

DATA MINING IN PROFESSIONAL SPORTS USING MULTINOMIAL PROBIT MODEL

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ABSTRACT

The primary purpose of this study was to predict types of tickets non-season-ticket holders would purchase to attend the home games of a professional sport team based on their past ticket purchase behavior using the Multinomial Probit Model. According to the results of the data analysis, “Attractive Opponent,” “Late Season,” “Promotion,” and “Value” were the important factors under study that accounted for the prediction model. The hit ratio for the analysis sample was 71.58%. On the other hand, the hit ratio for the validation sample was about 59.65%.