

ACC Sports and Finances

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"Josh is our motivation!!" - freshies



Introduction

- US Department of Education: Equity in Athletics Data Analysis
  - 2005 - 2024
- Athletics data submitted annually
  - Equity in Athletics Disclosure Act (EADA)
  - Title IV funding & intercollegiate athletics program
- Understanding school spending and earnings
  - Important for students and student-athletes

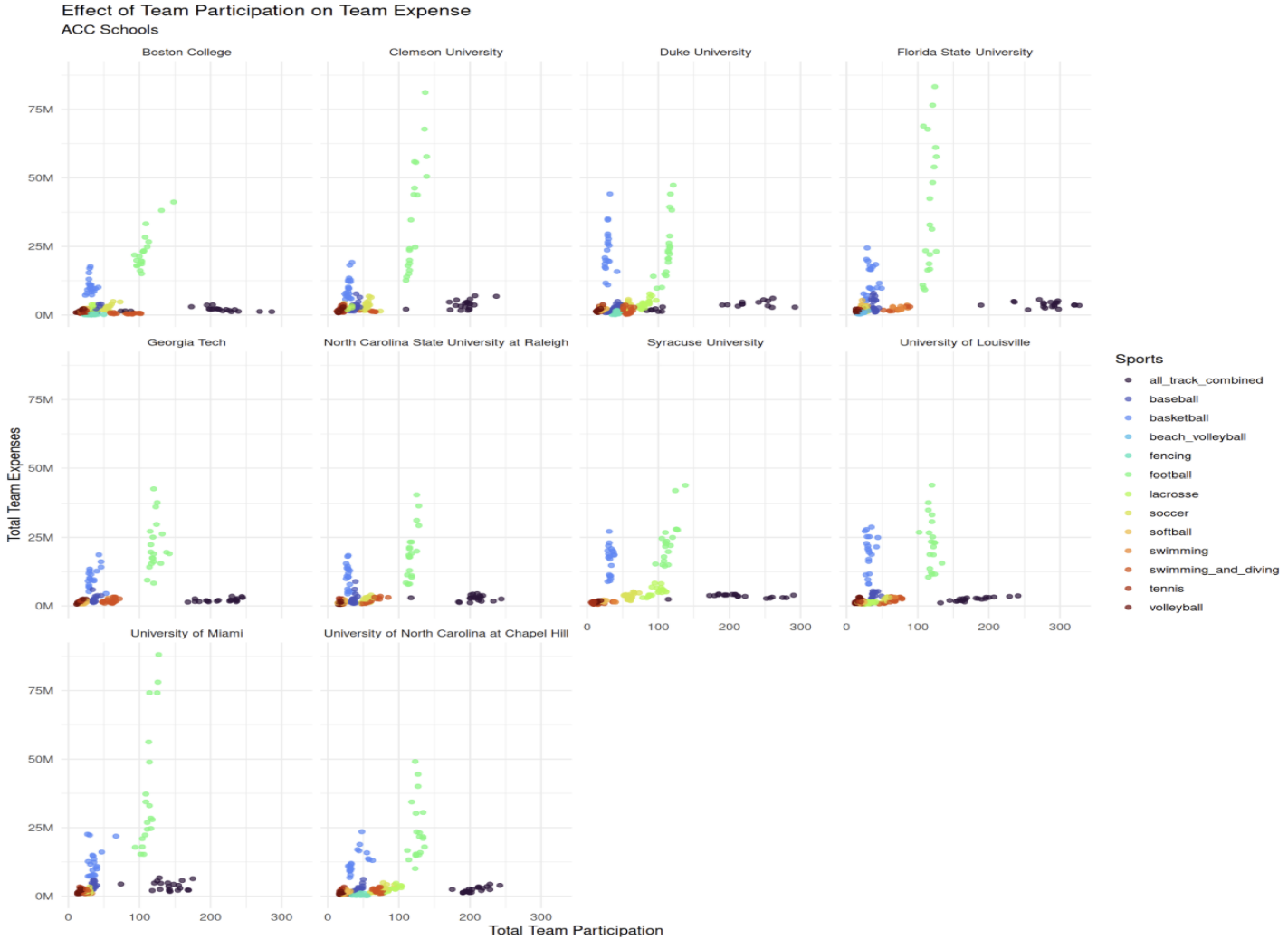
Research Question: How does per-sport expenditure affect the number of student-athletes in that sport?

Hypothesis: As team participation increases, team expenses will also increase.

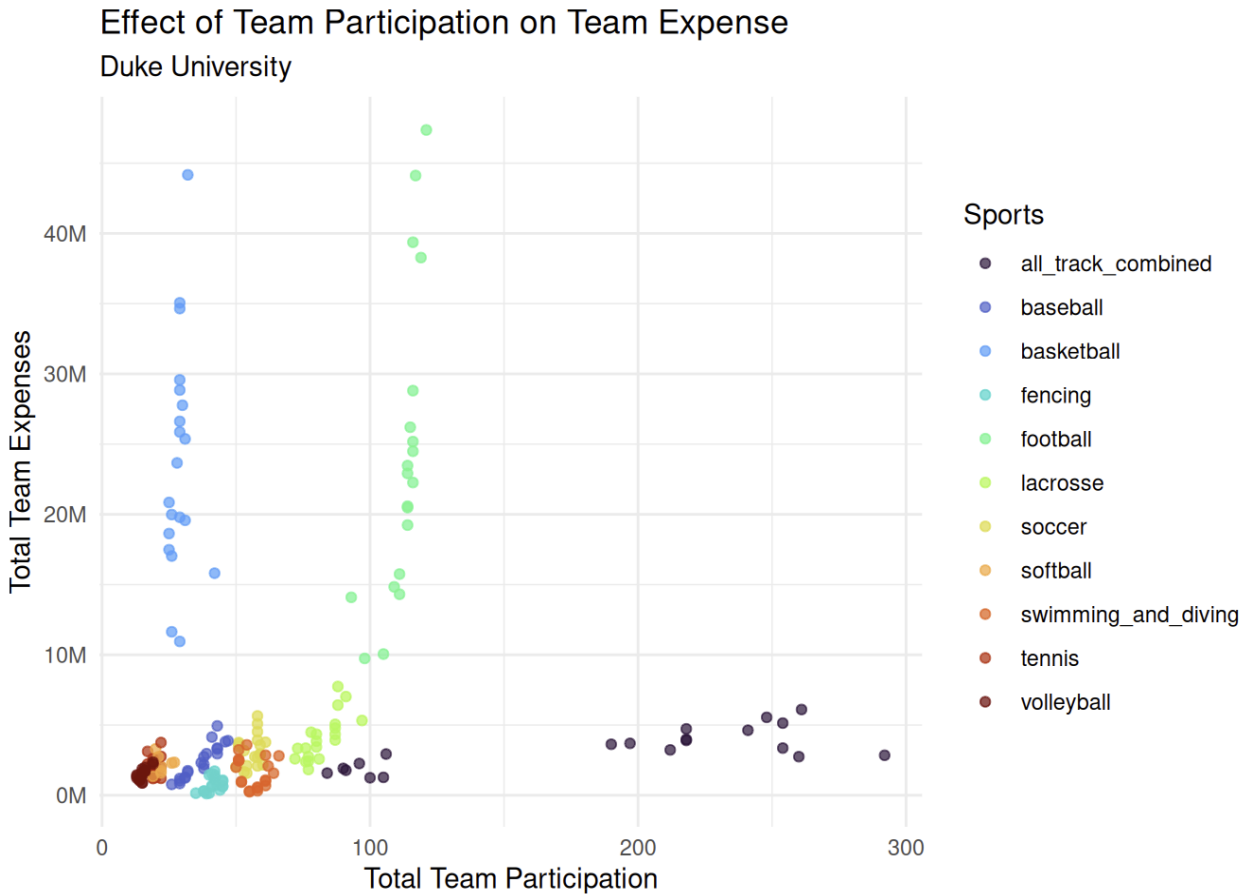
Introducing the data

- The data was collected from 2005 to 2024.
- The dataset was pivoted to show
  - Selected sports
  - total men's participation
  - total women's participation
  - expenses for men, women, and combined
  - Revenue for men, women, and combined
  - Institution type
  - Per college per year

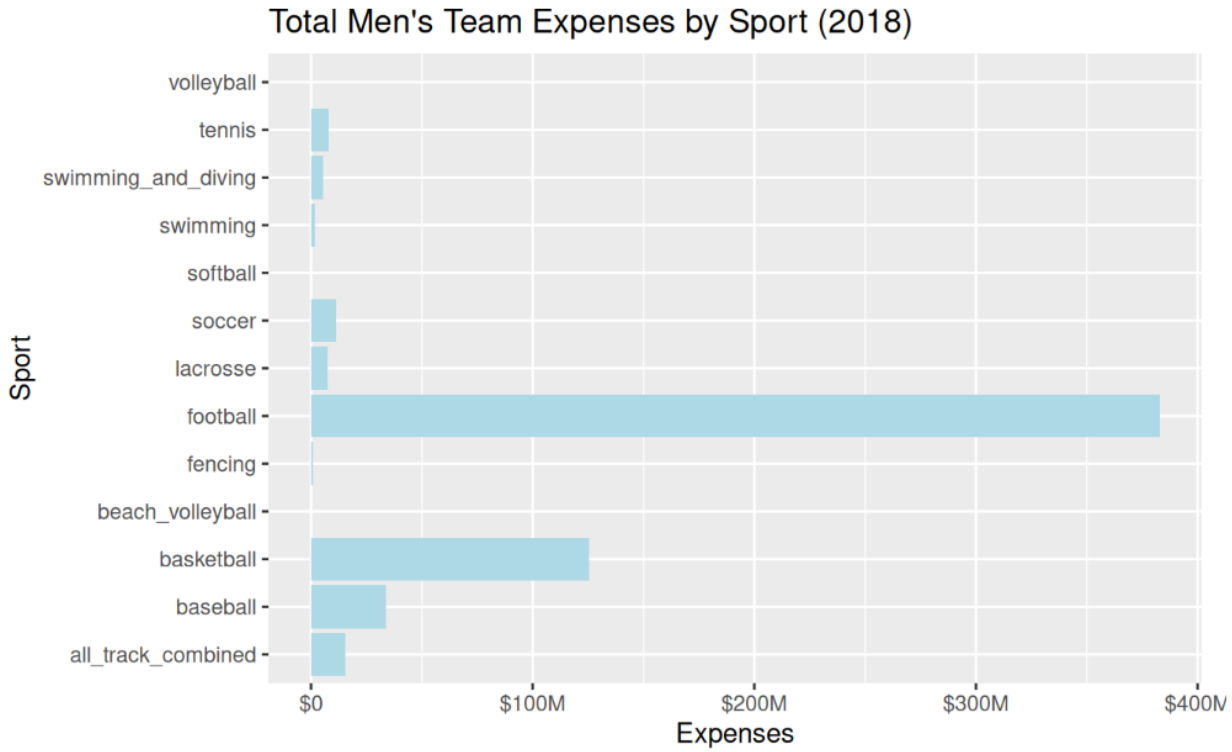



Effect of Team Participation on Team Expense
ACC Schools
Boston College
Clemson University
Duke University
Florida State University
Georgia Tech
North Carolina State University at Raleigh
Syracuse University
University of Louisville
University of Miami
University of North Carolina at Chapel Hill
75M
50M
25M
0M
0
100
200
300
Total Team Expenses
Total Team Participation
Sports
all_track_combined
baseball
basketball
beach_volleyball
fencing
football
lacrosse
soccer
softball
swimming
swimming_and_diving
tennis
volleyball

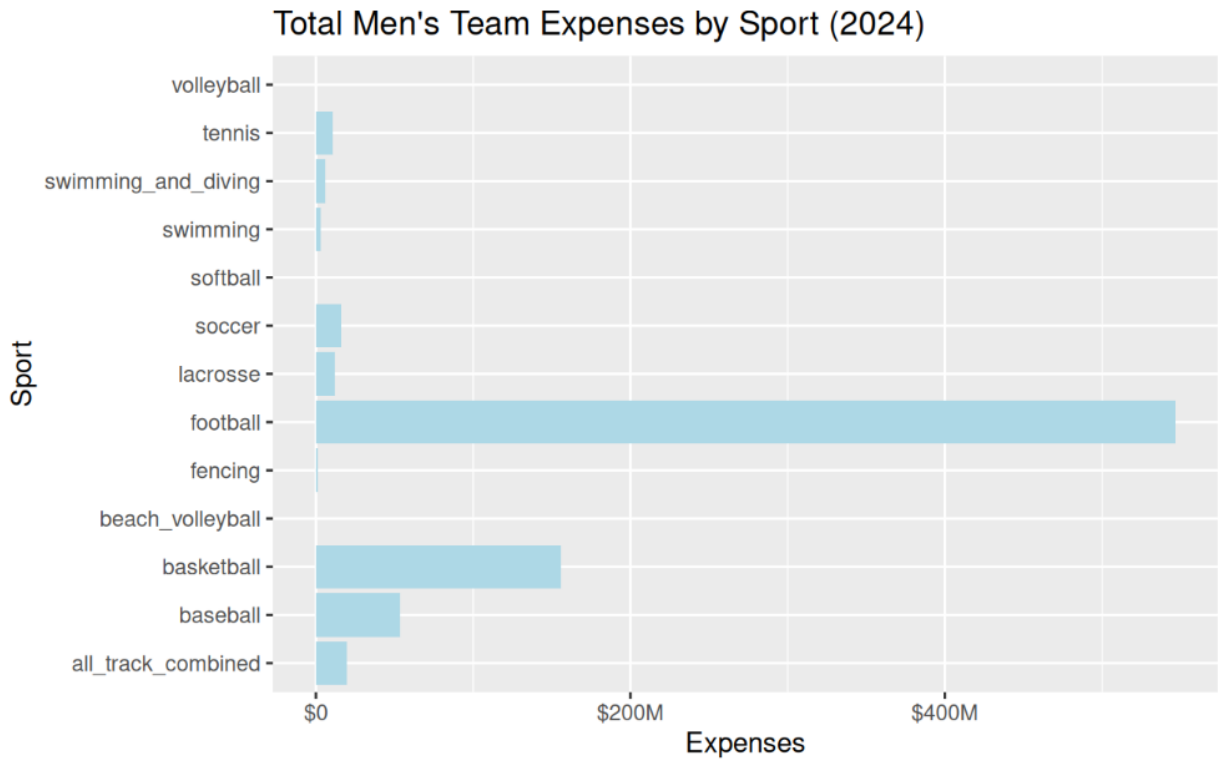
Looking at the Data



Looking at Data

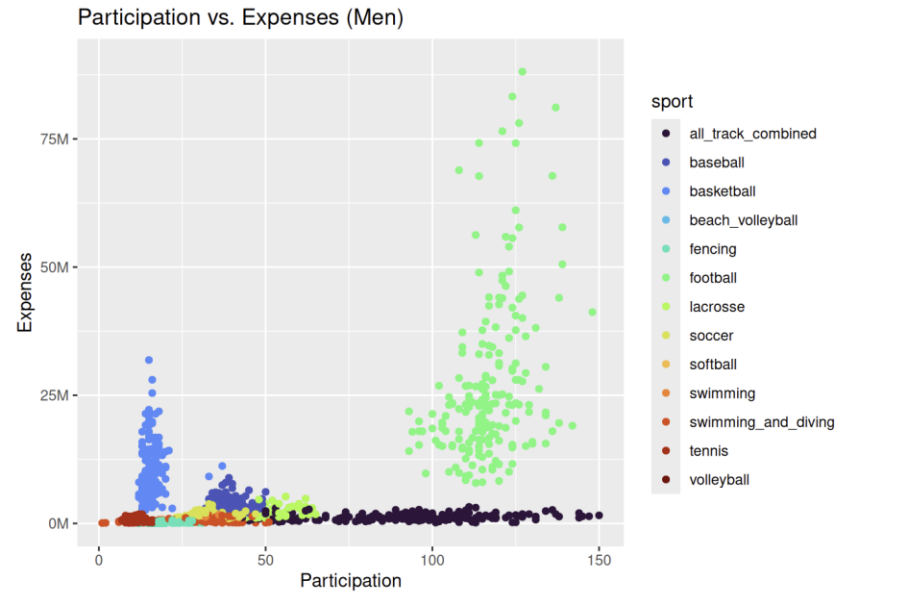


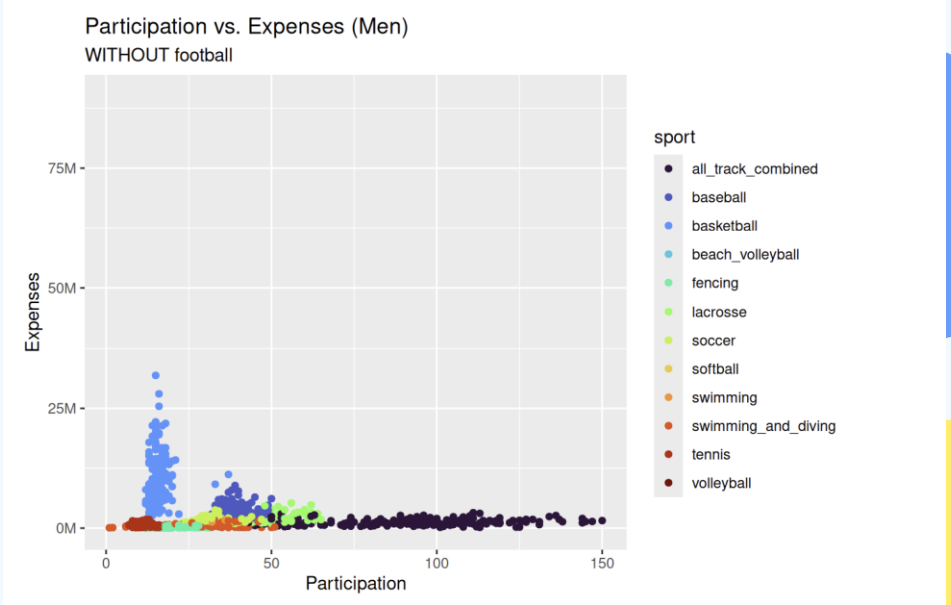
Looking at Data

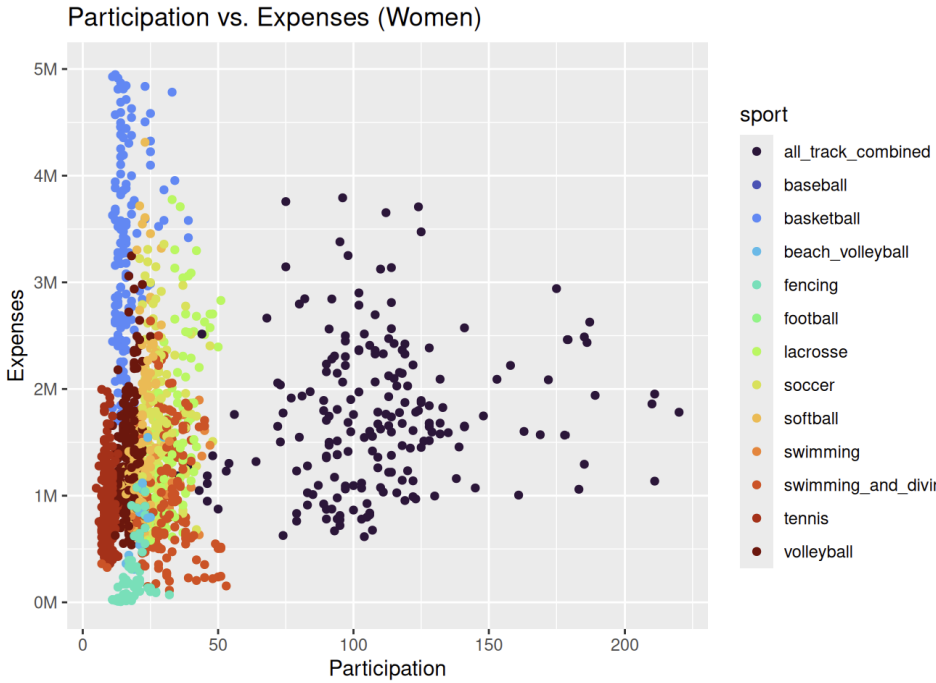


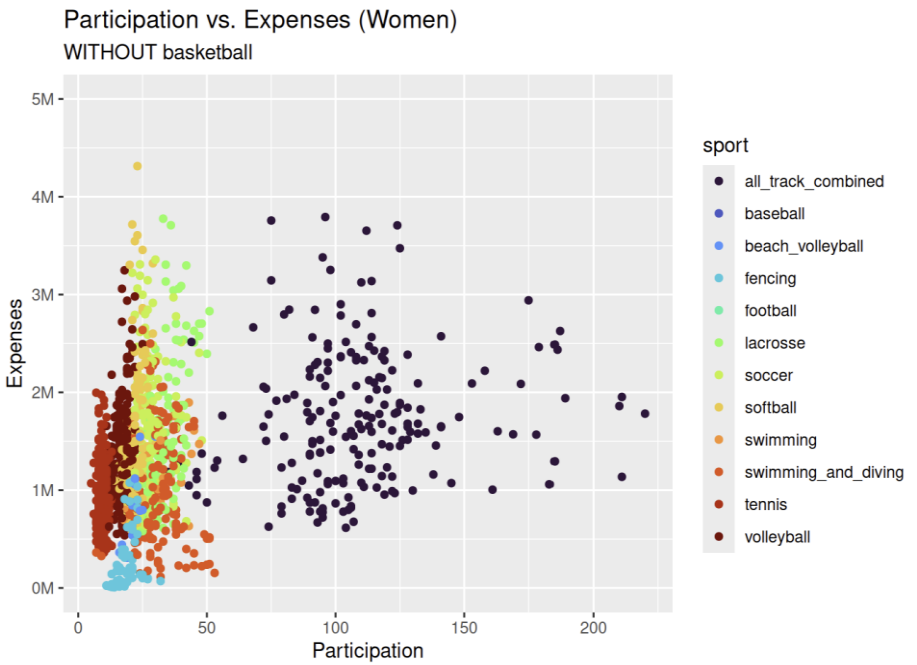
Looking at Data

We discovered that revenue and spending aren't really correlated after removing football and basketball






Participation vs. Expenses (Women)
Expenses
5M
4M
3M
2M
1M
0M
0
50
100
150
200
Participation
sport
all_track_combined
baseball
basketball
beach_volleyball
fencing
football
lacrosse
soccer
softball
swimming
swimming_and_diving
tennis
volleyball


Participation vs. Expenses (Women)
WITHOUT basketball
Expenses
5M
4M
3M
2M
1M
0M
0
50
100
150
200
Participation
sport
all_track_combined
baseball
beach_volleyball
fencing
football
lacrosse
soccer
softball
swimming
swimming_and_diving
tennis
volleyball

Conclusions, discussion, and future direction

Data Values

- R-squared of *0.0502* for total team participation and total expenses
- *0.224* correlation between total team participation and total expenses
- R-squared of *0.271* for men's team participation and total expenses
- R-squared of *0.0489* for men's team participation and total expenses **without football**

Discussion

- We concluded that total team participation explains little of the variance in total expenses.
- Football is a massive outlier.
- The total expenses are a very broad category; There are equipment expenses, coaching, and scholarship expenses that may have different relationships
- If we had more time, we would explore how viewership may impact expenses for teams



Thanks!

Do you have any questions?







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