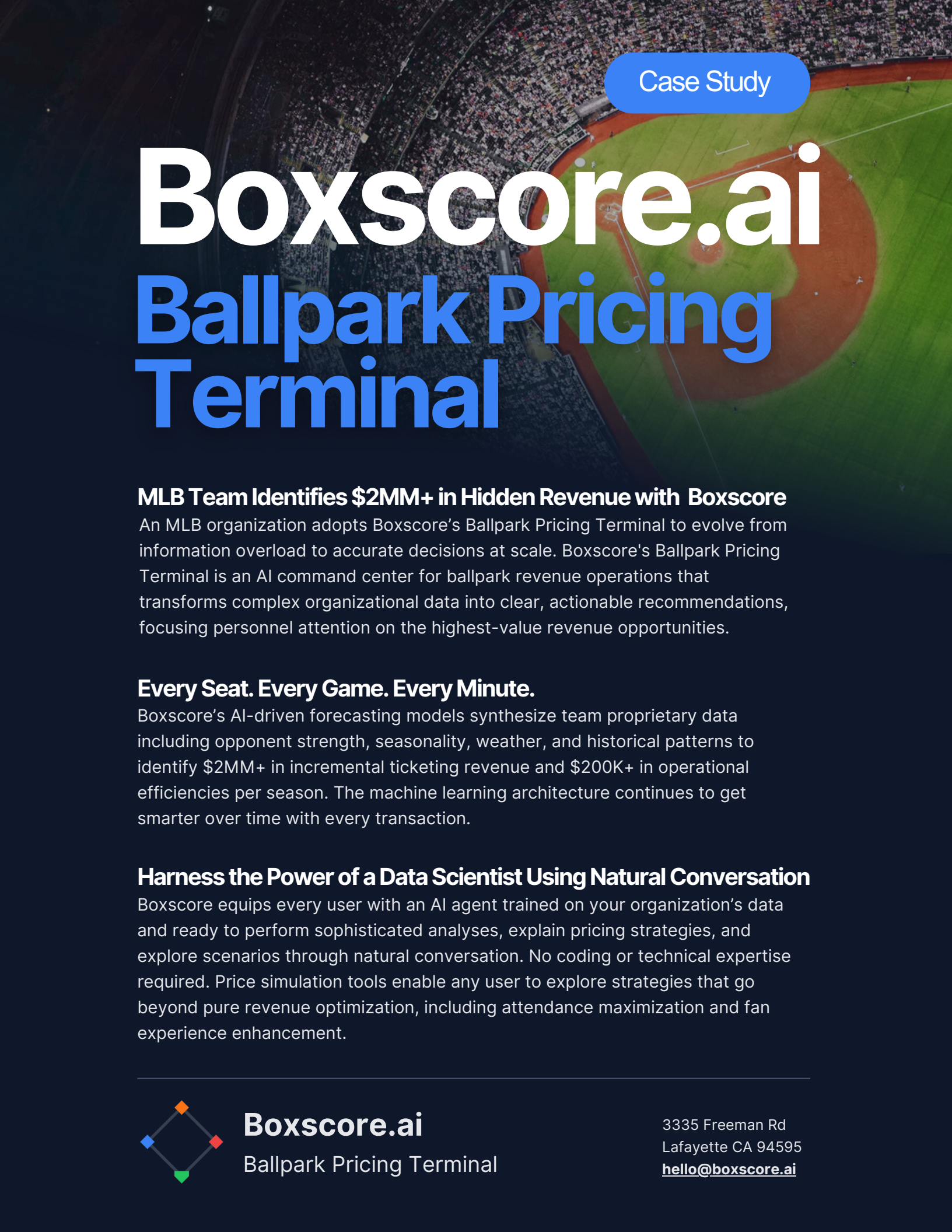




Case Study

Boxscore.ai

Ballpark Pricing Terminal

MLB Team Identifies \$2MM+ in Hidden Revenue with Boxscore

An MLB organization adopts Boxscore's Ballpark Pricing Terminal to evolve from information overload to accurate decisions at scale. Boxscore's Ballpark Pricing Terminal is an AI command center for ballpark revenue operations that transforms complex organizational data into clear, actionable recommendations, focusing personnel attention on the highest-value revenue opportunities.

Every Seat. Every Game. Every Minute.

Boxscore's AI-driven forecasting models synthesize team proprietary data including opponent strength, seasonality, weather, and historical patterns to identify \$2MM+ in incremental ticketing revenue and \$200K+ in operational efficiencies per season. The machine learning architecture continues to get smarter over time with every transaction.

Harness the Power of a Data Scientist Using Natural Conversation

Boxscore equips every user with an AI agent trained on your organization's data and ready to perform sophisticated analyses, explain pricing strategies, and explore scenarios through natural conversation. No coding or technical expertise required. Price simulation tools enable any user to explore strategies that go beyond pure revenue optimization, including attendance maximization and fan experience enhancement.



Boxscore.ai

Ballpark Pricing Terminal

3335 Freeman Rd
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Your Ballpark Pricing Agent

Ask questions in plain English. Get insights grounded in your data.

Powered by Claude

 Ask anything about your data... Ask

Enter to submit • Shift+Enter for new line

TRY ASKING

 \$ Show total revenue by month for 2025 season

 Analyze attendance trends vs ticket pricing

 Compare season ticket holder retention rates

 Which day of week has highest average

How it Works

Rather than replacing institutional knowledge, Boxscore codifies it into AI guardrails—capturing how veteran ticketing staff think about pricing and promotions, how executives balance revenue with fan experience, and what pricing strategies work for specific scenarios. These guardrails coach the AI system on best practices, while Boxscore synthesizes proprietary data into actionable forecasts and simplified alerts for optimal human supervision. Staff who once spent hours interpreting dashboards now receive clear recommendations prioritized by revenue impact, with an AI data scientist available 24/7 to answer questions, run custom analyses, and explain the "why" behind every recommendation.

In addition to establishing the real-time fair market value of every seat, Boxscore enables organizations to explore pricing strategies which optimize for different objectives: maximizing attendance for rivalry games, enhancing fan experience for family weekends, or building long-term loyalty through strategic discounting. The AI agent understands these trade-offs and helps every department—ticketing, marketing, partnerships, executive leadership—make informed decisions through natural conversation, transforming Boxscore from an intelligent pricing tool into the central nervous system for ballpark operations. The terminal's ultimate power lies in its simplicity. It equips every user with access to sophisticated data science simply by using their own words. No technical expertise required.



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