

TRUIST PARK - ATLANTA, GEORGIA



Truist Park, home of the Atlanta Braves, is part of the largest mixed-use stadium development in the US, spanning over 120 acres. LAZ manages all Braves parking operations, including eight parking locations, 3,000 on-site spaces and 8,500 off-site spots. While the beloved Major League Baseball team has gained near real-time visibility into the business of how guests and fans park, implementing LAZ BI uncovered some interesting and valuable insights into some non-parking aspects of their operation.

SOLUTIONS

Recognizing the need for improved data management and visibility, LAZ's team of data analysts collaborated with Braves management to create a fully-customized Business Intelligence solution.



ADVANCED INTEGRATIONS: LAZ's BI platform seamlessly integrates into PARCs revenue equipment, on-site handheld sales, pre-paid reservations including LAZgo and Ticketmaster.



DATA ORGANIZATION & MANAGEMENT: Efficiently improved data management processes, including data collection from various sources, cross-referencing with historical data, data cleansing and updating information in near real-time.

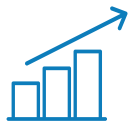


CUSTOM VISUALIZATIONS: Location-specific integrations funnel parking data to a dashboard, providing a comprehensive view of key metrics and allowing the Braves to access real-time information from a user-friendly interface.



“ LAZ has played a major part in how we better understand our parking operations. Their Business Intelligence platform was specifically customized to our needs, and now, we see not only analytics on parking trends but also data on traffic patterns, fan behavior on game days and concerts, peak time attendance, and much more.

Atlanta Braves



RESULTS

Since the implementation of LAZ's personalized BI dashboard, the Braves have successfully optimized business operations, improved reporting capabilities, and revolutionized their revenue management approach.

Operational Benefits



Revenue trends are now instantly visible; the dashboard presents event summaries from owned and off-site parking, providing a comprehensive view of traffic patterns across locations.



LAZ's eCommerce platform LAZgo for street parking has had a significantly contributed to revenue generation, with **street meters now averaging over three times the previous monthly revenue.**



By analyzing and providing accurate data about overall attendance, LAZ BI helps the Braves **understand visitor trends and fan behavior during home games and concerts.**



LAZ BI can **track parking violations almost as they happen** and take proactive measures to ensure compliance through data integration with the location's enforcement system.