

Abstract

We will examine the effect of social media and whether or not the amount of Twitter followers has an effect on MLB teams revenue. The data contains observations 1,200 observations from 24 Major League Baseball teams measuring how winning percentage, city population, and average attendance effect revenue. The results reveal that winning percentage has the greatest impact on MLB team revenue, but the amount of Twitter followers also has a positive impact on revenue. It was also discovered that city population will have a major impact on revenue because of the amount of exposure the team receives. Lastly, we find that average attendance does not have the impact on revenue that we pictured.

Keywords

MLB, Revenue, Winning Percentage, City Population, Attendance