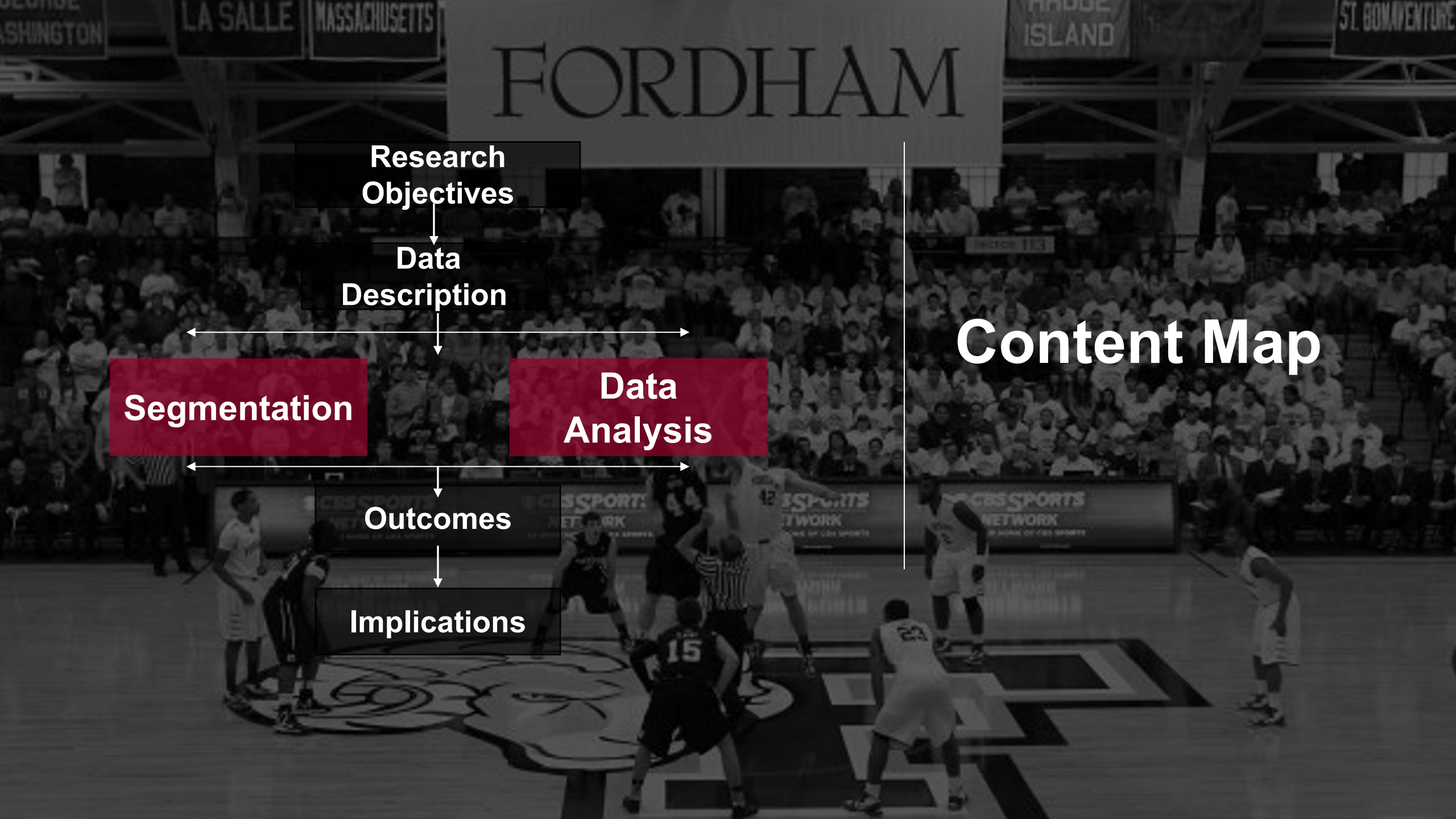
Segmentation

Data  
Analysis

Outcomes

Implications

Content Map





# Research Objectives

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- Develop meaningful market segments of user base
- Identify trends and opportunities of Ram Rewards program from 2015-2019
- Improve points Acquisition
- Increase users registration



# DATA DESCRIPTION - I

## Original Data

- 3,777 users
- 6 different fan types
- From 2015 to 2019



## Data Cleaning

- Outlier
- Users without Registration Date (1530 users)



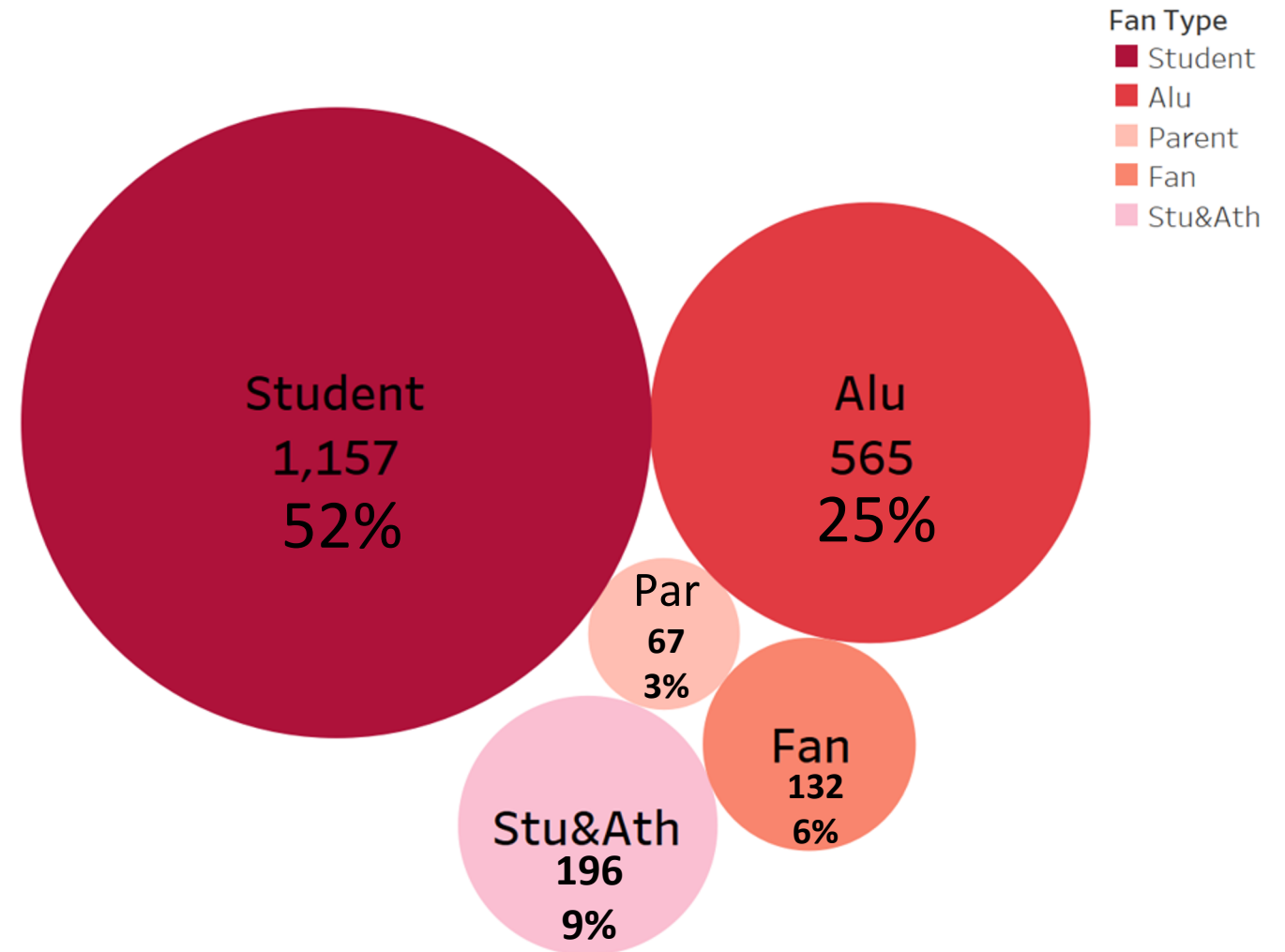
## Processed Data

- 2,245 users
- 11 fan types including multi-fan type

# DATA DESCRIPTION - I



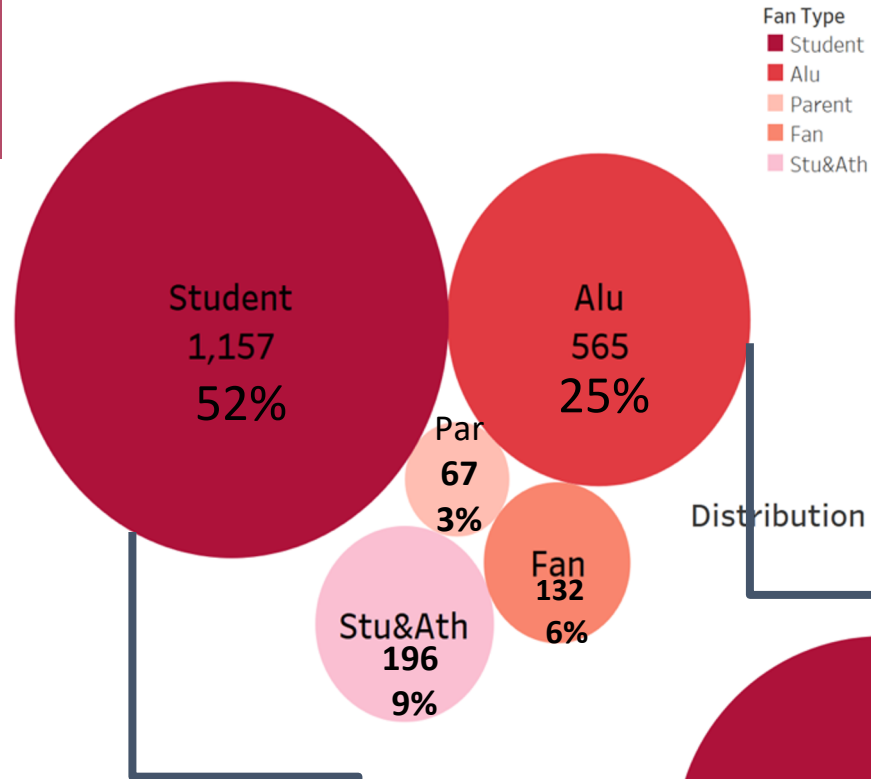
Distribution of Users based on Fan Type(2015-2019)



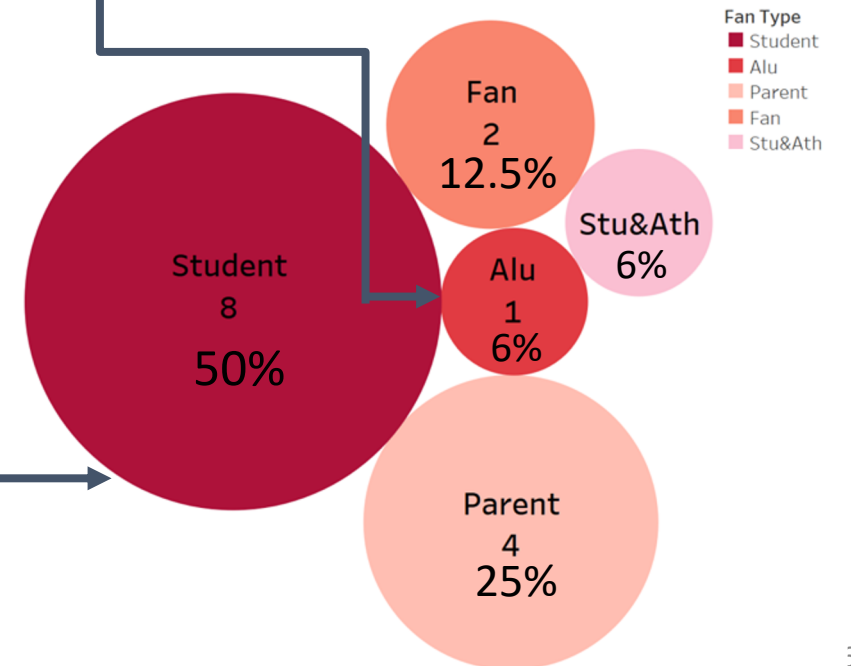
# DATA DESCRIPTION - I



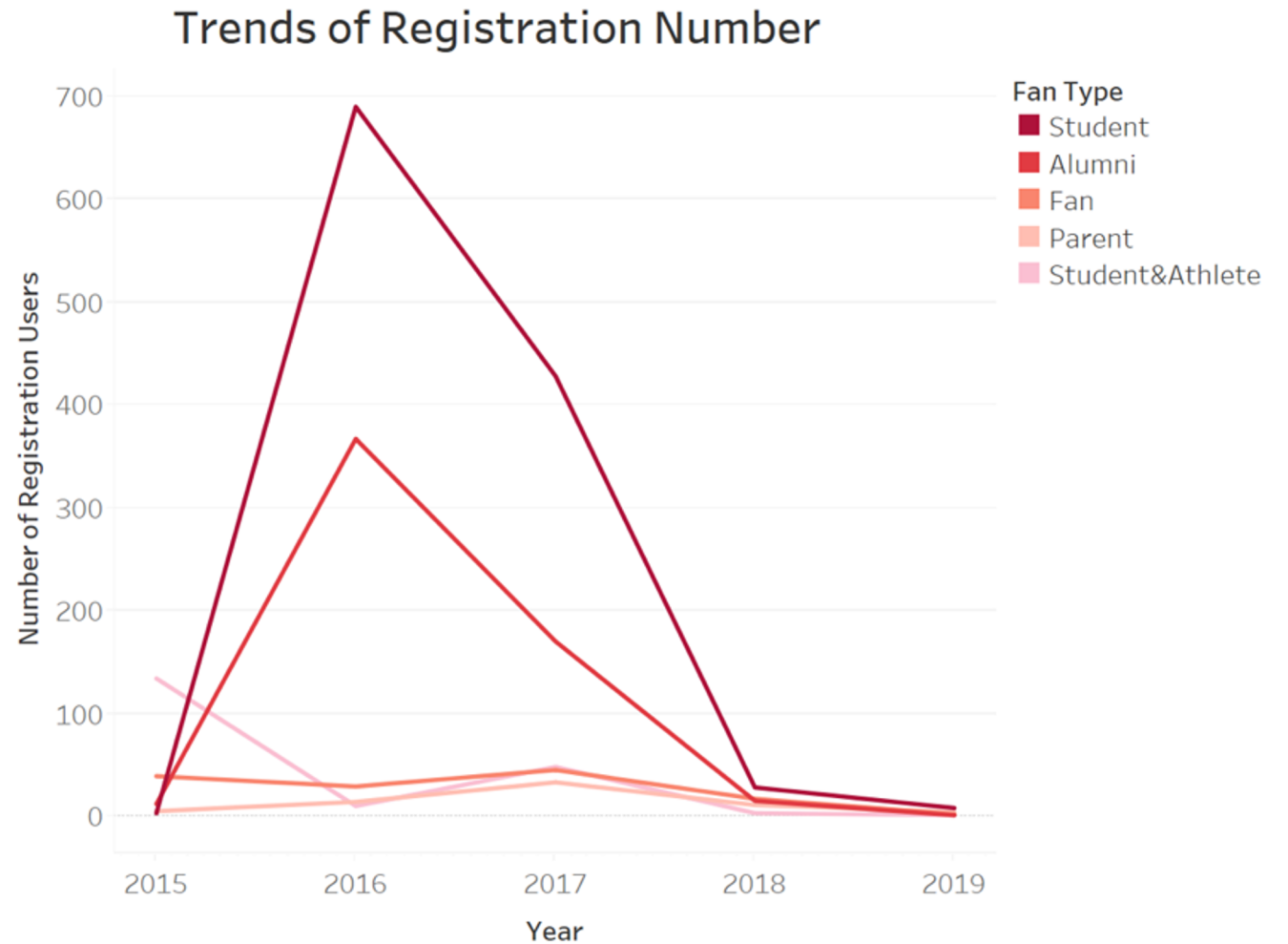
Distribution of Users based on Fan Type(2015-2019)



Distribution of Users based on Fan Type-2019



# DATA DESCRIPTION - I

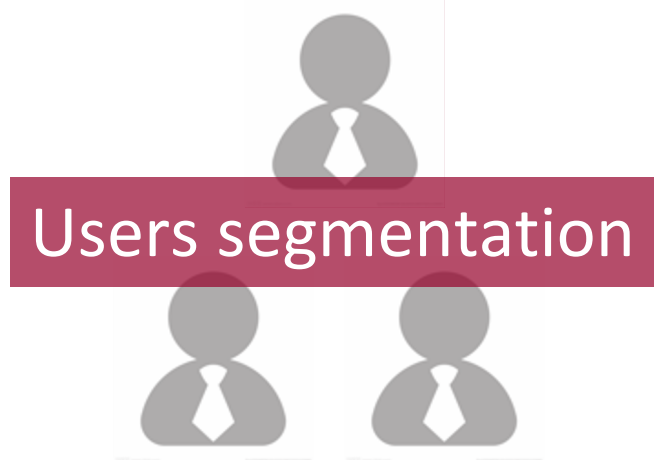
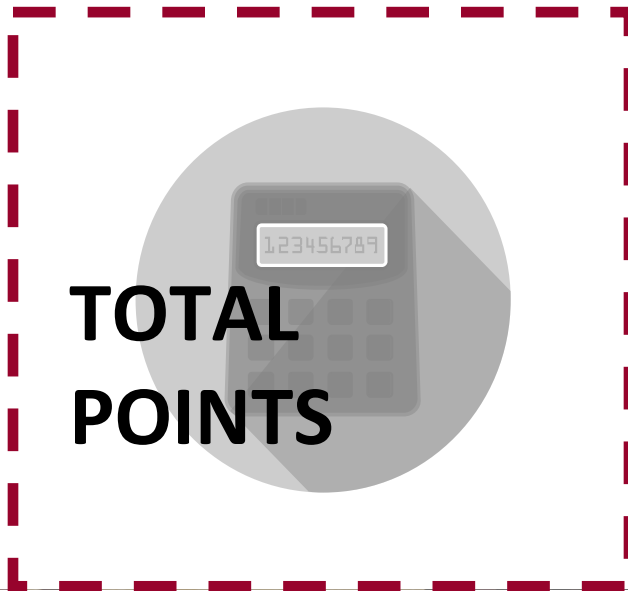
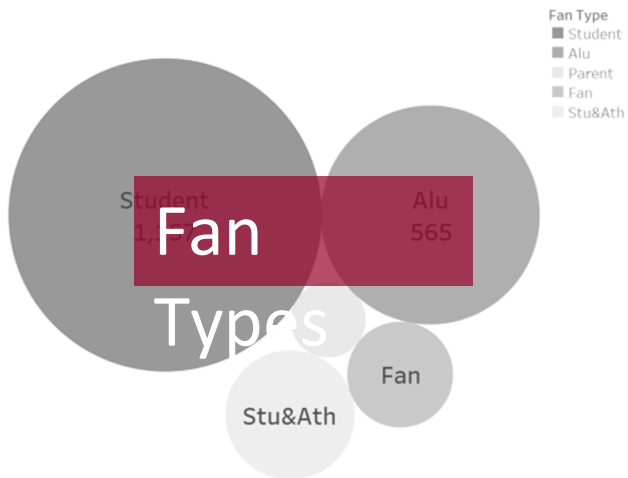


Ram reward program started strong, however declined significantly in the recent two years. It seems that the ram rewards program was responsive to the promotion.



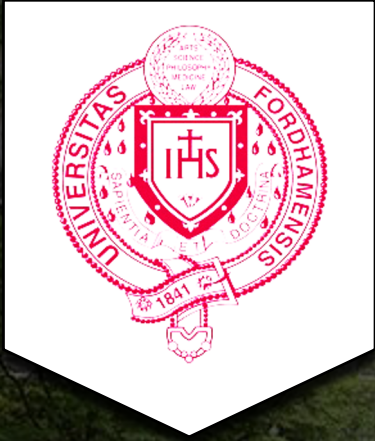
# Transition

Distribution of Users based on Fan Type(2015-2019)





# User Segmentation



- Prime Ram -  
Total Points  $\geq 126$

- VIP Ram -  
 $26 < \text{Total Points} \leq 125$

- Insider Ram -  
 $1 < \text{Total Points} \leq 25$

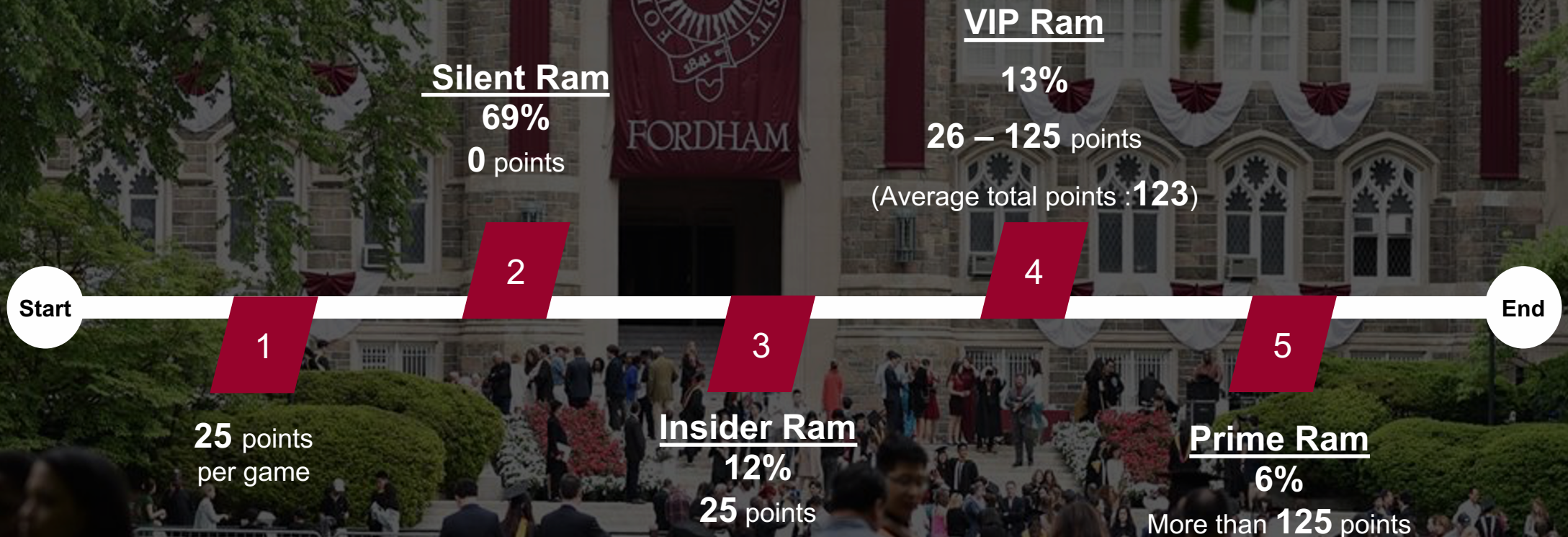
- Silent Ram -  
Total Points = 0



Active Users

Inactive Users

# User Segmentation Process

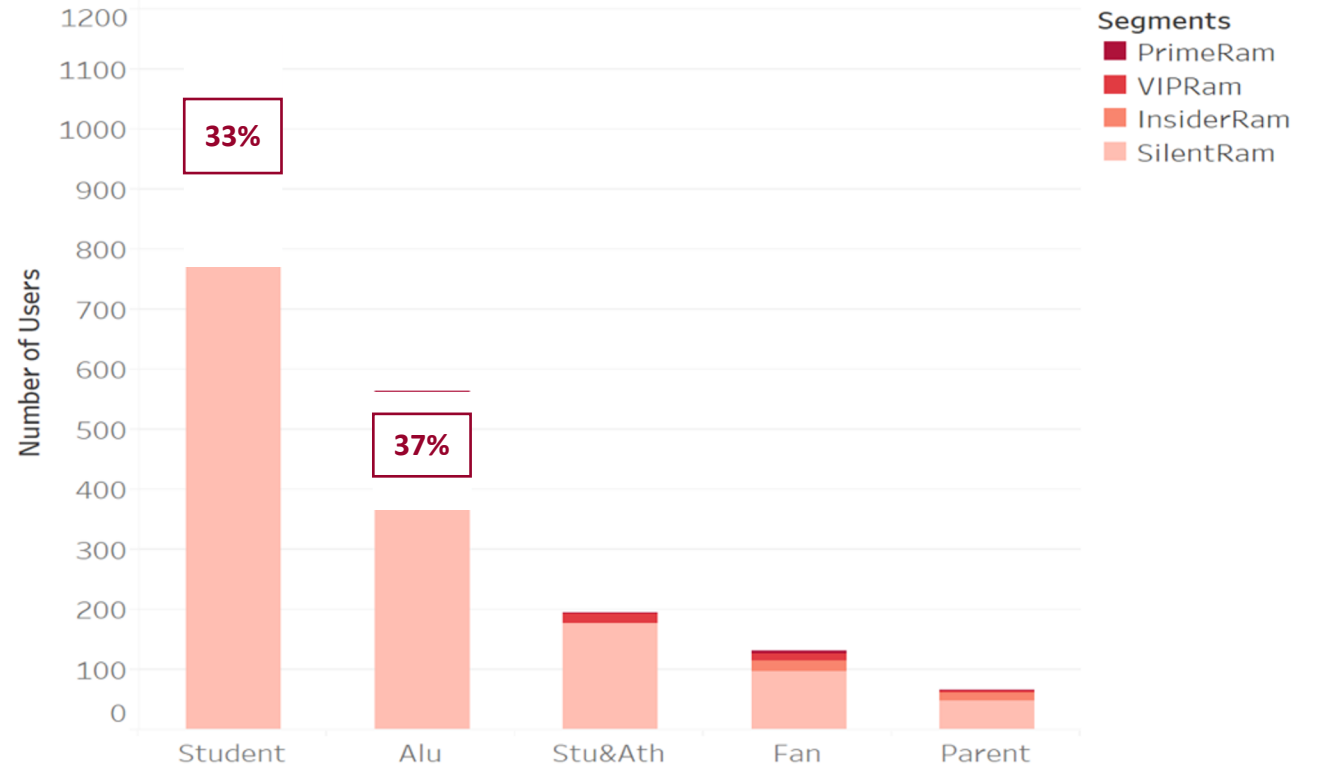


# OUTCOME

## H-1

The percentage of active users is proportionate with the size of fan types

### Distribution of Segments Based on Fan Type



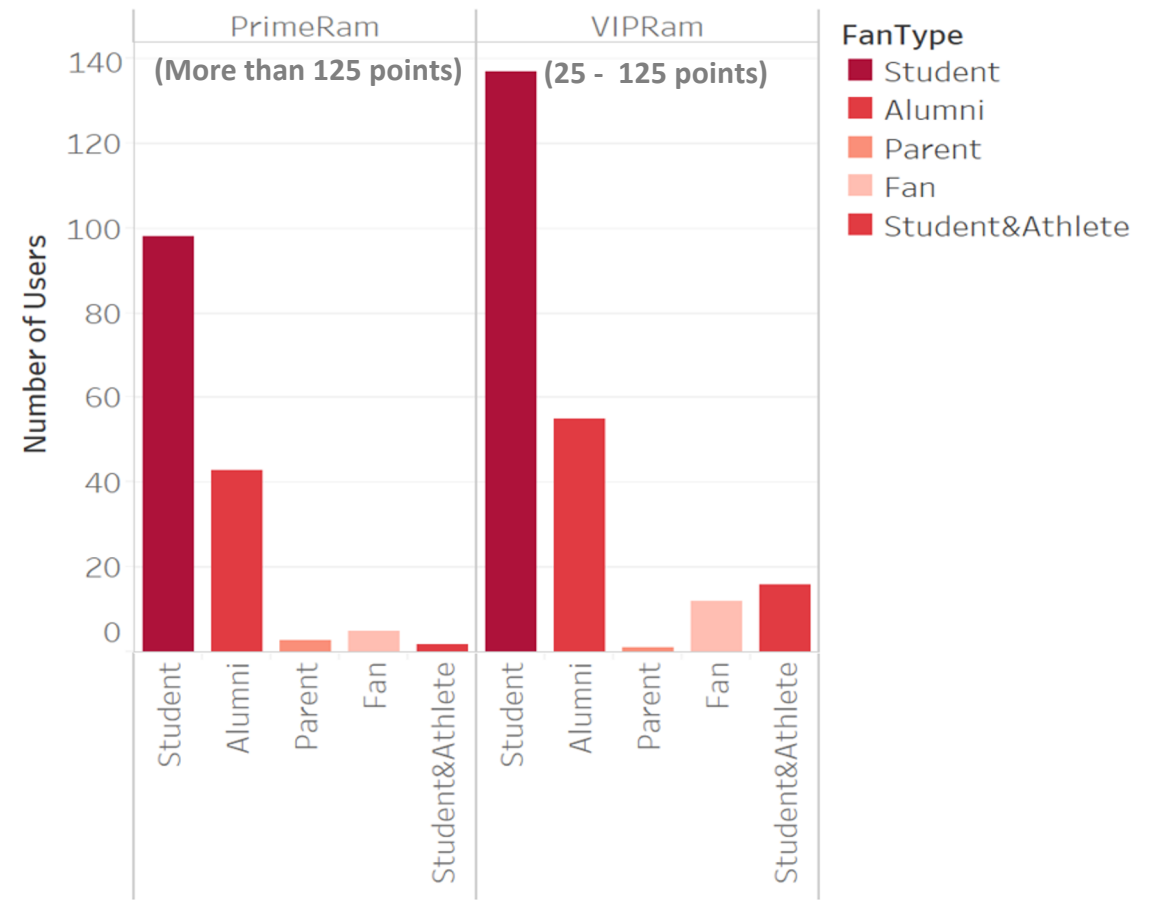
Alumni has the largest proportion of active users even though the size of alumni users is smaller than the size of students

# OUTCOME

## H-2

The two most active segments (Prime Ram & VIP Ram) have the largest proportion of alumni.

### The Comparison of Fan Type Distribution between PrimeRam and VIPRam



Prime Ram: Students=65%

Alumni= 28%

VIP Ram: Students=62 %

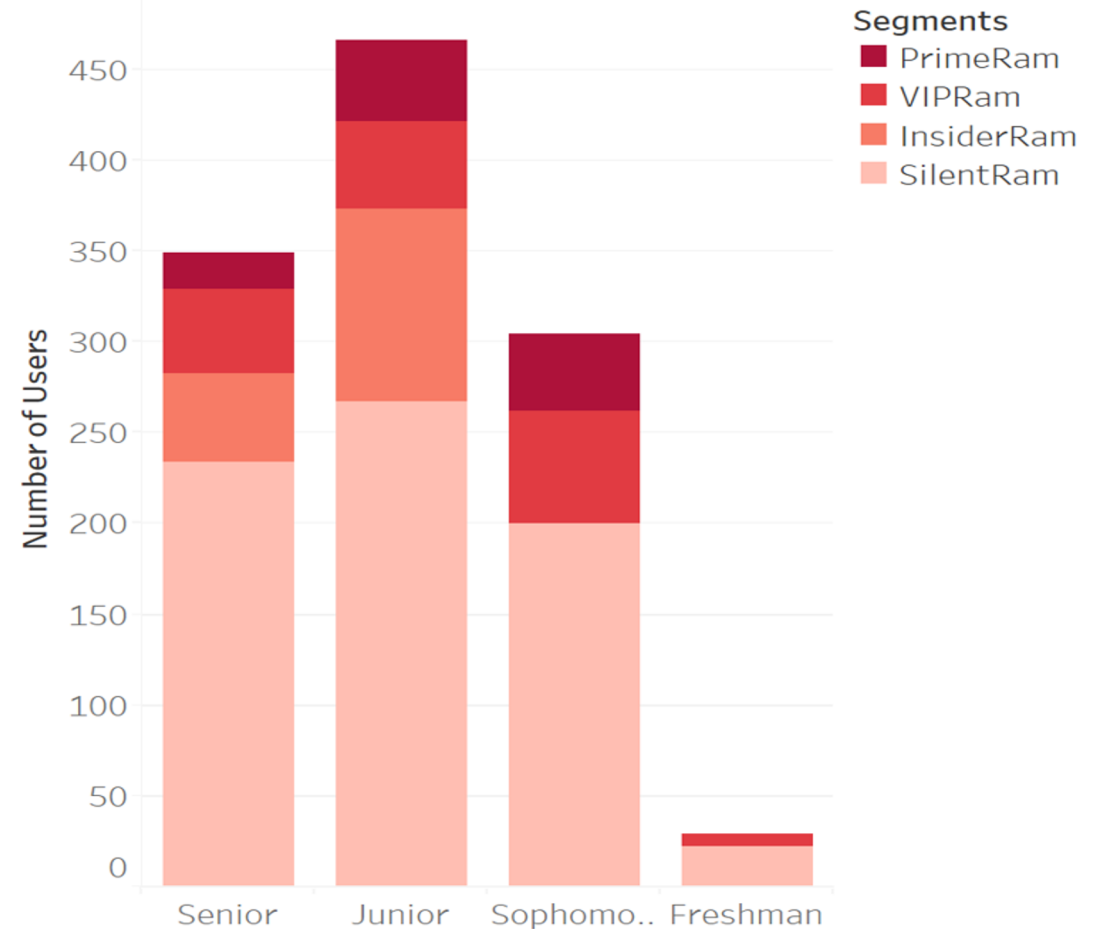
Alumni=25 %

# OUTCOME

H-3

Class year affects the proportion of active users.

## Distribution of Segments based on Class Year



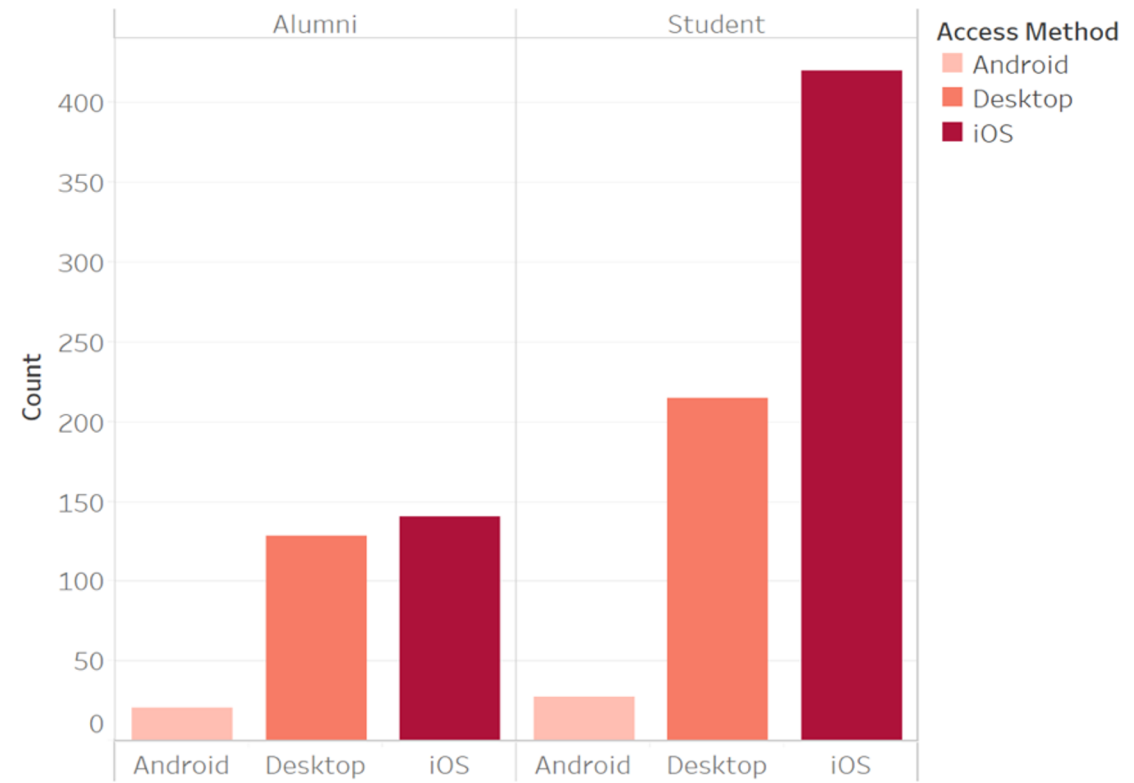
- Junior contains the highest amount of active users
- Sophomore has large proportion of Prime Ram and VIP Ram, indicating future potentials.

# OUTCOME

H-4

Students and Alumni prefer different access methods.

### Distribution of Access Method based on Fan Type



- 67.5% of Students use Mobile Device, and 32.5% of Students use desktop. Students prefer to use mobile device.
- 55.6% of Alumni use Mobile Device, and 44.4% of Alumni use Desktop. Alumni have no obvious preference for mobile device or desktop.



# DATA DESCRIPTION - II

## Original Data

- **56** messages
- From **9/13/2018** to **3/22/2019**



## Data Cleaning

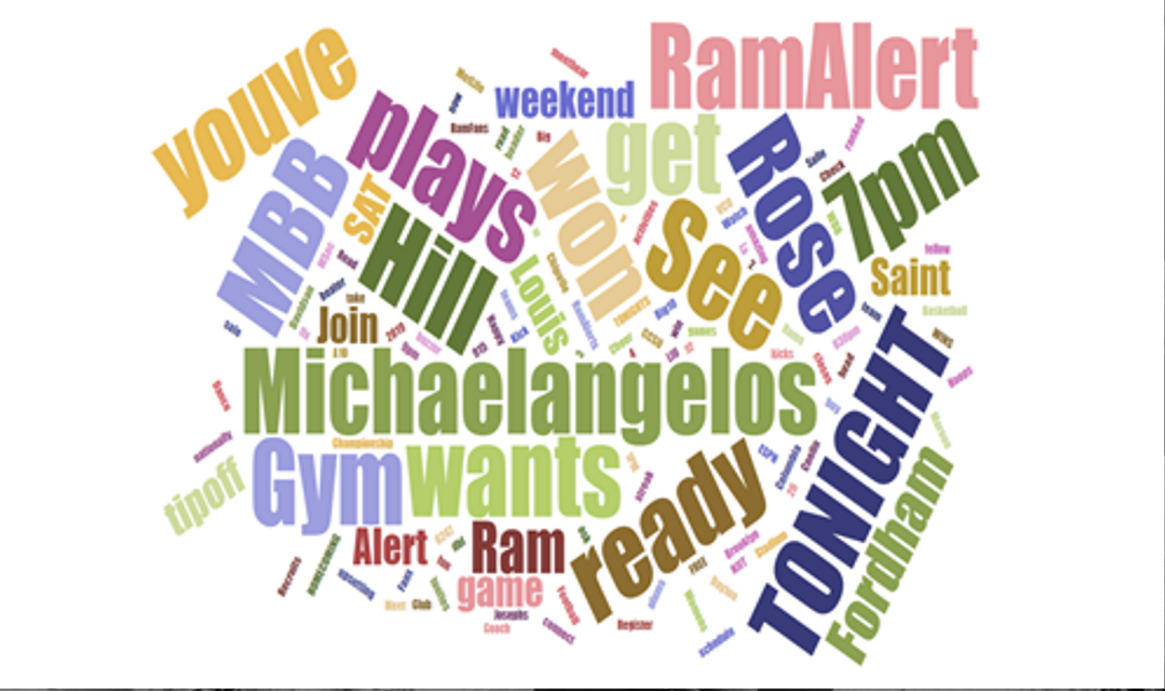
- Segments - Rebounders



## Processed Data

- **34** messages
- From **9/13/2018** to **3/18/2019**

# Analysis of message data



10% OFF for Fordham Fans!  
dine in & takeout only – not valid for delivery

*Michael Angelo's*  
2477 Arthur Ave. Bronx NY 10458

**VALID TODAY ONLY**  
Sunday, December 30, 2018

Total Message amount: **34**

Average CTR: **7%**

Processed message amount: **14**





# Managerial Implications

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- Using 2016 marketing strategy
- Concentrating on Prime Ram and VIP Ram
- Targeting alumni
- Focusing on Junior and Sophomore among students
- Targeting Silent Ram for activation
- Providing more promotional contents in SMS campaign





# Season Starts

**Let's get back to the GAME !**

# FORDHAM

Thanks!



Director  
Prof. Peter  
Johnson



Yuwei  
Sun



Peng  
Sha



Ziyu  
Li



Yue  
Zhao