

Finding the most suitable location for a new NFL expansion team.

- To find candidate cities to choose from
- To apply data analysis to those cities to find the best location
- To compare the candidate cities to existing markets
- To make sure project is expandable, so as to be a good start for a on-going study.

Key Datasets

- ESRI 2004 U.S. County Data
- MediaMark Football Data
(attending/watching games and buying team clothing)
- SRDS Marketing Data (TV sports ratings)

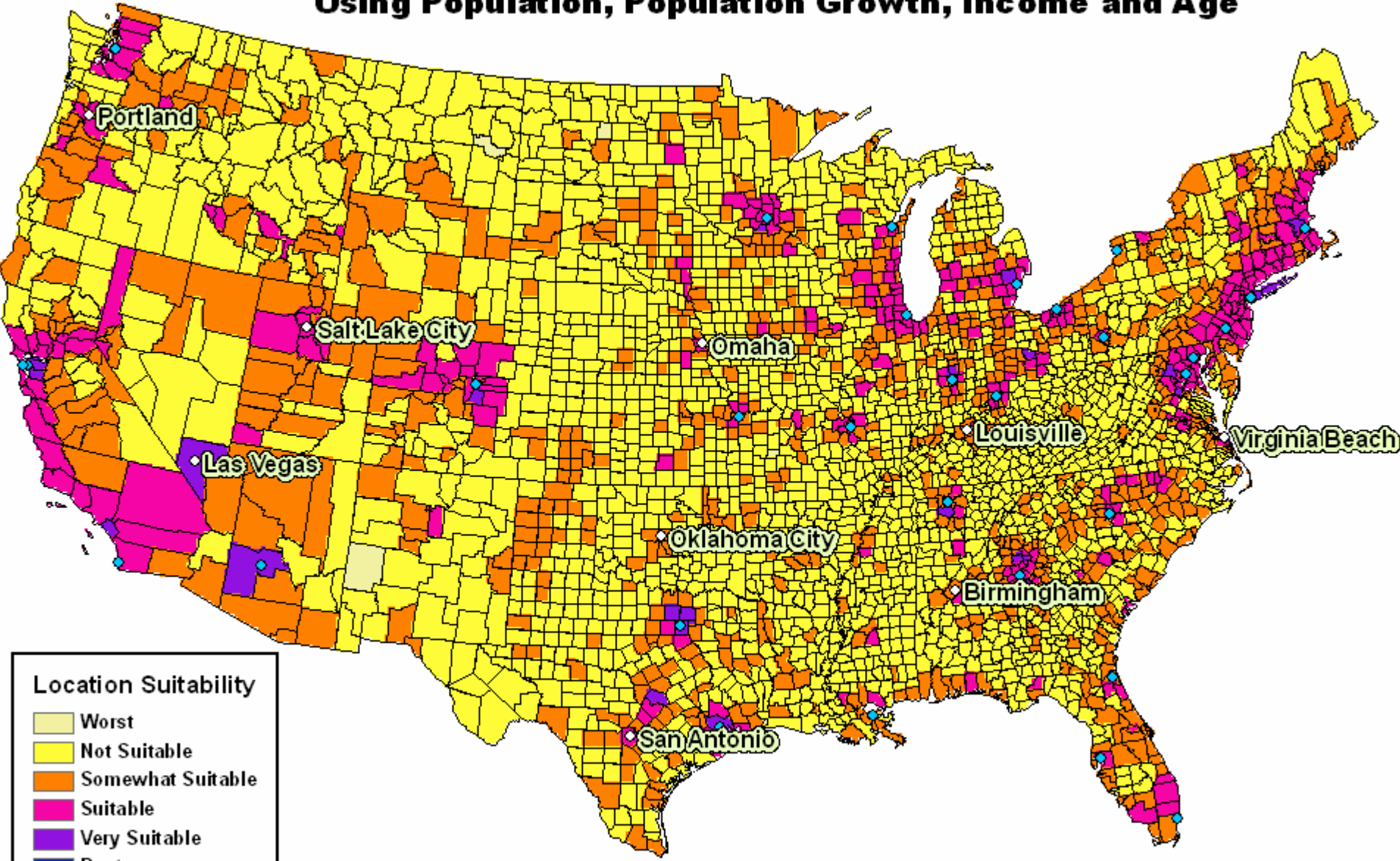
Key analysis tools and methods

- Spatial analyst
- Select by attributes
- Joining
- Convert to raster
- Reclassify
- Weighted Overlay
- Statistics
- Euclidean Distance

Collect Data and project onto ArcMap: Project	Convert data categories into like formats: raster/reclass	Make different thematic maps showing data analysis
Decided on Candidate Cities and variables	Display data using variables: Overlay/Euclidean distance	Use attribute tables to breakdown statistics
Break down data into desirable categories: Select by attributes/export/join	Compare data (candidate cities) using variables: Weight Overlay	Metadata

Most Suitable Locations for Candidate NFL Expansion Cities

Using Population, Population Growth, Income and Age



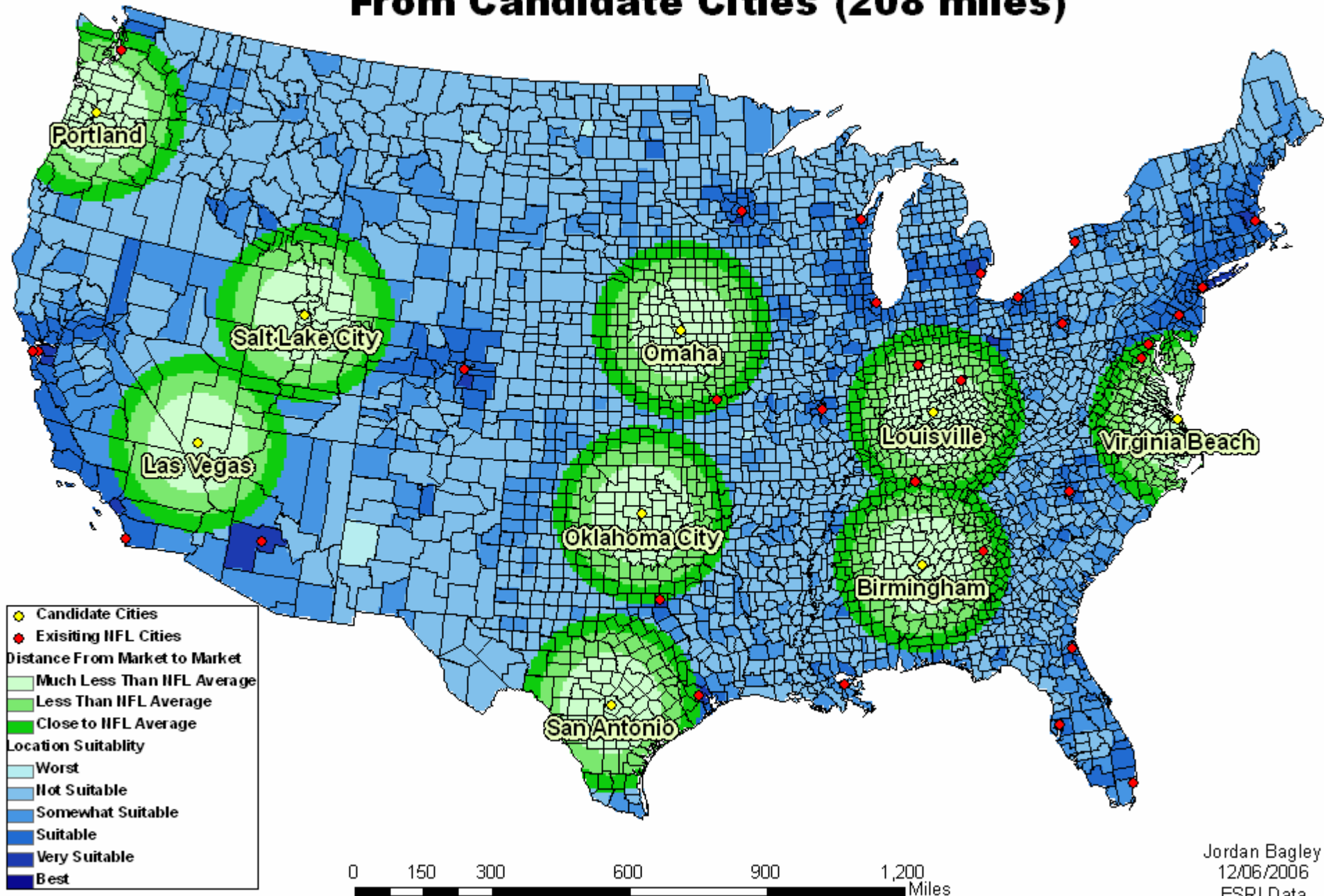
Location Suitability

- Worst
- Not Suitable
- Somewhat Suitable
- Suitable
- Very Suitable
- Best

○ Candidate Cities
● Existing NFL Cities

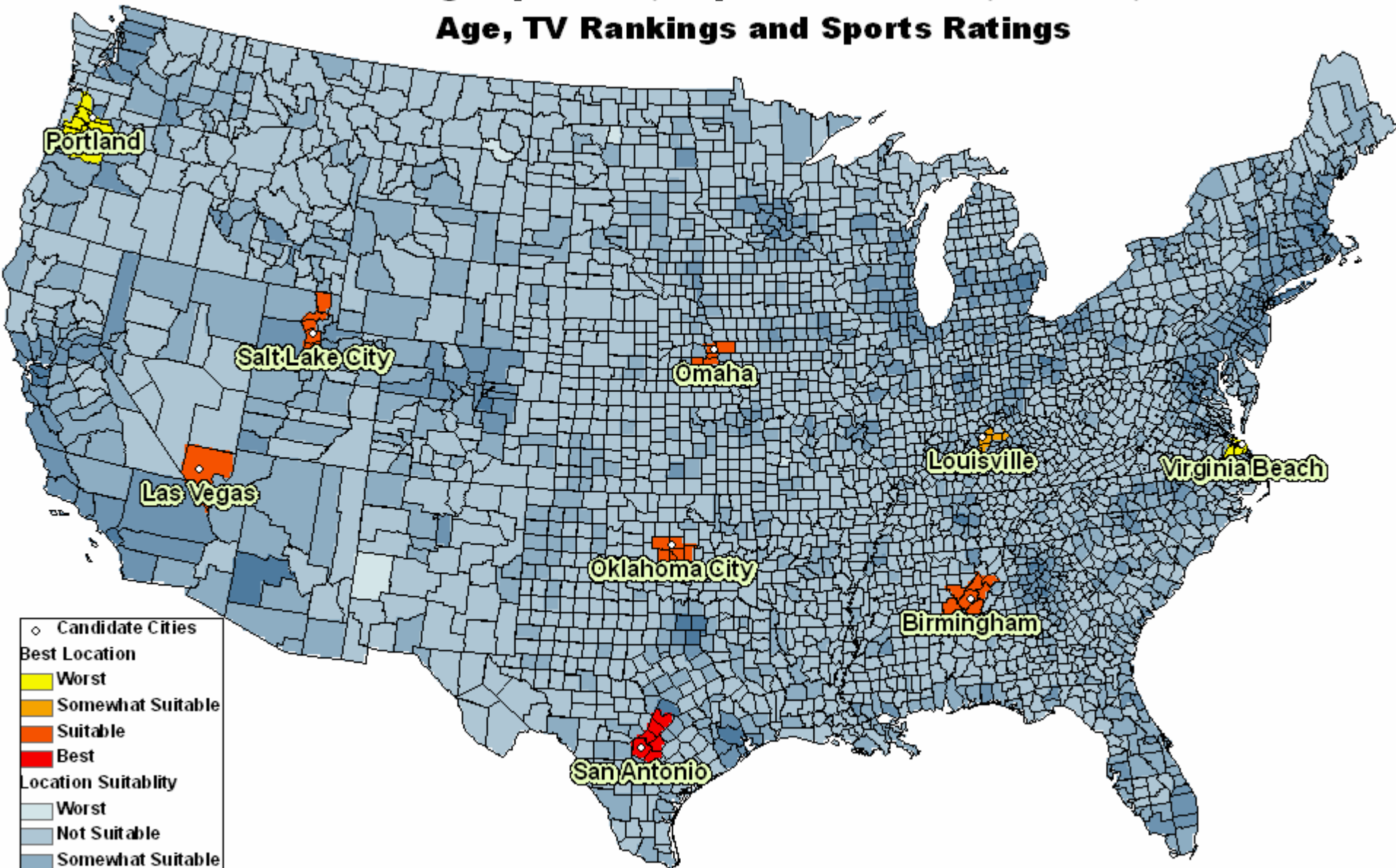


Average Distance To Other NFL Markets From Candidate Cities (208 miles)



Most Suitable Location For An NFL Expansion City

Using Population, Population Growth, Income,
Age, TV Rankings and Sports Ratings



○ Candidate Cities

Best Location

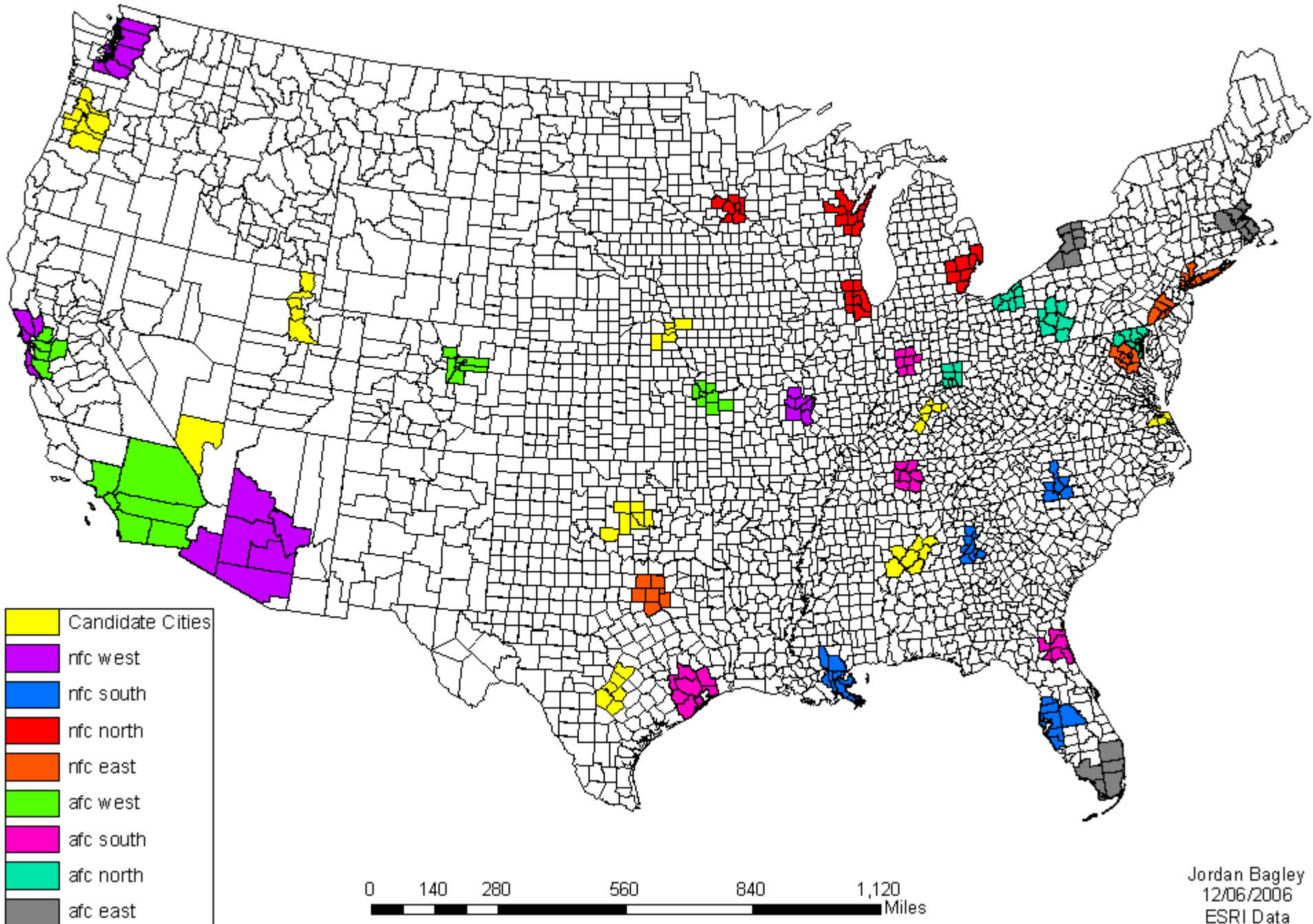
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Location Suitability

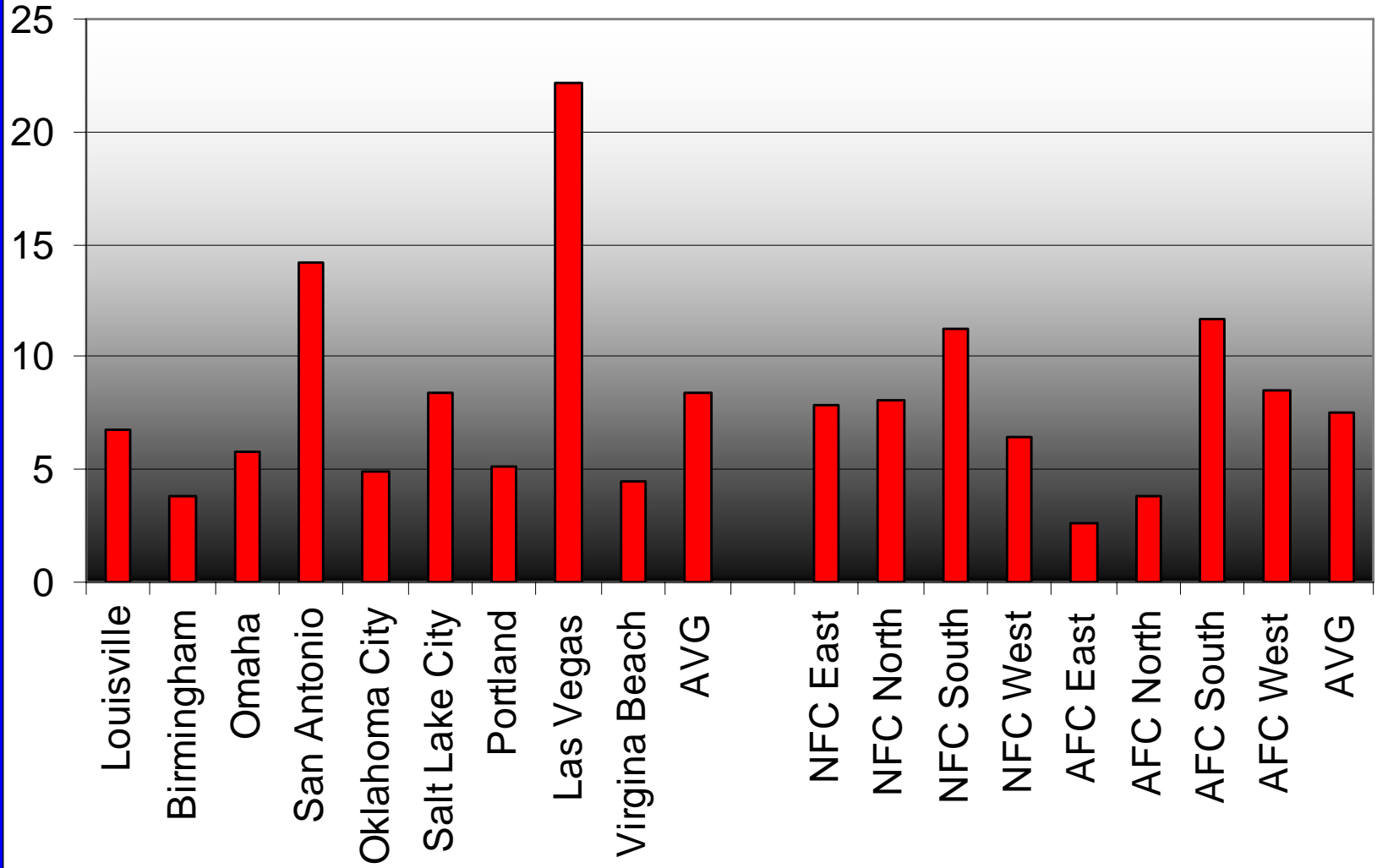
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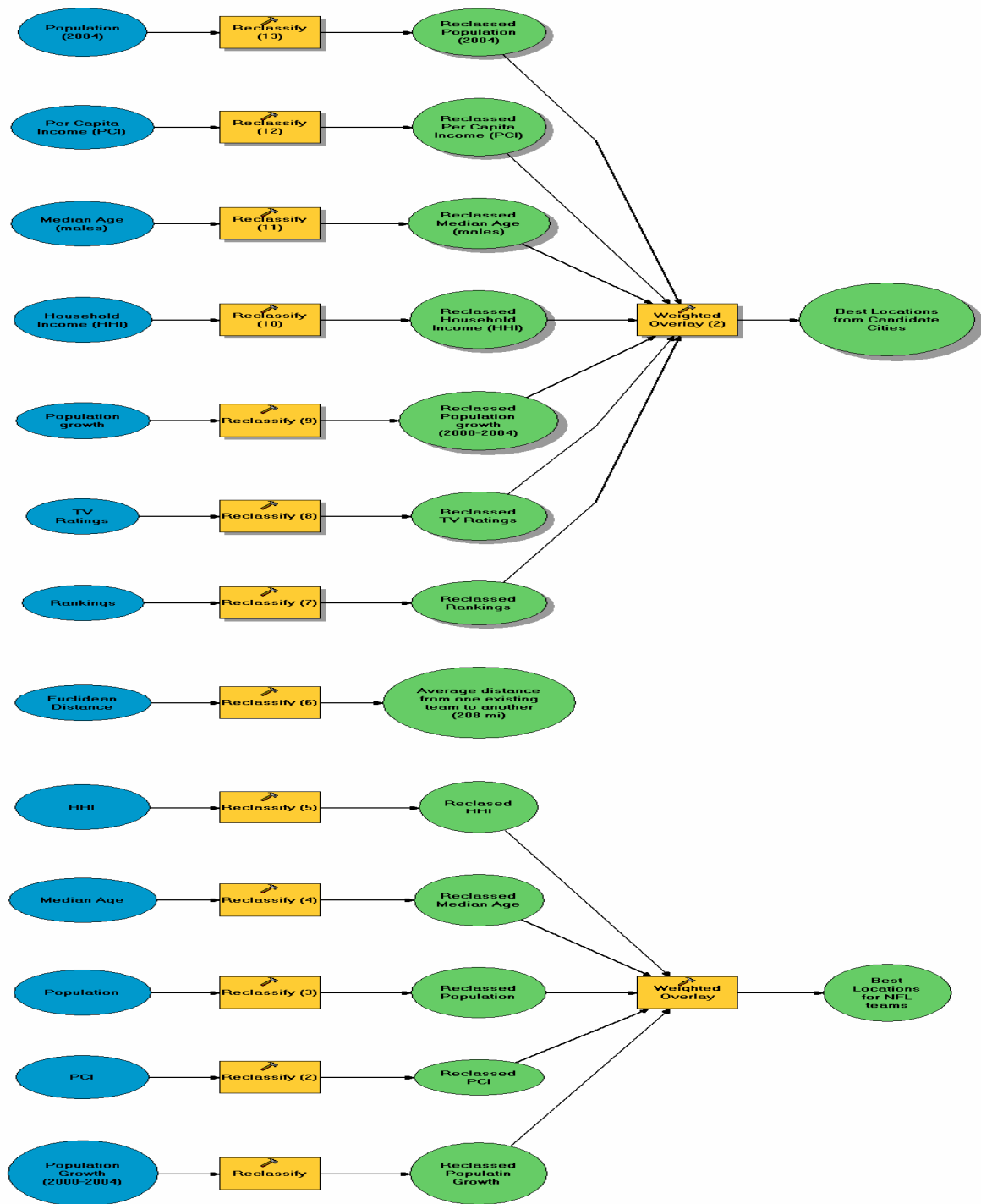


Current NFL Divisions and Candidate Cities



Population Growth 2000-2004





Improvements

- If I had more time I would get better data. It was difficult to find NFL data that I didn't have to pay for.
- Do more statistical analysis. The attribute tables in ArcMap provide excellent information.
- Add more variables into the weighted overlay.
- Include more candidate cities.
- There is a lot more that can be done to this project.



Lessons Learned

- Be careful with projections. I had a major problem with my project and had to end up switching computers. I never figured out what it was but it could have been a projection issue.
- Take the time to collect more data.
- Start the project earlier so you don't spend every minute in the lab the week before the deadline.
- Better stress management when vintage-GIS problems arise.

