



2025 FIFA World Cup Innovation Summit

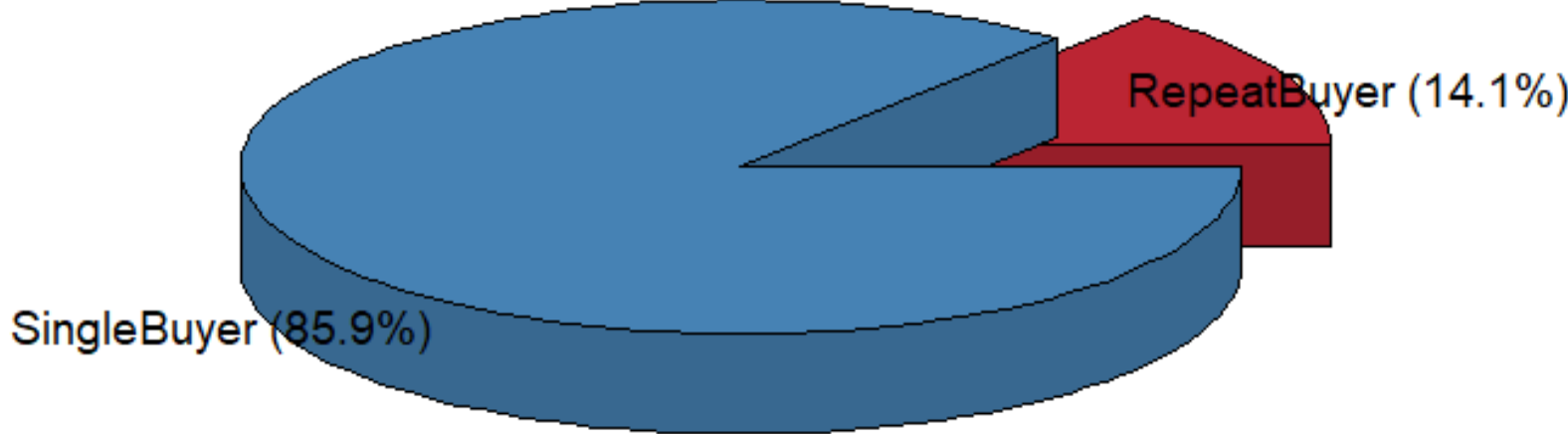


U.S. Soccer Federation E-Commerce Data Analysis (All analysis and charts created in RStudio)

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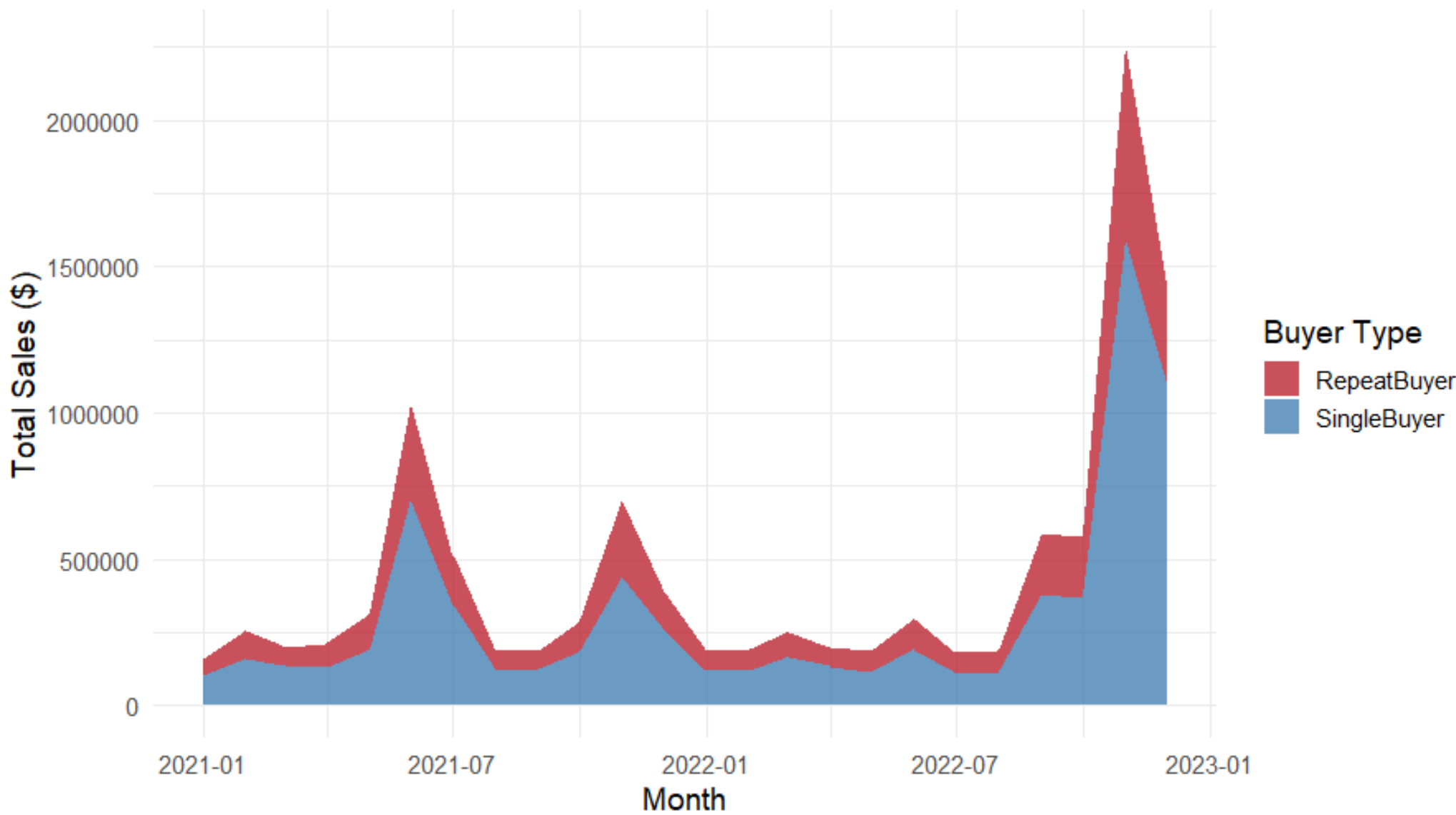
Northeastern University
Sports Leadership and Data Analytics Masters Program

Buyer Type Distribution



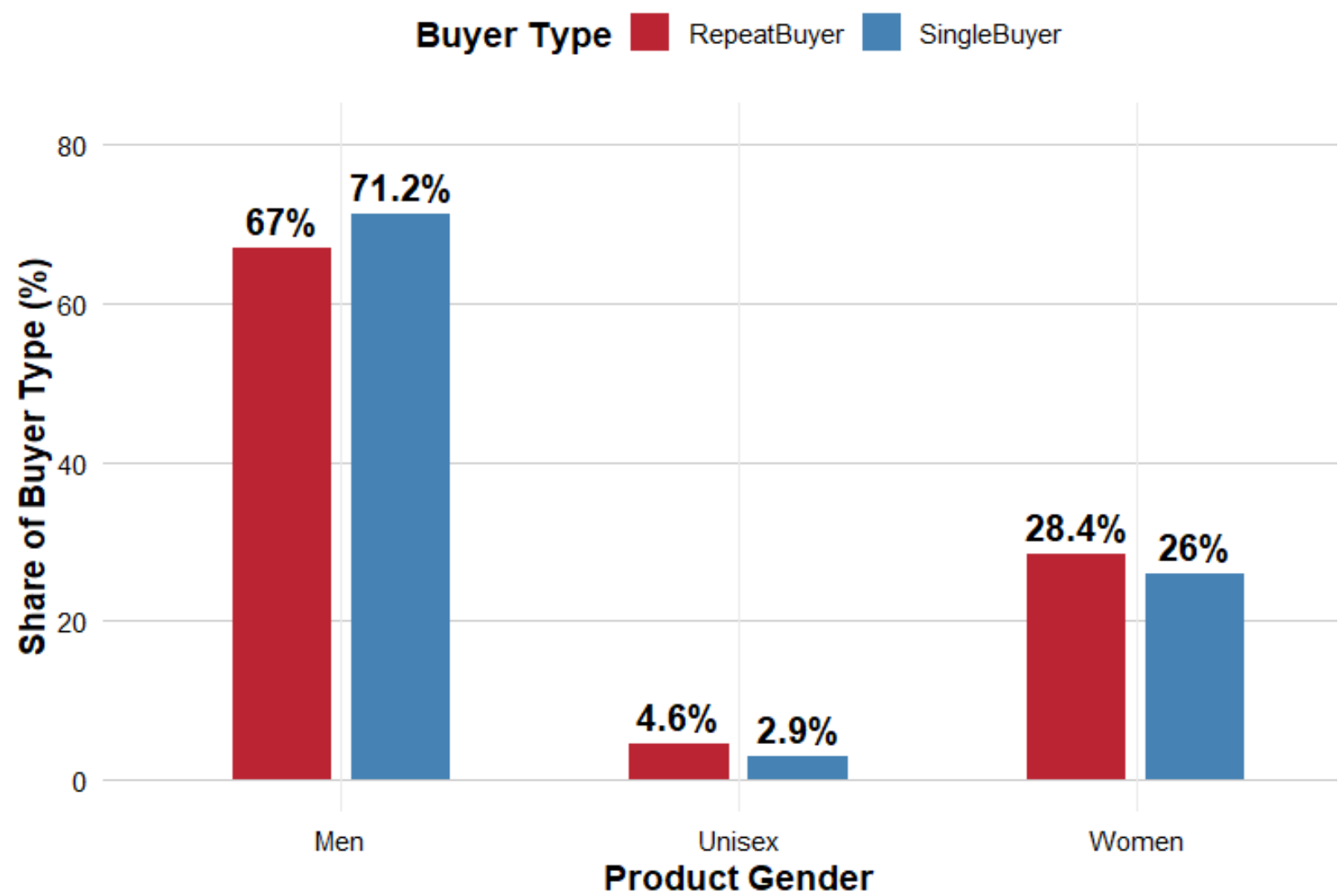
- The number of merchandise transactions are heavily dominated by First-time Purchasers (**85.9%**).

Monthly Sales by Buyer Type
Repeat vs. Single Buyers (2021–2022)



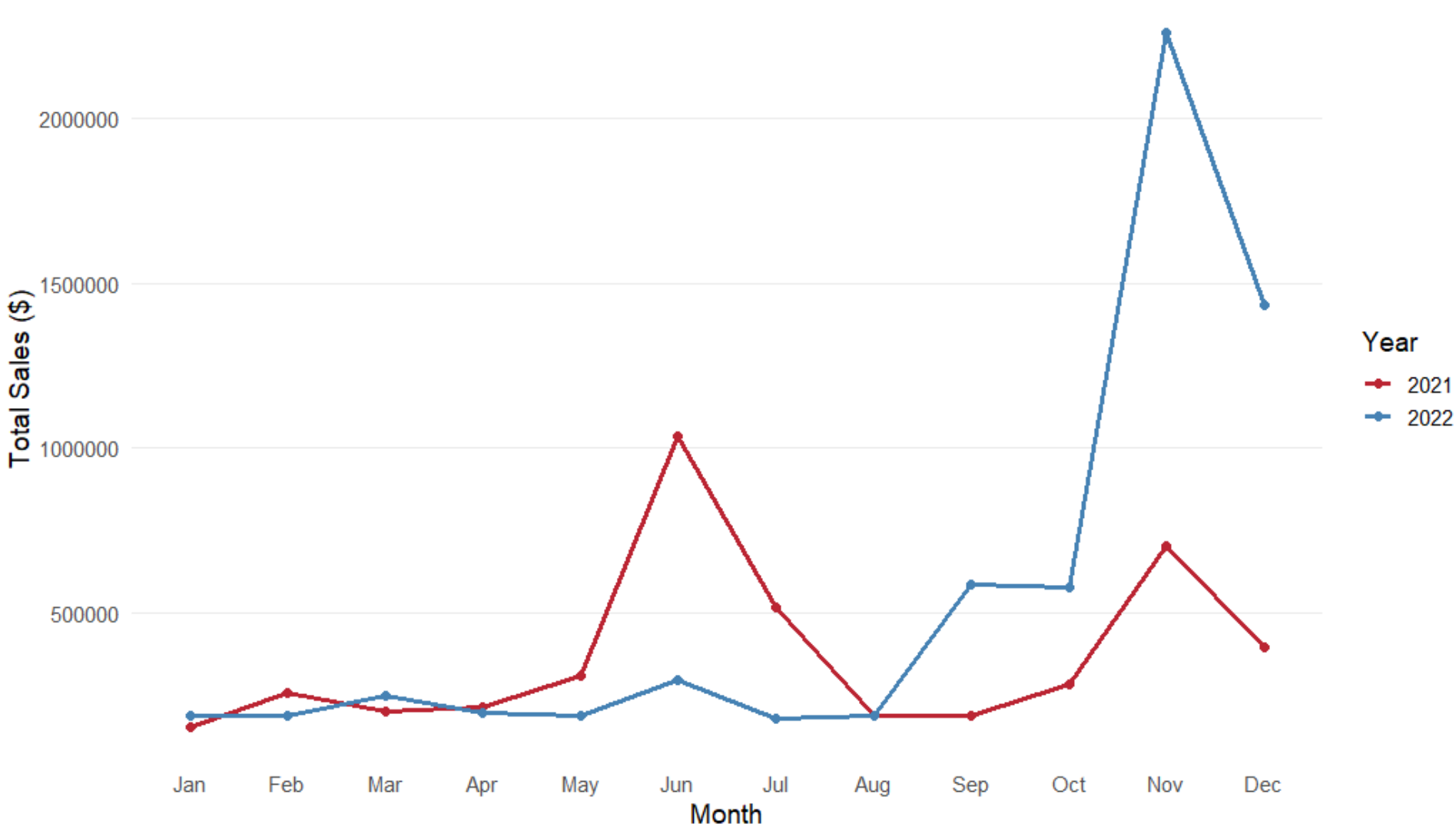
- Making up over 85% of buyers, First-time purchasers drive the majority of sales.
 - Per available data, First-time purchases accounted for **65.6%** of sales.

Gender-Based Product Purchases by Buyer Type
Share of Buyer Type's Total Purchases by Product Gender



- Men's merchandise strongly outperforms Women's (and Unisex) merchandise.
 - **Recommendation:** Increase marketing efforts towards the underperforming women's merchandise category.

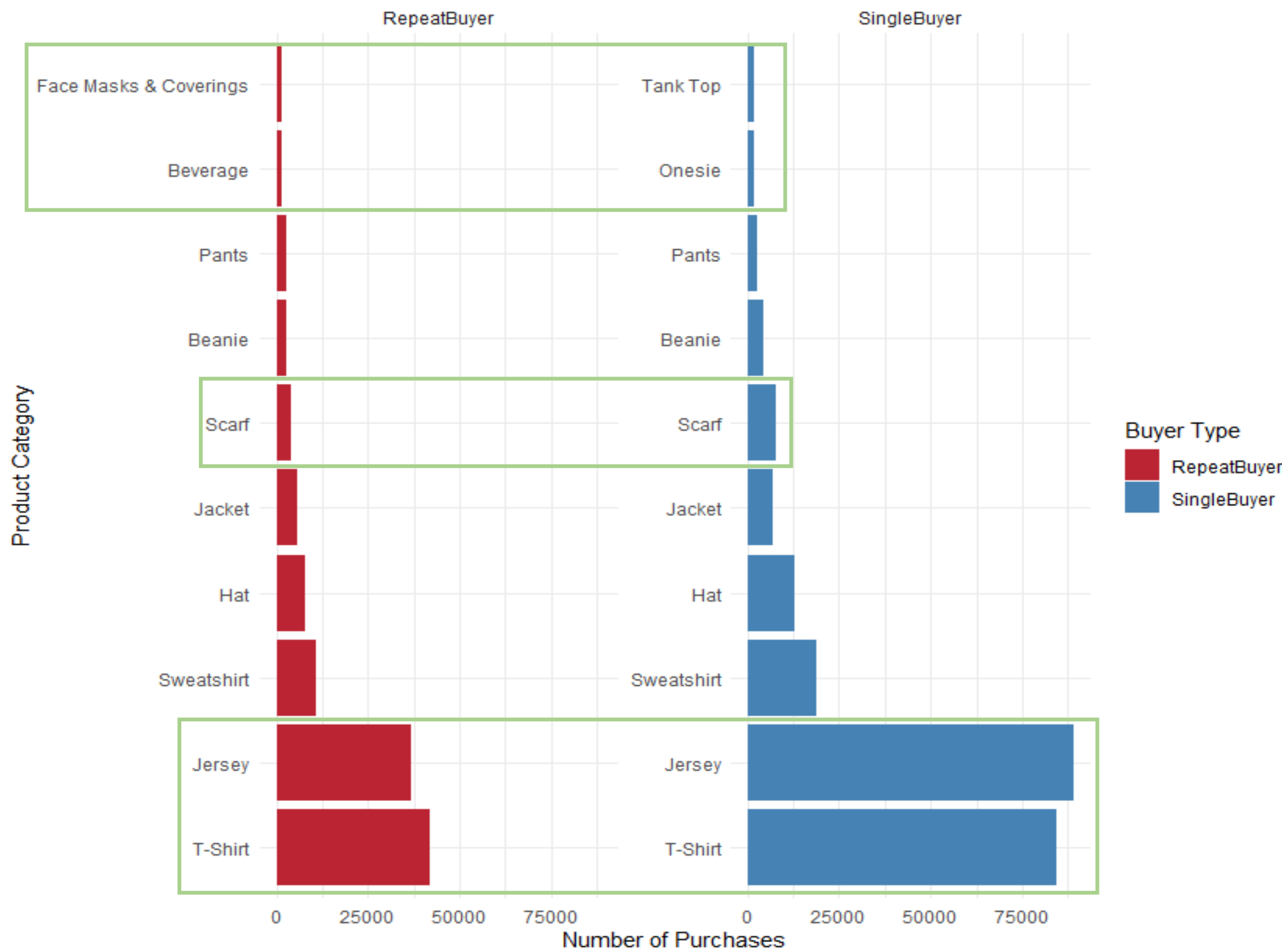
Monthly Sales Comparison: 2021 vs 2022
Overlapping monthly sales by year



- US Soccer special events provide opportunities for increased marketing efforts to drive additional sales.
 - USMNT won the inaugural Concacaf Nations League final
 - USMNT played two 2022 FIFA World Cup qualifying matches
 - 2022 FIFA Men's World Cup

- **Recommendation:** Take advantage of all media channels to promote merchandise leading up to & during special events (Paid media, social channels, SEO, organic content, etc).

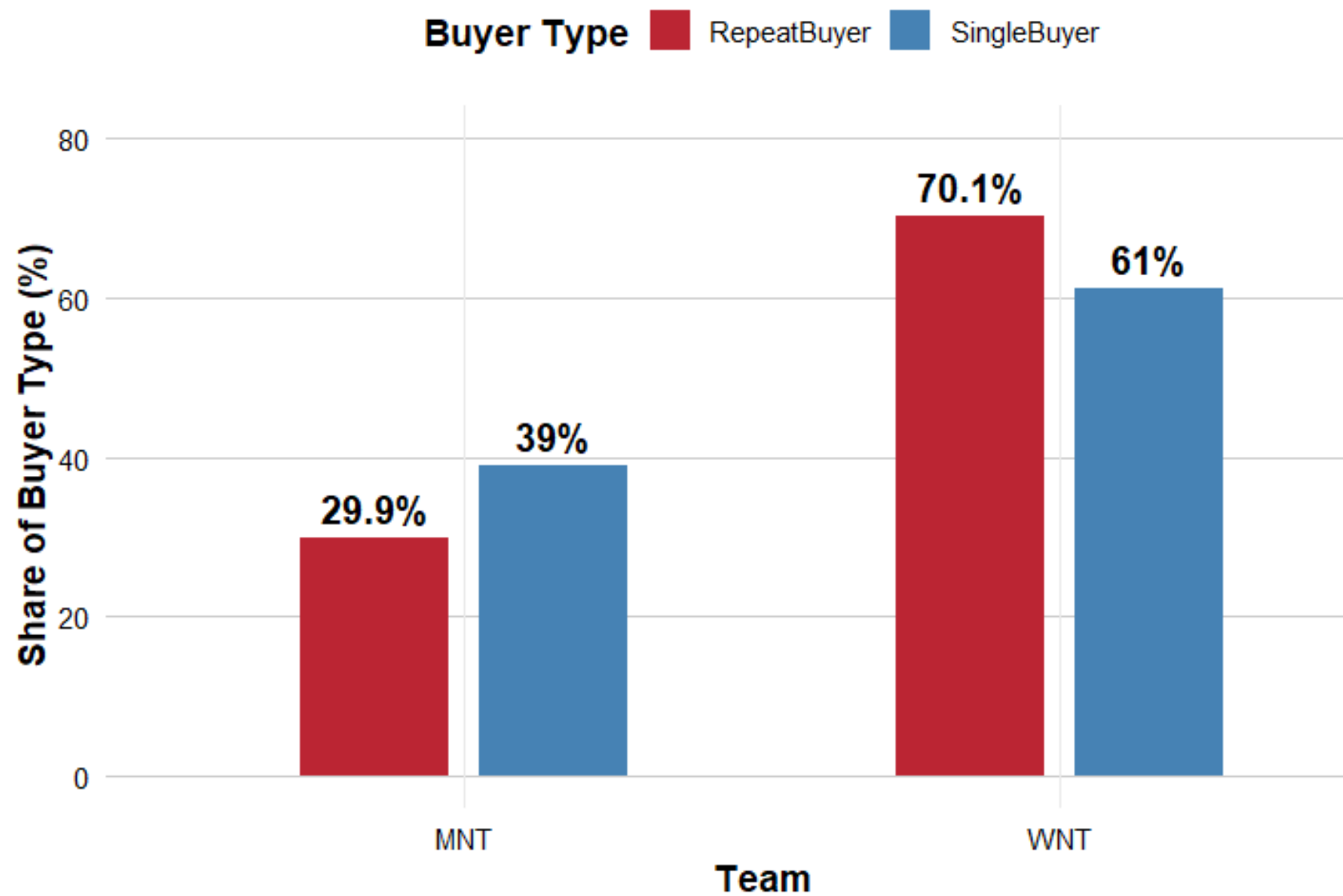
Top 10 Purchased Categories by Buyer Type (Locally Ordered)



- Repeat purchasers come back for secondary merchandise, such as T-shirts, sweatshirts and jackets.
- First time buyers prioritize jerseys over secondary merchandise (T-shirts, accessories).
 - **Recommendation:** Obtain new customers through jersey sales. Upsell and obtain repeat buyers through new and unique secondary merchandise.

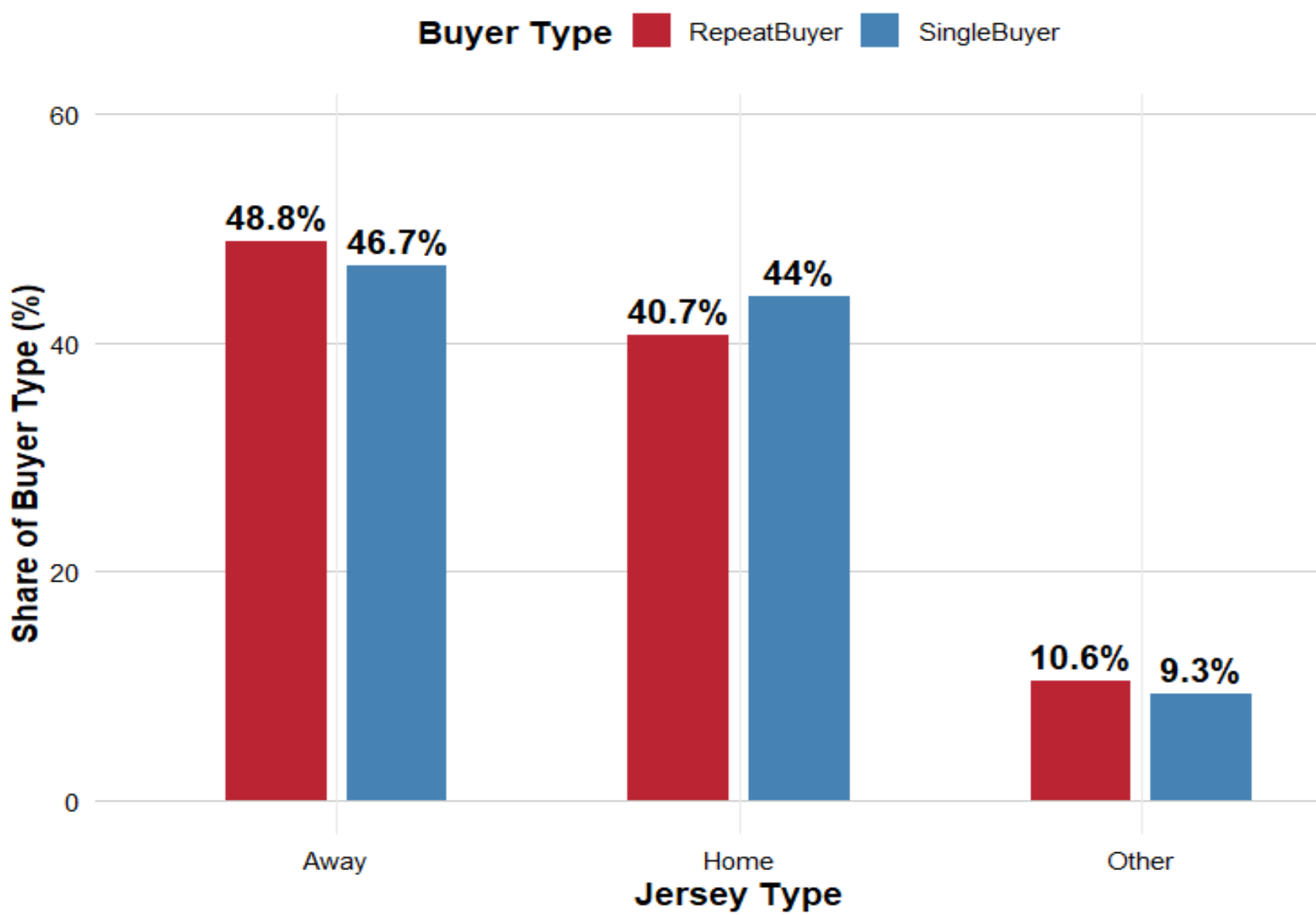
WNT vs. MNT Purchases by Buyer Type

Share of Buyer Type's Total Purchases by Team



- Despite First-time Purchasers accounting for the majority of sales, Repeat buyers account for more Women's National Team merchandise sales.
 - **Recommendation:** Increase marketing of Women's National Team merchandise to First-time Purchasers and vice versa.

Home vs. Away Jersey Preference by Buyer Type
Percentage of Purchases Within Each Buyer Segment



- No statistical skew towards one jersey variation between either buyer type.
 - **Recommendation:** Capitalize on the popularity of both Home and Away jersey variations through dynamic marketing creative.