

Executive-Ready Ticketing and Revenue Insight — Delivered in Weeks



AppsAccelerate for Sports Analytics

Professional sports organizations generate enormous volumes of ticketing and attendance data — but too often that data remains fragmented across operational systems and spreadsheets.

AppsAccelerate for Sports Analytics is a production-ready, end-to-end data warehouse and analytics solution built specifically on TicketMaster data and powered by Oracle Autonomous AI Lakehouse and Oracle Analytics Cloud (OAC).

The solution transforms raw TicketMaster transactions into governed, executive-ready dashboards that provide deep visibility into revenue, attendance, ticket mix, sales channels, seasonality, trends, and no-show behavior.

Instead of spending months designing a custom data warehouse and analytics layer, sports teams can be up and running in a matter of weeks — with a scalable foundation for future expansion.

What It Delivers

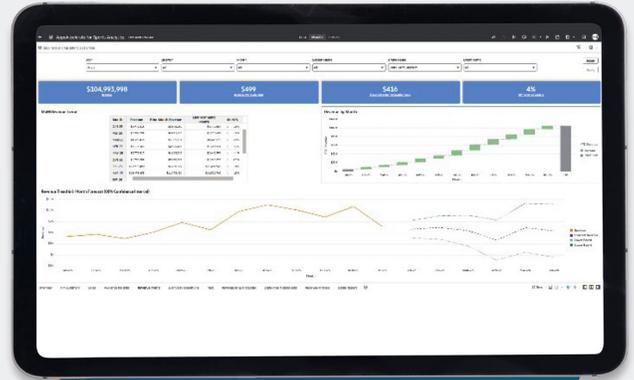
AppsAccelerate for Sports Analytics provides a unified, trusted view of ticketing performance across games, seasons, and venues.

<ul style="list-style-type: none">• Revenue by game, opponent, and season• Ticket mix (season, single game, group, premium)• Average ticket price and yield trends• Sales pacing leading up to events• Revenue comparisons across seasons	<ul style="list-style-type: none">• Revenue by sales channel (online, mobile, box office, partner)• Channel mix over time• Group and premium ticket performance• Digital vs. traditional distribution trends
Revenue & Ticket Sales Performance	Sales Channel Visibility
Attendance & Utilization	Seasonality & Trend Analysis
<ul style="list-style-type: none">• Tickets sold vs. tickets scanned• Attendance rates by ticket type• No-show analysis and trends• Section and price-tier performance• Capacity utilization by game	<ul style="list-style-type: none">• Game-to-game performance comparisons• Day-of-week attendance patterns• Opponent impact analysis• Early vs. late season shifts

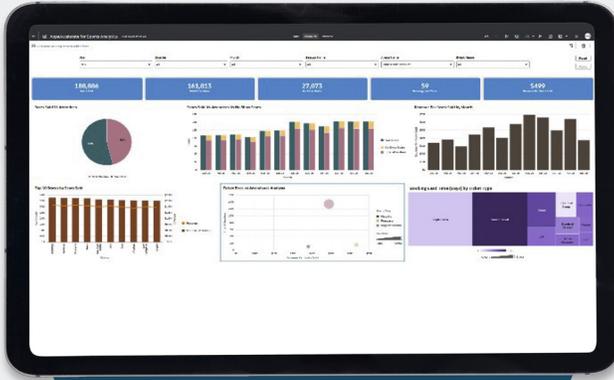
The result is actionable insight into how your team generates revenue and fills seats — not just operational reporting.



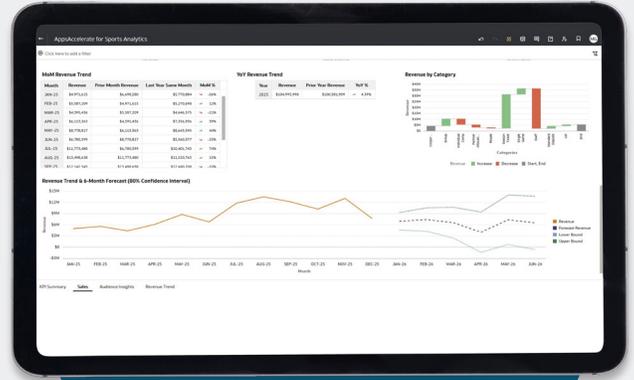
Revenue & Ticket Sales Performance



Sales Channel Visibility



Attendance & Utilization



Seasonality & Trend Analysis

Built on Oracle Cloud. Designed for Sports Teams.

AppsAccelerate for Sports Analytics includes:



AI-Ready Data Foundation

Pre-built transformations structure TicketMaster data into a standardized analytics model within Oracle Autonomous AI Lakehouse — creating a governed, AI-ready data environment.



Governed Analytics Layer

Oracle Analytics Cloud delivers executive dashboards, KPI scorecards, and secure self-service analytics — based on standardized, trusted metrics.



Natural Language Interaction

Business users can ask questions in plain language and receive answers from governed ticketing data — accelerating insight without technical complexity.

Business Impact

AppsAccelerate for Sports Analytics enables teams to:

- Increase revenue visibility across games and seasons
- Identify attendance trends earlier
- Understand no-show impact and seat utilization
- Support pricing strategy with yield insights
- Improve sales channel performance tracking
- Replace spreadsheet-based reporting with trusted enterprise dashboards

This is not a reporting template. It is a production-ready analytics solution purpose-built for sports organizations.

Foundation for a Broader Customer & Revenue Analytics Platform

While AppsAccelerate for Sports Analytics is initially powered by TicketMaster data, it is architected to serve as the foundation for a comprehensive Customer and Revenue Analytics platform.

Future expansion can include integration of:

- Food & Beverage point-of-sale data
- In-stadium merchandise purchases
- Parking revenue
- Sponsorship and suite revenue
- Mobile app engagement data
- CRM and customer profile data

This enables:

- Total revenue per seat analysis
- Total revenue per fan analysis
- Game-day spend visibility beyond ticket sales
- Cross-channel revenue performance
- Holistic customer lifetime value insight

By starting with ticketing and expanding outward, organizations can evolve toward a unified view of revenue, attendance, and customer engagement — all built on a scalable Oracle data foundation.

Why AppsAccelerate for Sports Analytics

- Production-ready in weeks, not months
- Built natively on Oracle Autonomous AI Lakehouse and Oracle Analytics Cloud
- Pre-built transformation of TicketMaster data
- Standardized KPIs and definitions
- Secure self-service analytics
- Scalable foundation for advanced analytics and AI use cases.

Transform Your Ticketing Data into a Strategic Asset

With AppsAccelerate for Sports Analytics, TicketMaster data is transformed from operational transaction records into the foundation of a modern sports analytics platform. Executives gain clarity. Revenue analysts gain visibility. Operations gain predictability.

And your organization builds the foundation for a truly data-driven fan experience.

Interested in Learning More?

[Contact us](#) to schedule a complimentary strategy session and live demonstration of AppsAccelerate for Sports Analytics. We'll review your current TicketMaster reporting environment, walk through the solution, and provide a clear assessment of implementation approach, timeline, and expected business impact.

About Apps Associates

For over 20 years, Apps Associates has been a trusted leader in enterprise services with a focus on Oracle as a digital transformation platform. With experience from 700+ cloud projects for 400+ customers worldwide, we deliver proven results that drive growth and innovation. With deep capabilities across Oracle's infrastructure, data platform and Fusion applications, Apps provides full-service offerings from Advisory, through Transformation, and on-going Managed Services.

To learn more about how Apps Associates can help you align your business with the right technology, visit: www.appsassociates.com, or follow Apps Associates on social media on [Youtube](#) and [LinkedIn](#).

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