



Predictive Modeling for Season Ticket Retention for a Leading Sports Club



Case Study



Background & Challenges

A leading sports club experienced significant fluctuations in season ticket renewals, ranging from 6,000 to 11,000 annually. Churn rates reached 30%, putting millions in recurring revenue at risk and limiting the ability to proactively retain valuable members.



Objectives

To develop a predictive retention framework capable of identifying at-risk members, understanding key renewal drivers, and enabling early intervention strategies to improve season ticket retention.



Approach

- **Unified Data Preparation:** Combined CRM, ticketing, demographics, member behavior, and team performance data through ETL processes to create a clean and standardized dataset.
- **Predictive Renewal Modeling:** Leveraged logistic regression, random forest, and gradient boosting techniques to build an ensemble model for renewal likelihood prediction.
- **Insight Driven Activation:** Delivered dashboards and reports highlighting high-risk tiers, top lift drivers, year-over-year trends, and opportunities for marketing alignment.



Solution

Straive delivered a predictive modeling framework designed to strengthen season ticket retention and improve revenue outcomes.

- **Integrated Data Foundation:** Unified multiple data sources to create a comprehensive view of member behavior and renewal patterns.
- **Ensemble Prediction Engine:** Developed a renewal likelihood model with over 84% accuracy to identify members at risk of churn.
- **Actionable Decision Support:** Enabled business teams with insights and reporting to prioritize interventions and improve retention strategies.



Solution Snapshot

A predictive retention solution that combines fan intelligence and machine learning to identify at-risk members, improve renewal outcomes, and drive revenue growth.

Key Results

Delivered approximately **\$1.7M** in ticket lift.

Generated **430 additional renewals**.

Reduced churn in high-risk segments by **34%**.

Achieved a **6.4x ROI**.

Delivered ensemble model accuracy of over **84%**.



About Straive

At Straive, we operationalize Data Analytics and AI for global enterprises and work with several Fortune 500 companies. We don't just build top-tier data analytics and AI solutions— we integrate them seamlessly into your core workflows. This approach drives enhanced efficiency, improves user experience, and boosts client revenue, setting you apart from the competition.

Straive serves clients in various industries, including Banking and Financial Services, GCC, Retail and CPG, Media, Sports and Entertainment, EdTech, Science and Research, Logistics and Supply Chain, Education, and Pharmaceutical and Life Sciences.

Our strategically positioned resource pool operates in ten countries: the Philippines, India, the United States, Nicaragua, Vietnam, the United Kingdom, Singapore, South Africa, UAE, and Canada.