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Staten Island, one of the 5 boroughs in New York City, is located in the southwest area of the city. Although it is separated from New York by the bay and New Jersey by two different tidal straits, it has a relatively big population compared to other cities. On the contrary, its 475,000 estimated people makes it the lowest of the five boroughs, which is astonishing considering it is the third largest with its 59 square miles of land. The latest information I was able to find came off of the 2010 census, where I found the following information: 75.7% of the residents of Staten Island are white. 10.6% are black or African American, and the remaining 7.5% are Asian or American Indian. A few quick hit facts that come to mind when people think of Staten Island is that the movies Godfather, GoodFellas, and Big Daddy were all filmed there. More importantly, it is home to the Staten Island Yankees, the minor league affiliate of the ever-so-famous New York Yankees.

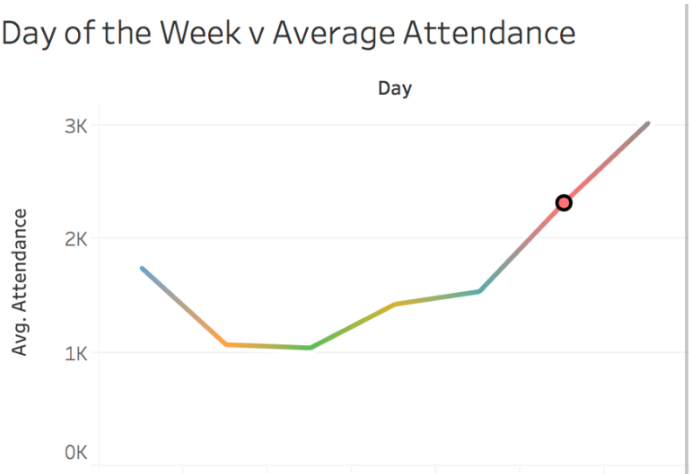
The so called “Baby Bombers” were an interesting team to study because of their obvious relation to the New York Yankees. When running regressions and analyzing particular data, I tried to look at whether or not their attendance was significantly improved by this factor. Overall, I found that the Staten Island Yankees had a higher general attendance than other minor league affiliates. I ran a regression to see what factors led to this finding. Overall, as you can see in the picture below, factors such as opening day, the weather, and certain opponents led to different results in attendance.

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	7762.445	2561.831	3.030037	0.0127
JUN	-32.74476	697.9412	-0.046916	0.9635
JUL	-154.4008	999.7405	-0.154441	0.8803
AUG	-323.3521	686.5541	-0.470978	0.6478
MON	126.6840	531.0716	0.238544	0.8163
TUES	209.3114	494.8223	0.423003	0.6812
WED	264.1192	545.8503	0.483867	0.6389
THURS	561.3244	356.4262	1.574869	0.1464
FRI	-296.7075	966.7085	-0.306925	0.7652
SAT	-242.6091	1029.160	-0.235735	0.8184
FIREWORKS	1061.295	824.8786	1.286608	0.2272
APPRECIATION	-252.0694	289.6840	-0.870153	0.4046
GIVEAWAY	91.98129	301.2092	0.305373	0.7663
GOLF	814.1892	609.9340	1.334881	0.2115
HOLIDAY	1051.791	584.5265	1.799389	0.1022
MISC	366.4049	328.6546	1.114863	0.2910
OPENING	2398.835	550.2652	4.359416	0.0014
HUM	-23.39496	10.67778	-2.190995	0.0532
PREP	-335.4964	262.6869	-1.277172	0.2304
WIND	-49.14537	56.27819	-0.873258	0.4030
TEMP	-60.22174	31.65639	-1.902357	0.0863
OPPONENT="Brooklyn"	861.9022	420.3437	2.050470	0.0675
OPPONENT="Connecticut"	-429.1907	442.1386	-0.970715	0.3546
OPPONENT="Hudson Valley"	-329.0338	330.0987	-0.996774	0.3424
OPPONENT="Lowell"	405.1885	391.3528	1.035354	0.3249
OPPONENT="Mahoning Valley"	41.61339	311.4223	0.133624	0.8964
OPPONENT="Tri-City"	-587.7978	491.5906	-1.195706	0.2594
OPPONENT="Vermont"	1742.940	570.8805	3.053073	0.0122

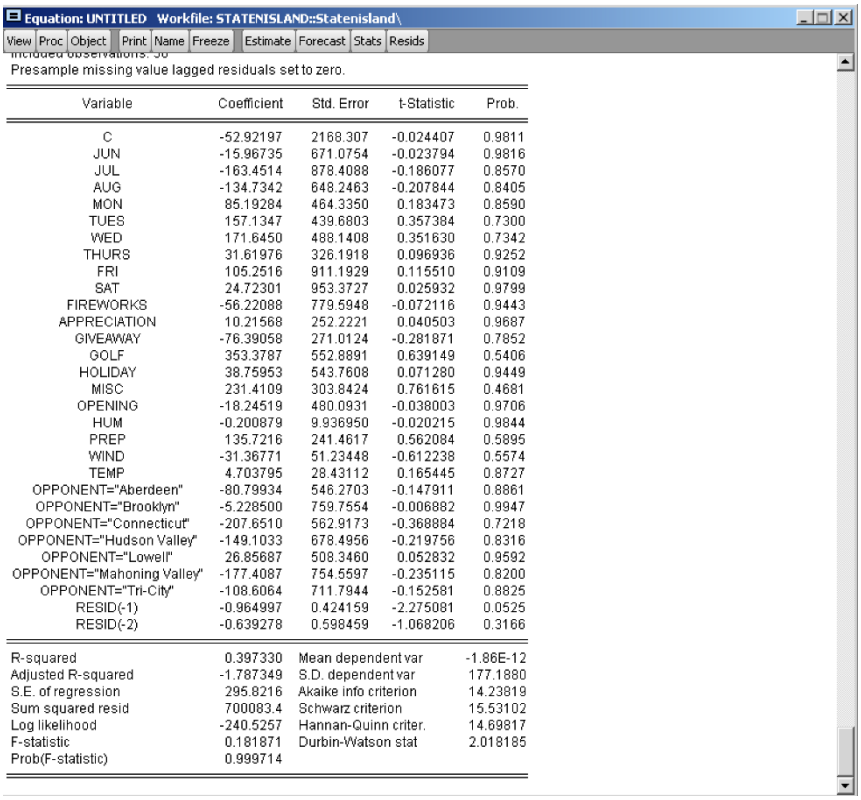
R-squared	0.969213	Mean dependent var	1857.105
Adjusted R-squared	0.886089	S.D. dependent var	1009.841
S.E. of regression	340.8279	Akaike info criterion	14.63932
Sum squared resid	1161637.	Schwarz criterion	15.84596
Log likelihood	-250.1470	Hannan-Quinn criter.	15.06863
F-statistic	11.65984	Durbin-Watson stat	2.767891
Prob(F-statistic)	0.000146		

It was rather interesting to see that when Staten Island faced Brooklyn, there was an increase in attendance. After researching their locations, it was evident that this had a major effect for a reason: they were only 40 minutes away from each other, and 20 if you take the ferry. As a fan of the New York Islanders, I remember buying tickets so often due to the convenience of being able to get to the stadium so easily. Obviously, Staten Island can't choose their schedule, but at least they can anticipate a bump in attendance when Brooklyn comes to town.

Another important factor was day of the week. I found that the games with the most attendance were found as the weekend approached. This makes sense because many people don't have work/ tend to have more free time on a Friday night or even the following day on Saturdays. After running continuous data through tableau, I was able to visualize the average attendance on each day of the week. Below you will see a graph that shows this representation:



Clearly, there is a steep increase in average attendance as we get to Friday and Saturday. What stood out to me was that this data was insignificant while running my regression. That's when I decided to take the data a step further. I began to run different tests for multicollinearity, heteroskedasticity, and autocorrelation. When running these tests, I found that there was neither multicollinearity nor heteroskedasticity. This was encouraging news, but unfortunately, I ran into autocorrelation. I found that there was autocorrelation by checking the Durbin-Watson stat, and after running the serial LM test, I had solved the issue. After doing so, these were the results I had found:



Equation: UNTITLED Workfile: STATENISLAND::Statenisland\

View | Proc | Object | Print | Name | Freeze | Estimate | Forecast | Stats | Resids

Included observations: 56

Presample missing value lagged residuals set to zero.

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	-52.92197	2168.307	-0.024407	0.9811
JUN	-15.96735	671.0754	-0.023794	0.9816
JUL	-163.4514	878.4088	-0.186077	0.8570
AUG	-134.7342	648.2463	-0.207844	0.8405
MON	85.19284	464.3350	0.183473	0.8590
TUES	157.1347	439.6803	0.357384	0.7300
WED	171.6450	488.1408	0.351630	0.7342
THURS	31.61976	326.1918	0.096936	0.9252
FRI	105.2516	911.1929	0.115510	0.9109
SAT	24.72301	953.3727	0.025932	0.9799
FIREWORKS	-56.22088	779.5948	-0.072116	0.9443
APPRECIATION	10.21568	252.2221	0.040503	0.9687
GIVEAWAY	-76.39058	271.0124	-0.281871	0.7852
GOLF	353.3787	552.8891	0.639149	0.5406
HOLIDAY	38.75953	543.7608	0.071280	0.9449
MISC	231.4109	303.8424	0.761615	0.4681
OPENING	-18.24519	480.0931	-0.038003	0.9706
HUM	-0.200879	9.936950	-0.020215	0.9844
PREP	135.7216	241.4617	0.562084	0.5895
WIND	-31.36771	51.23448	-0.612238	0.5574
TEMP	4.703795	28.43112	0.165445	0.8727
OPPONENT="Aberdeen"	-80.79934	546.2703	-0.147911	0.8861
OPPONENT="Brooklyn"	-5.228500	759.7554	-0.006882	0.9947
OPPONENT="Connecticut"	-207.6510	562.9173	-0.368884	0.7218
OPPONENT="Hudson Valley"	-149.1033	678.4956	-0.219756	0.8316
OPPONENT="Lowell"	26.85687	508.3460	0.052832	0.9592
OPPONENT="Mahoning Valley"	-177.4087	754.5597	-0.235115	0.8200
OPPONENT="Tri-City"	-108.6064	711.7944	-0.152581	0.8825
RESID(-1)	-0.964997	0.424159	-2.275081	0.0525
RESID(-2)	-0.639278	0.598459	-1.068206	0.3166

R-squared	0.397330	Mean dependent var	-1.86E-12
Adjusted R-squared	-1.787349	S.D. dependent var	177.1880
S.E. of regression	295.8216	Akaike info criterion	14.23819
Sum squared resid	700083.4	Schwarz criterion	15.53102
Log likelihood	-240.5257	Hannan-Quinn criter.	14.69817
F-statistic	0.181871	Durbin-Watson stat	2.018185
Prob(F-statistic)	0.999714		

Unfortunately, all of the data was insignificant. This leads me to my suggestions for the Staten Island Yankees, things they can improve upon to help them maintain a more consistent average attendance.

As we saw earlier, the weekend played a vital role in attendance for the Staten Island Yankees. This is a great starting point because I believe the team should start to focus more of their efforts on days during the week. If they can start to pick up where they lack, they can grow their attendance in a more dependable manner. After watching examples in class, I realized that it would be smart to mimic their cross-borough counterparts (Brooklyn) and simply run more giveaways. Throughout the course of the season, the Staten Island Yankees did not have more than one per every two weeks. As for Brooklyn, the more they ran their giveaways, the more attendance was helped. Sometimes using other teams as inspiration can spark your own clubs' profits, which I think is a tactic that the Staten Island Yankees should employ.

In conclusion, the Staten Island Yankees certainly benefit from their location and affiliation with the New York Yankees, but there is much to be desired when it comes to increasing their attendance throughout the year. By using data to their advantage they can find ways to turn the dog days of the season into a successful, prosperous term.