



Challenge

With more premium seating in the renovated David Booth Kansas Memorial Stadium, Kansas Athletics sought a smarter way to identify and target high-value sales leads.

Solution

The FanThreeSixty Data Science team fulfilled this consultative request with a custom data model to identify potential premium customers. The newly created lead score analyzed nearly 100 data attributes—including wealth, football affinity, and brand engagement—to identify and tag fan profiles.

Results

As of May 2025 the premium leads model FanThreeSixty created has had an accuracy of 98.59%. The Kansas Athletics sales team is also leveraging this updated model for their 2025 general bowl campaigns as well.

3x

More premium seats offered with renovation

98.59%

Purchase prediction accuracy

100

Data attributes analyzed



Fan Data Platform

Audiences

Ticketing



**Kansas
Athletics**

Building a Premium Data Model

The FanThreeSixty Data Science team built a custom data model analyzing nearly 100 attributes to generate lead scores predicting a Jayhawk fan's likelihood to purchase premium seating.

A Collaborative Process

Kansas Athletics and FanThreeSixty worked together to understand and align on a sales strategy.

FanThreeSixty shared initial findings and maintained regular check-ins to provide progress updates. The model is continuously refined to uncover new leads and enhance the accuracy of existing fan profile tags.

- ✓ Conducted investigative analysis of historical purchases to find variables correlated to premium purchase experiences
- ✓ Scored current fan profiles based on discoveries from analysis (created a wealth score)
- ✓ Identified and tagged profiles with predicted premium products aligned with Kansas Athletics upcoming offerings
- ✓ Ensured scoring model is updated daily

