

Market Insights Analyst

Purpose:

The Market Insights Analyst supports the growth and optimization of stadium business lines by delivering data-driven market intelligence and strategic product insights. This role focuses on non-team-specific stadium revenue streams, including premium hospitality, suites, naming rights, sponsorship inventory, non-sporting events, food & beverage, and ancillary commercial assets. The Analyst translates complex market, consumer, and competitive data into actionable recommendations that inform pricing, packaging, product development, and long-term commercial planning.

Key Responsibilities:

- Conduct structured market research on regional demographics, corporate presence, and economic trends.
- Benchmark comparable stadiums, arenas, and entertainment venues on pricing, product mix, and revenue performance.
- Evaluate macroeconomic trends impacting premium demand, sponsorship spend, and live event attendance.
- Support feasibility studies for new commercial initiatives.
- Support development of new stadium products (e.g., flexible premium packages, shared suites, experiential offerings).
- Conduct consumer research and segmentation to inform product design.
- Assist in pricing strategy development for new and existing offerings.
- Develop business cases and ROI models for capital improvements or new revenue-generating assets.
- Collaborate with Sales, Partnerships, Operations, and Marketing teams to align product strategy with go-to-market execution.
- Support valuation modeling for sponsorship inventory (static signage, digital, experiential assets).
- Analyze asset utilization and performance metrics.
- Assist in building data-driven narratives for sponsorship proposals and renewals.
- Identify risks and growth opportunities through data analysis.

Experience Minimum Requirements	Education Minimum Requirements
<ul style="list-style-type: none"> • 3 - 5 years of experience in revenue analytics, commercial finance, FP&A, strategy, or consulting. • Proven data analytics experience. • Sports specific experience is preferred. 	<ul style="list-style-type: none"> • Bachelor's degree in Marketing, Business Administration or a related field is required • Master's degree in business, data analytics or similar fields is preferred.