Real-Time Analysis at Sports Venues

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Emerging innovative ways to conduct research has many important dimensions that are valuable for researchers; these dimensions include: mobility and location awareness, intelligence, real-time responsiveness and adaptability (Bonometti, 2012). These ways are useful to researchers and managers in having results in a timely, effective manner compared to more traditional ways of research where the surveys needed to be printed, distributed to participants and then analyzed to become useful. In addition, these new technologies can also help venues evaluate the overall event quality through a marketing and operational perspective (Ko, Zhang & Cattani, 2011).

The benefit of survey research is at times lost when time consuming practices like running off hard copies of the survey, distributing them to participants, and then analyze results, are employed (Jones & Sinclair, 2011). Conducting tablet and Wi-Fi enabled research is a “fresh approach to data collection” and is going to start to be used on a regular basis because of the real time analysis of data (Jones & Sinclair, 2011, p 23). Benefits of using this technology is it gives instant results and can enhance decision making in real time occurrence for current events and future ones. Major sports are expanding and becoming an increasingly competitive industry, and to ensure that the customers are satisfied venues need to assess their stakeholders (Howard & Crompton, 2004). If sport venues are to keep pace with this competition then research will need to take advantage emerging technological opportunities (Bonometti, 2012). This study addresses both the need for assessment in a highly competitive environment and emerging technologies.

Market data is collected from electronic surveys generated on a tablet device (iPads) by a touch interface, data collection software (Opinionmeter). This software utilizes real time data entry, analysis, and distribution of results. Participants at local major sports venues will be asked their opinion on several marketing questions supplied by the venue’s marketing director. Immediately, as data is entered from several remote locations, analyses are performed with results then shared with the marketing director. Survey questions, supplied by the venue, consist of seven questions ranging from Likert scale, open ended and multiple-choice.

This software (Opinionmeter) aids researchers and marketers in collecting data, either by tablet or smart phone, in real time. Real time can be defined as receiving data and analyzing that data instantly. Using this new technology creates a competitive business advantage because it creates “Big Data’ and real time BI (business intelligence) analytics, location-awareness, and augmented reality technologies to deliver in real-time place-time frameworks” (Bonometti, 2012, p 213). Organizations who utilize this instant and adaptable technology will have an advantage over competition when management wants to understand their participants who are currently at their venue.

This technology will assist the organization strategically on how to make appropriate changes to their venue to accommodate their guests. For example, one question may ask how the tickets were purchased for that night’s event; this will allow the organization to see where they can make changes to purchasing tickets to accommodate all guests. This provides useful information that the companies can use to evaluate the overall experience of the customers at the event. This is beneficial to the management of the venue because it gives an insight of that they can improve upon to make the customers satisfied at future events.

Results from this investigation will assist venues management in their production of successful events. The benefit of using this software on the tablet computer is a quick way to receive the data collected from the surveys and analyzed in real time; management does not need to wait weeks for the results to be analyzed.

This presentation will focus on the design, implementation, and results of real-time data collection and analysis at a major sporting venue. The implementation of this investigation is meaningful because it will be an innovative way
for data to be collected. Further, the limitations of this technology will be discussed with special emphasis on developing marketing director level understanding of this technology.