SUBSTITUTION EFFECT IN SPORT EVENT ATTENDANCE
How are MLB ticket sales impacted by scheduling conflicts with local NBA and NHL games on the same day?
Day of the Week
Yearly Trend since 2008
Winning Streak
Place in Division

![Bar chart showing the distribution of place in division for different conflict types.](chart.png)
Team-by-Team Impact

The graph shows the percentage of conflicted games with negative substitution effect for different teams in NHL and NBA. The teams are represented along the x-axis, with the percentage of conflicted games on the y-axis. The bars are color-coded to distinguish between NHL and NBA datasets.
Team Impact by Quantity
Tuesday-Thursday attendance declines more from scheduling conflict

Small Markets are impacted more dramatically

Winning Impacts Loyalty
MLB needs to implement a scheduling protocol for spring games to avoid heavy conflicts in the middle of the week. Also at the league and team level to roll out marketing plans to incentivize midweek attendance.