

The background of the slide is a photograph of two runners, a man and a woman, running along a path next to a body of water at sunset. The sun is low on the horizon, creating a warm orange and yellow glow that reflects on the water. The runners are in silhouette, with the woman in the foreground and the man slightly behind her. Bare tree branches are visible in the upper left corner. A purple gradient overlay covers the left side of the image, where the text is placed.

AI Race Data Analysis

RunSignup AI Webinar Series
11/12/2025





Today's Agenda

- Data and AI
- Preparing Your Data for Analysis
- Is Your Race On Trend?
- Google AI Studio
- Julius AI
- Practical Applications





Data and AI





**AI works
with
humans**

What to Use AI For

- Cleaning data
 - Example: merging duplicates
- Identifying trends
 - Example: Shirt sizes are shifting
- Quickly evaluating year-over-year data that's not immediately accessible in RunSignup
- Create visuals to make data more digestible
 - Use for sponsors and stakeholders!



What YOU Need to Do

- Know what you want to find out!
- Data accuracy
 - Are your event names the same across years?
- Understand and clearly explain your data source and what you want analyzed
- Evaluate the accuracy of the findings
- Use conclusions to direct strategic direction



Cautions

AI is not perfect. If the precise results are important, know how to check the work!

- Financial data
- Complex analysis
- Data cleaning
- Not all tools are created equal - evaluate strengths and weaknesses.



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Preparing Your Data For Analysis

 RunSignup

 TicketSignup

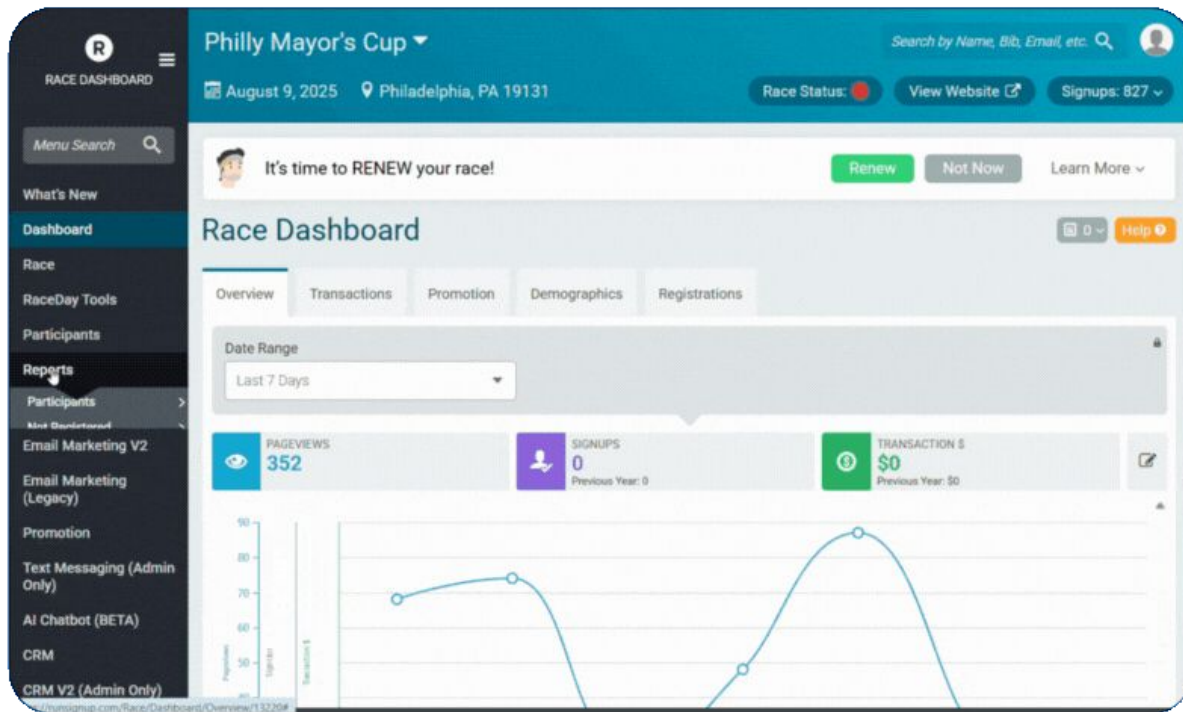
 GiveSignup



Downloading Your Race Data

Access, Customize, and Export Your Report(s)

- Report Options to edit fields included
- Export Options
 - CSV
 - PDF



DASHBOARD
LOCATION

Reports



Participants



View Participants

Fields To Consider

Demographics

- Age
- Gender
- Street Address (includes city, state, zip)

Merch

- T-Shirt (giveaway)
- Registration Add-Ons
- Store Purchases

Custom Questions

Fundraising

- Donation Amount
- Donation Level
- Fundraiser Goal
- Fundraising Minimum
- Fundraiser Amount Collected

Groups

- Race Group
- Race Group Size

Additional Reports For Analysis

- Giveaways/[Add-Ons](#)
- [Registration Periods](#)
- [Loyalty](#)
- [Heat Map](#)
- [Fundraiser Data](#)





Is Your Race On Trend?

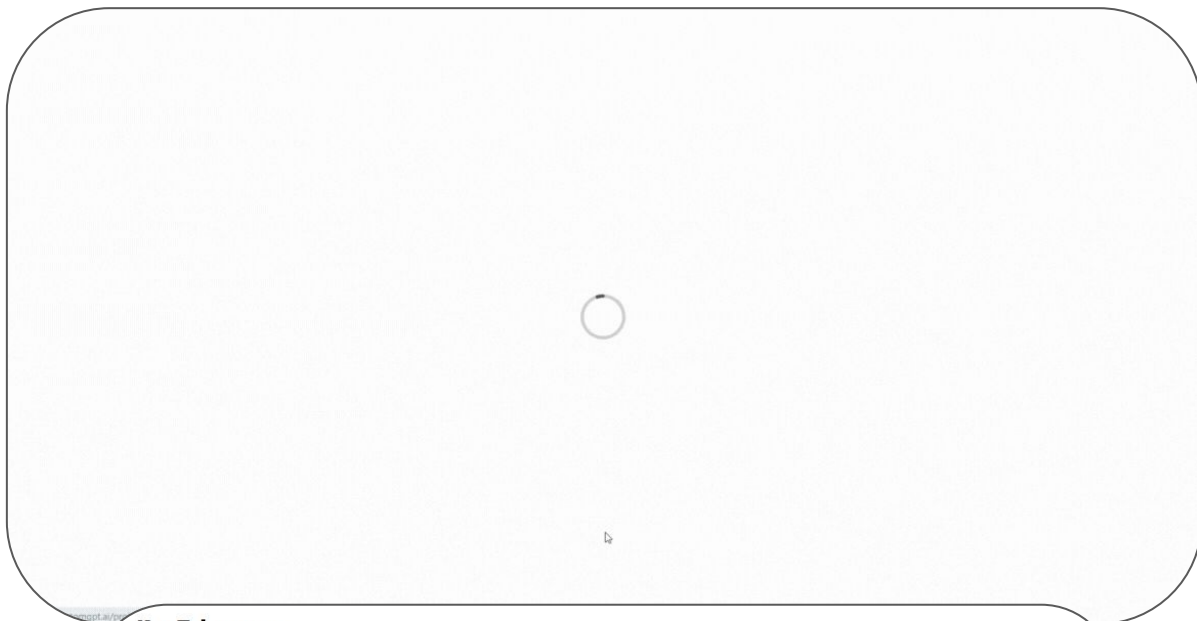


Meet Agent Data

- Use our RaceTrends chatbot to see how your data matches up with the national average
- RunSignup.com/Trends
 - >> Ask Agent Data

Ask Agent Data:

- How your race data compares to national data.
 - Is your growth rate similar?
 - Demographics?
 - Pricing?
- Recommendations to improve
-



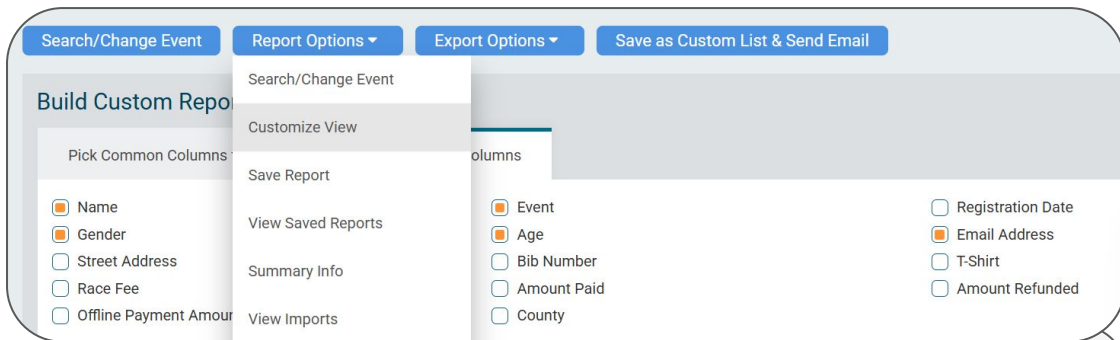
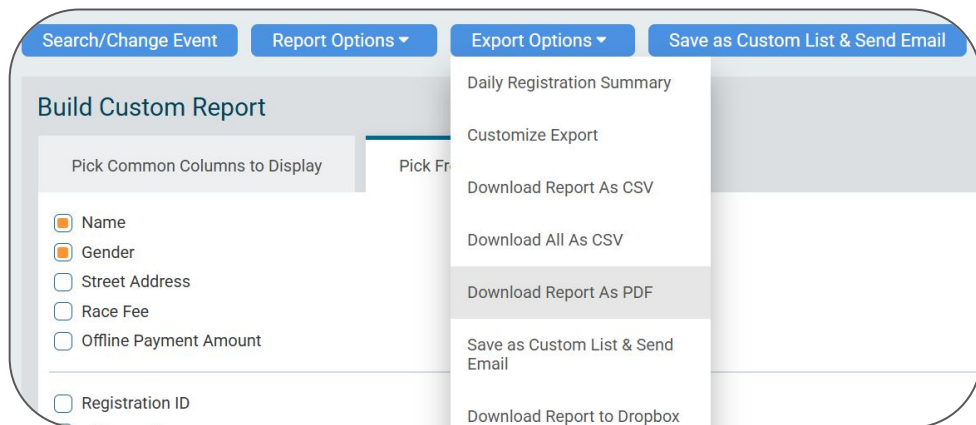
Key Takeaways

1. **Youth Participation (Under 18):** Your race has a much lower percentage of youth participants compared to historical averages. This could indicate a need to attract more young runners through family-friendly events or youth-focused marketing.
2. **Young Adults (18-29):** Your race significantly outperforms the industry averages for this group, which is a positive sign given the industry's concern over declining participation in this demographic.
3. **Middle-Aged Adults (30-39):** Your race has an exceptionally high percentage of participants in this age group, far exceeding the averages. This could reflect targeted marketing or a strong appeal to this demographic.
4. **Older Adults (40+):** While your race aligns well with the averages for ages 40-49, it has a lower percentage of participants in the 50+ age groups. This might suggest an opportunity to better engage older runners, perhaps through virtual options or senior-friendly incentives.

Agent Data

Uploading Your Information

- Upload your actual race data for analysis and comparison.
- Customize your report to include relevant fields.
- Export as a PDF (cannot upload CSV/Excel files).
- Attach to your question for Agent Data.
- Multiple years/files cannot be uploaded at once. They can be included in a single conversation, with limited success.



Can you tell me how the demographics of my 2024 race participants compares to the average race demographics?

JG



20251110....pdf
141.32 KB

Agent Data - Writing Prompts

- Prompts should be complete and precise - but expect clarifying questions!
- Ask for takeaways.
- Be clear about what you've uploaded (race data, year, etc) and what to compare it to "Your knowledge of national averages)

Can you tell me how the demographics of my 2024 race participants compares to the average race demographics?

JG

PDF 20251110....pdf
141.32 KB

R

Great question! To make sure I give you the most accurate and helpful comparison, I just need a bit more info:

1. Are you referring to the participants listed in the "20251110-PhillyMayorsCup-participants.pdf" file as your 2024 race data?
2. When you say "average race demographics," do you mean the average for this specific event across previous years, or are you looking for a broader industry average for similar races?
3. Are there any specific demographic categories you want to focus on (e.g., age, gender, location), or should I compare all available categories?

Let me know so I can get started with the right analysis!



The file I uploaded ("Demographics") has participant data from my race, Philly Mayor's Cup, in 2024. This is complete data from one race, including all race distances. Please use this file to compare participant data from this race to your knowledge of the averages across all races in 2024 and evaluate:

- How Philly Mayor's Cup compares to the national averages in terms of gender (Male, Female, and Non-Binary)
- How Philly Mayor's Cup compares to the national averages in terms of age trends.
- Recommendations to grow the race based on observations of how Philly Mayors Cup differs from the national average (or is the same as)



Demo Agent Data



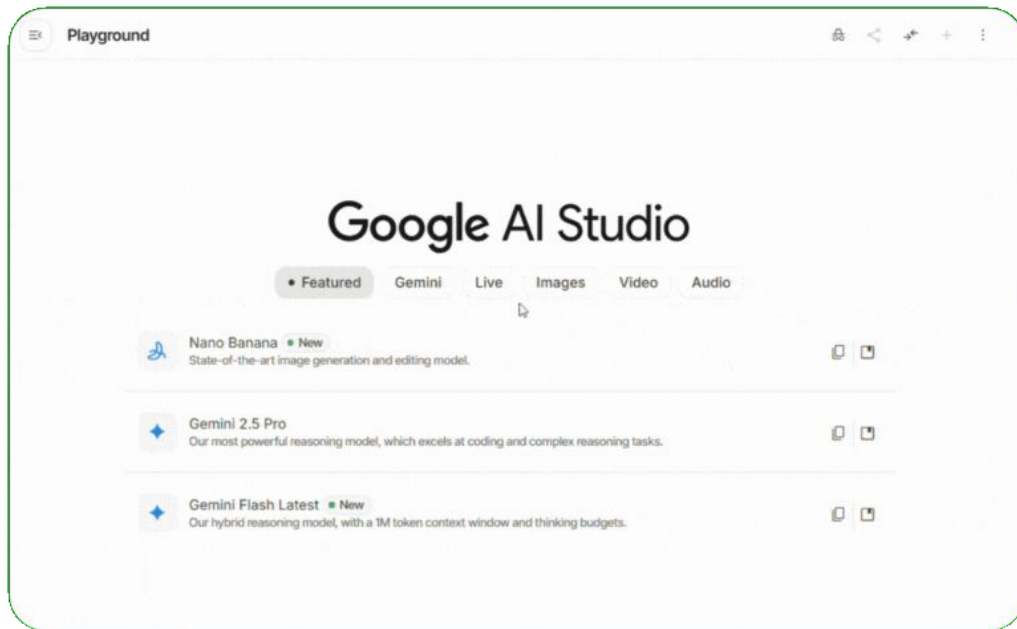
Google AI Studio For Race Data



Google AI Studio

Google's Suite of AI Tools

- Extract data from reports quickly
 - No sorting, deduplicating, etc.
 - YOY demographic reporting, t-shirt to age comparisons, trends in your data
- I (currently) prefer Gemini 2.5 Pro
- Options to converse, stream screen, interact in real time.



Example: Evaluating Giveaway Sizes

- Download Giveaway reports from Reports >> Giveaways/Add-Ons >> Giveaways
- Get averages for each size, average total order
- Evaluate trends to determine if there has been a shift over time to take into account
- Get estimates for this year's order based on historical data and trends

Conversation:

Prompt:

You are a data analyst. This data set includes everyone who bought a shirt at my race in 2022, 2023, and 2024. Can you use this to tell me the average percentage of shirts in each size over all three years? Separate them into Men's and Women's sizing, with T-Shirts and Singles separate.

Follow-Up:

Do you notice any trends? Are average sizes shifting over the years?

Apply Data:

Based on this data and trend, how many shirts of each size would you recommend I order this year if I expect 500 runners?

Example: Adjusting Pricing Schedule

- Download the Registration Periods Report from your Dashboard for all years (or only years you want).
- Upload to Google AI Studio
- Evaluate if earlier, later, or more frequent price increases would increase your revenue
 - Pick a different goal than revenue, based on what's important for you

Conversation:

Prompt:

You are a data analyst. This file includes the number of registrations and amount of revenue and for a 5K, 5 Mile, 10K, 10 Miler, and Half Marathon based on the the timing of registrations and cost of registration at that time. Ignore all data from 2020. Based on this, would you recommend any changes to my pricing schedule for this year, either by moving the date of a price increase or by adding a price increase? My goal is to maximize revenue with a similar number of participants.

Follow-Up:

If I have the same number of participants per distance as in 2025 and everyone registered on the same day, how would the new pricing structure impact overall revenue?



Julius AI





Basics of Julius AI

- Free tier is very limited in usage, but fine to get started/test
- Fast data cleaning
- Good visualizations
 - Sponsor reporting
 - Board summaries

The pricing page for Julius AI features a navigation bar at the top with 'Yearly' and 'Monthly' options. The 'Monthly' option is selected, and a 'SAVE -20%' badge is visible. Below the navigation bar, there are four pricing cards. The 'Free' card is for everyone and costs \$0/month. The 'Plus' card costs \$16/month and includes everything in the Free tier plus 250 messages/month, unlimited access to Plus models, saved prompts, access to Advanced Reasoning, 16 GB of RAM, and 7-day file storage. The 'Pro' card is recommended, costs \$37/month/member, and includes everything in the Plus tier plus unlimited messages/month, unlimited access to Pro models, unlimited file storage formats, access to Julius Teams, 32 GB of RAM, 10-day file storage, live collaboration, user roles & permissions, Snowflake, Bigquery, and Postgres data connectors, and priority support. The 'Enterprise' card is for contact sales, billed annually, and includes everything in the Pro tier plus permanent file storage, dedicated deployment with private VPC, custom data integrations, audit logs, custom user roles, custom containers, tailored onboarding, and SSO.

Free	Plus	Pro (RECOMMENDED)	Enterprise
\$0 / month Free for everyone	\$16 / month	\$37 / month / member	Contact Us Billed annually
Get started for free	Get started for free	Get started for free	Contact sales
Key features: ✓ 15 messages / month ✓ Access to Notebooks ✓ <u>File storage formats</u> ✓ Google Drive data connector ✓ 2 GB of RAM	Everything in Free, plus: ✓ 250 messages / month ✓ Unlimited access to Plus models ✓ Saved prompts ✓ Access to Advanced Reasoning ✓ 16 GB of RAM ✓ 7-day file storage	Everything in Plus, plus: ✓ Unlimited messages / month ✓ Unlimited access to Pro models ✓ <u>Unlimited file storage formats</u> ✓ Access to Julius Teams ✓ 32 GB of RAM ✓ 10-day file storage ✓ Live collaboration ✓ User roles & permissions ✓ Snowflake, Bigquery, and Postgres data connectors ✓ Priority support	Everything in Pro, plus: ✓ Permanent file storage ✓ Dedicated deployment with private VPC ✓ Custom data integrations ✓ Audit logs ✓ Custom user roles ✓ Custom containers ✓ <u>Tailored onboarding</u> ✓ SSO

Example:

Visualizing Demographics

- Download the a participant report including age, gender, event, and registration date.
- Upload to Julius AI

Goal: Understand registration trends based on demographics and race distances to better target marketing calendar.

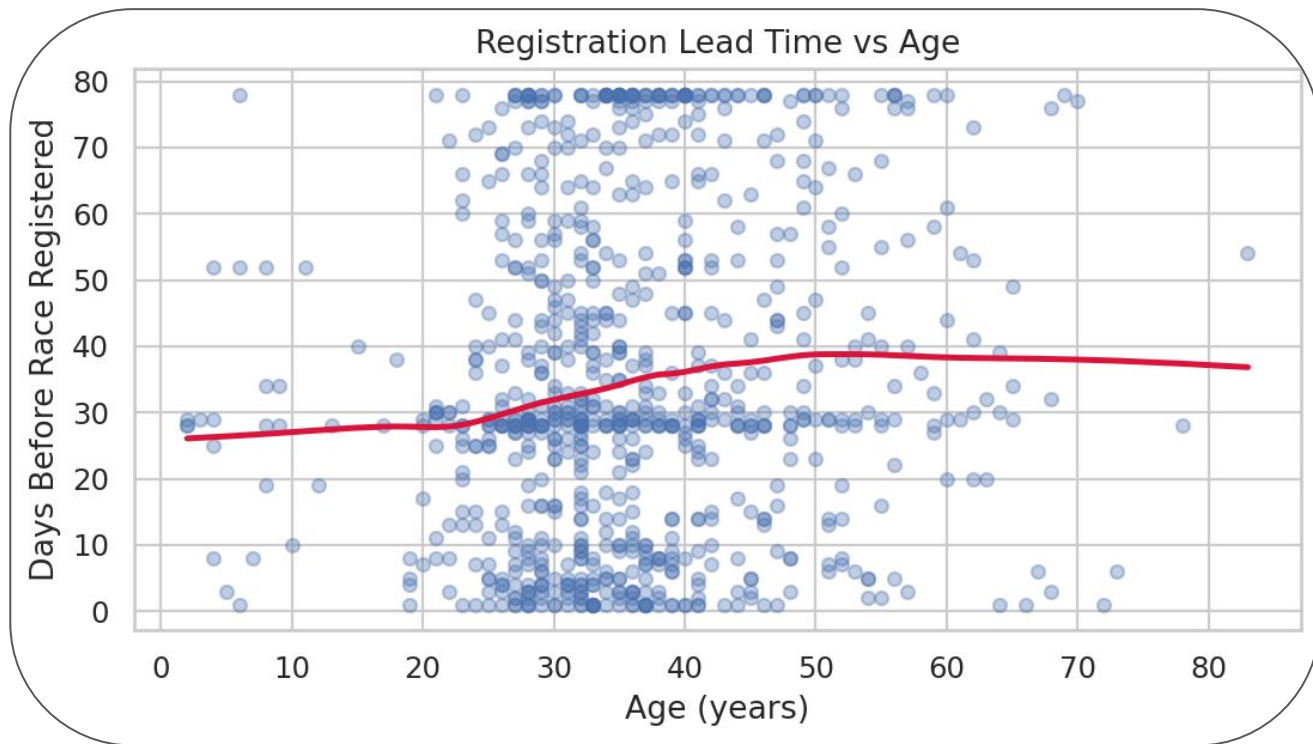
Conversation:

Prompt:

This spreadsheet includes demographic information for 2025 participants in the Philly Mayor's Cup race. The race was on 8/9/2025. I want to get 3 visuals to see how age, gender, and event impact how far before race day people registered.

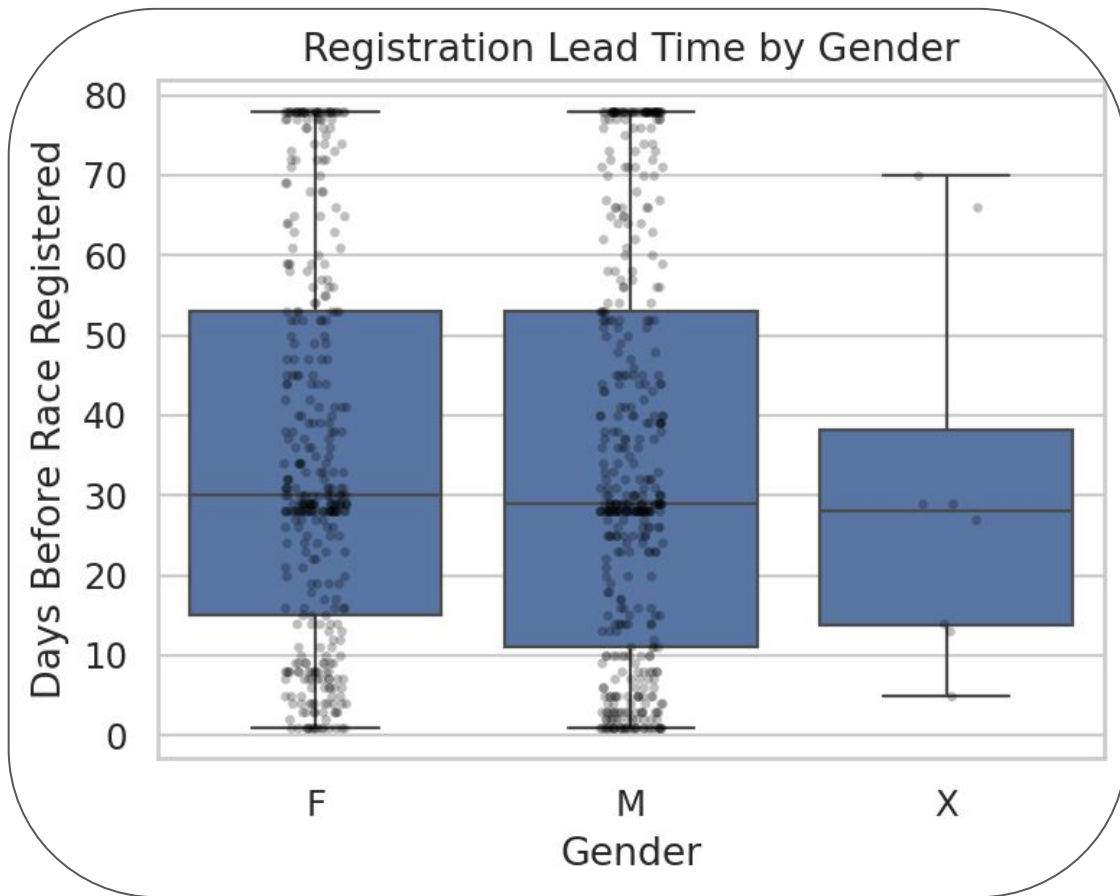
Round 1:

Registration Time vs. Age



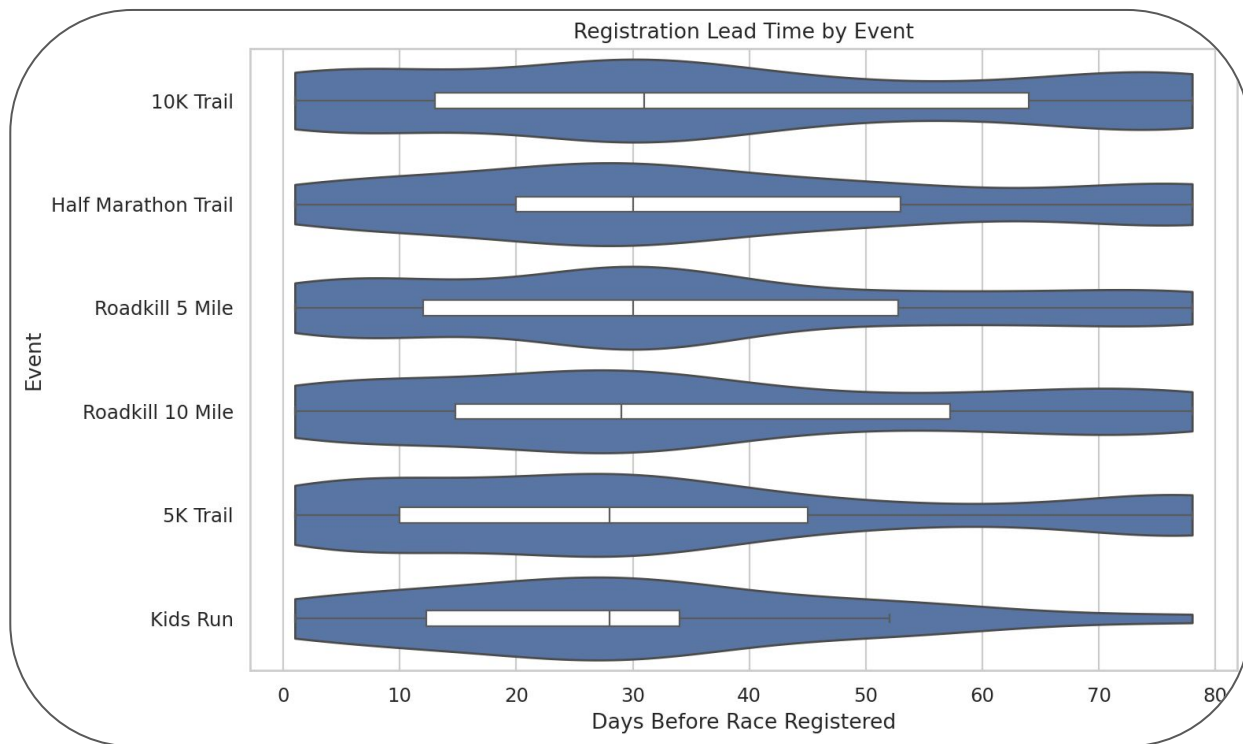
Round 1:

Registration Time vs. Gender



Round 1:

Registration Time vs. Event

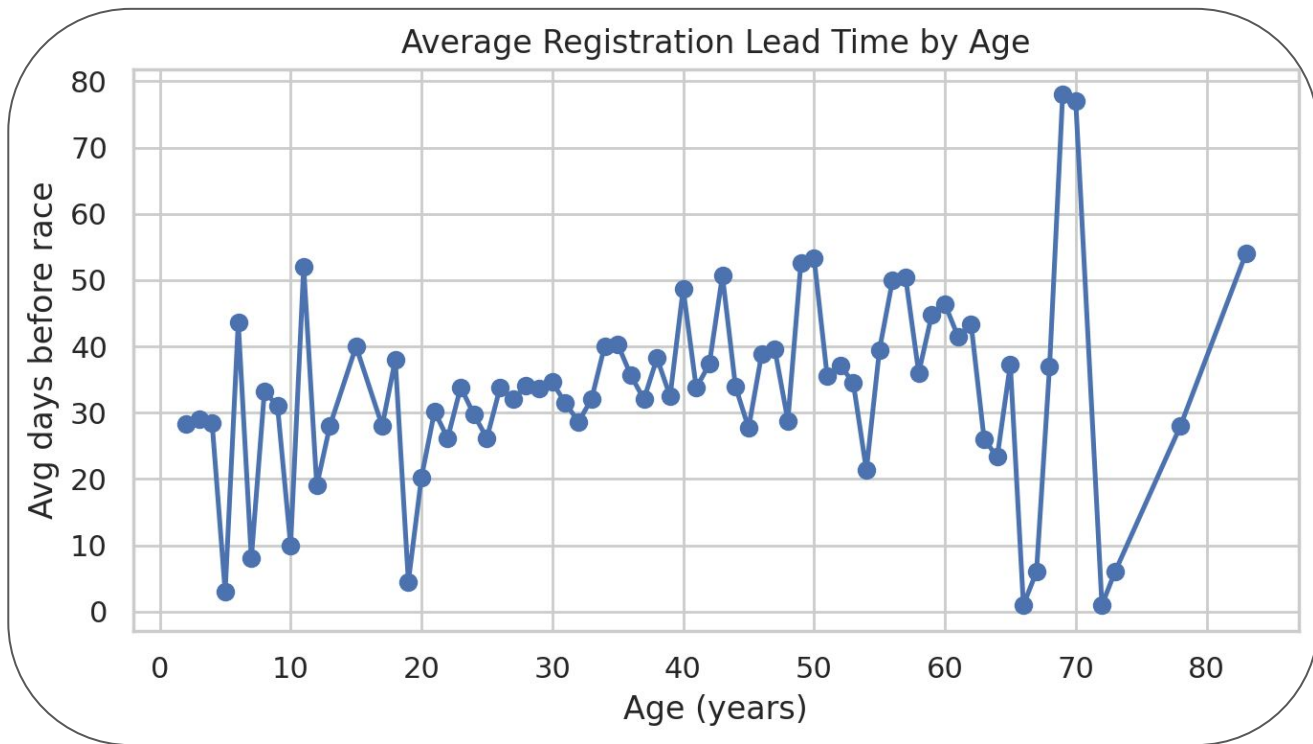


Conversation:

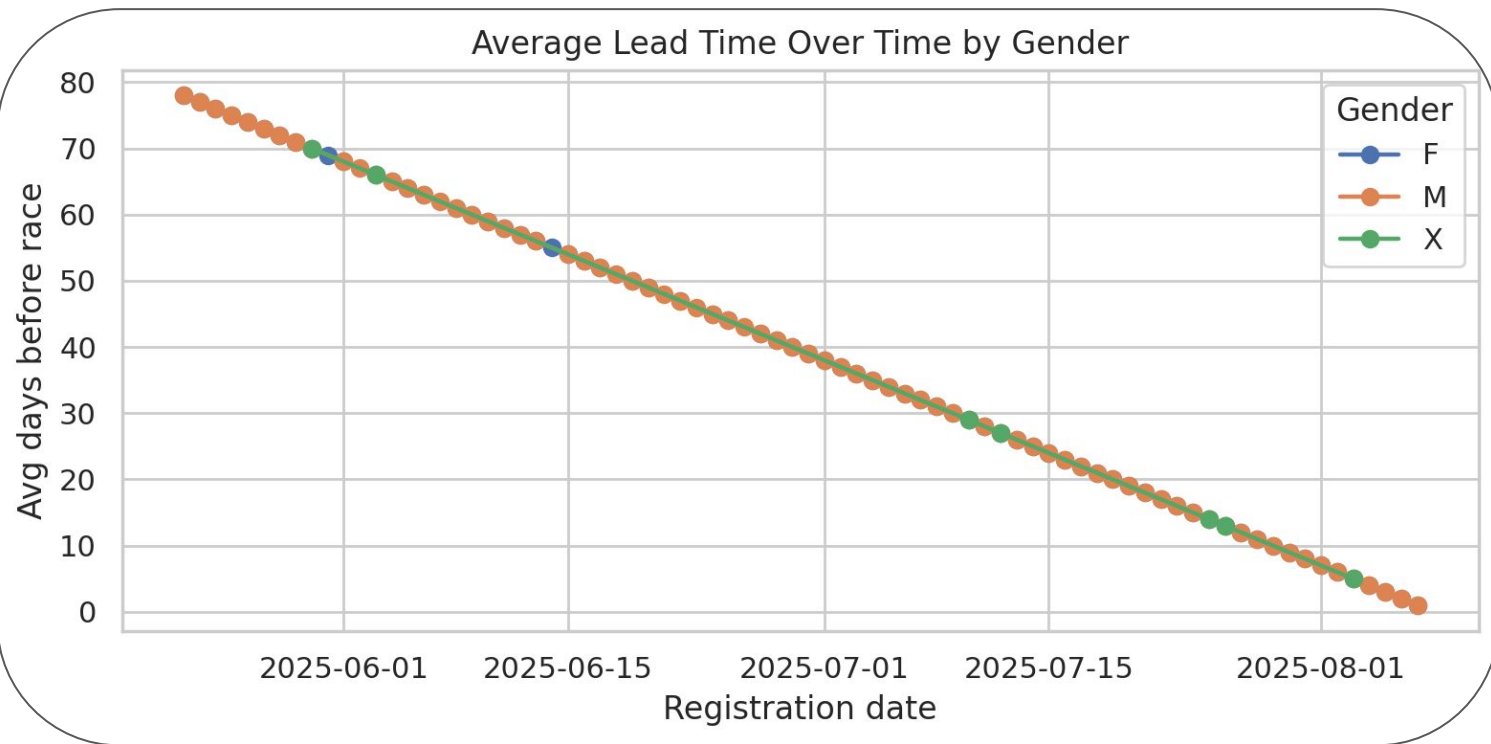
Follow-Up:

Can I see all of these as line graphs?

Round 2: Registration Time vs. Age

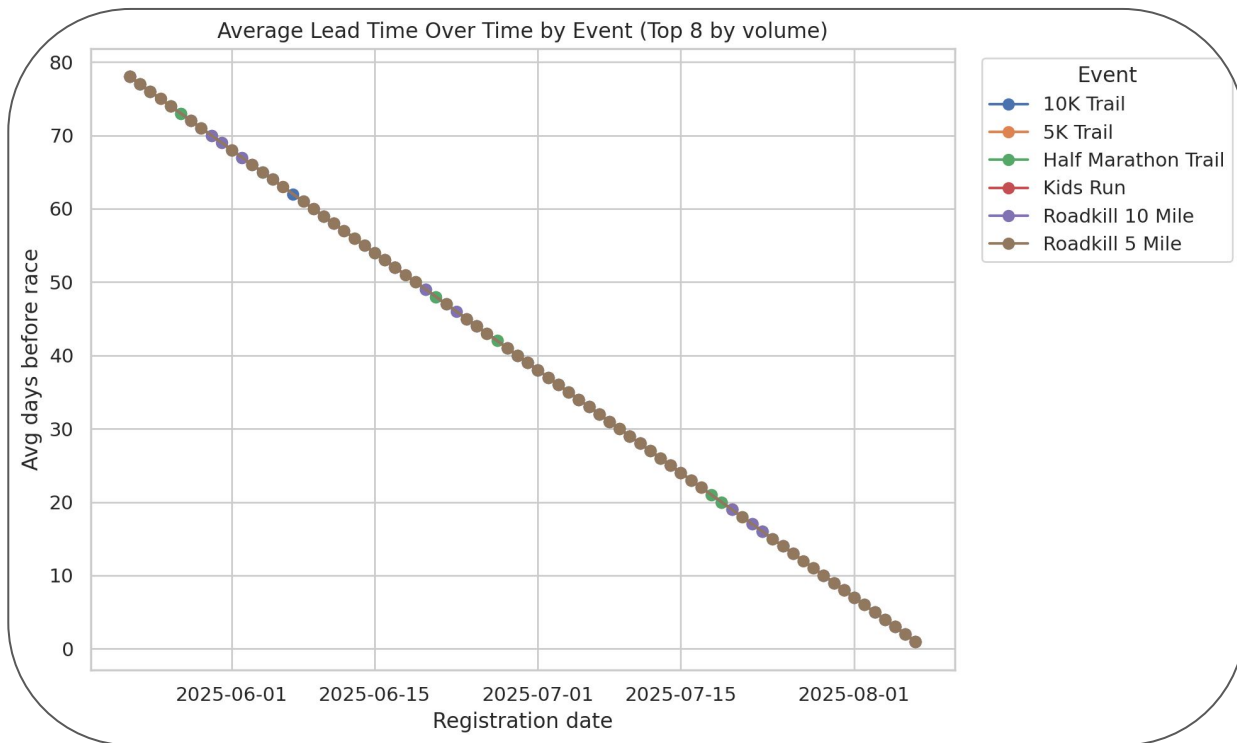


Round 2: Registration Time vs. Gender



Round 1:

Registration Time vs. Event



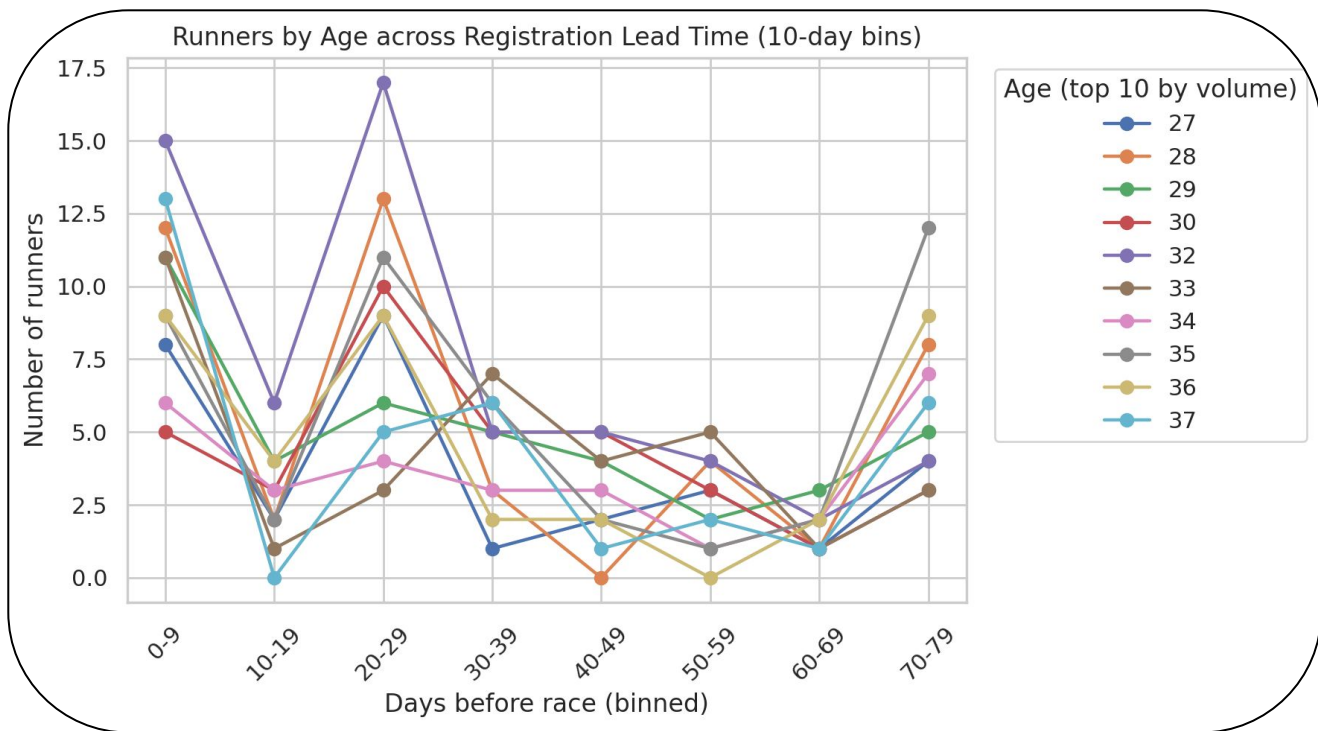
Conversation:

Follow-Up:

Can I see the three graphs as line graphs with the x-axis being the number of days before race date (in 10 day increments), and the Y-Axis being the number of runners by age (graph 1), gender (graph 2) or event (graph 3)?

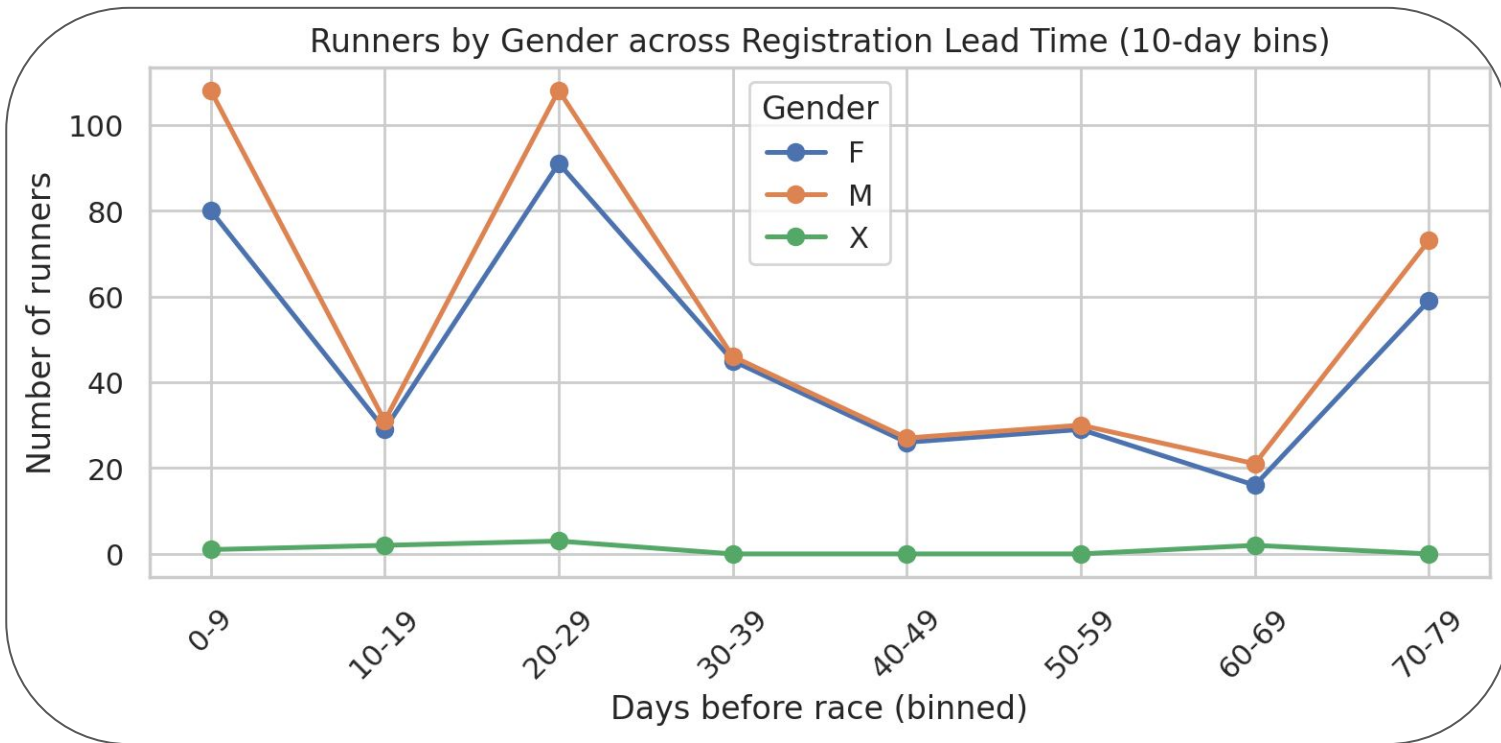
Round 3:

Registration Time vs. Age



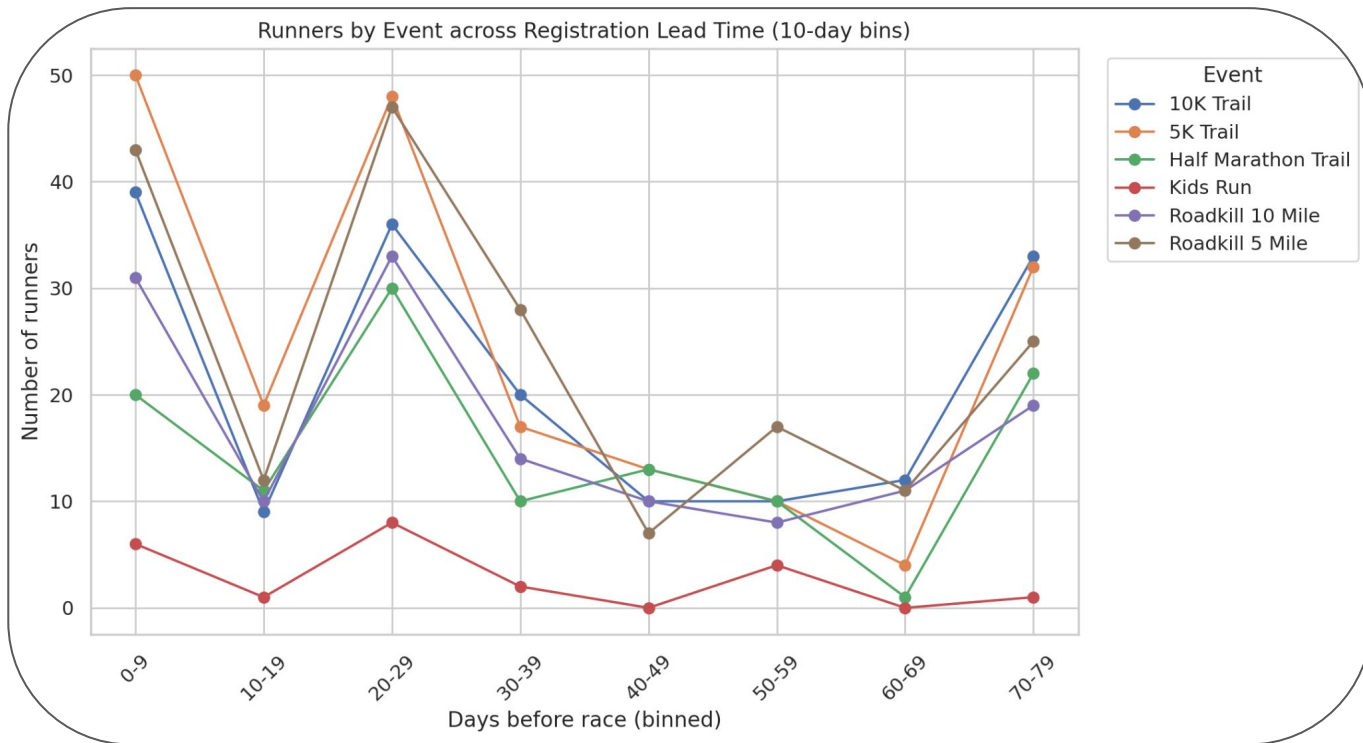
Round 3:

Registration Time vs. Gender



Round 3:

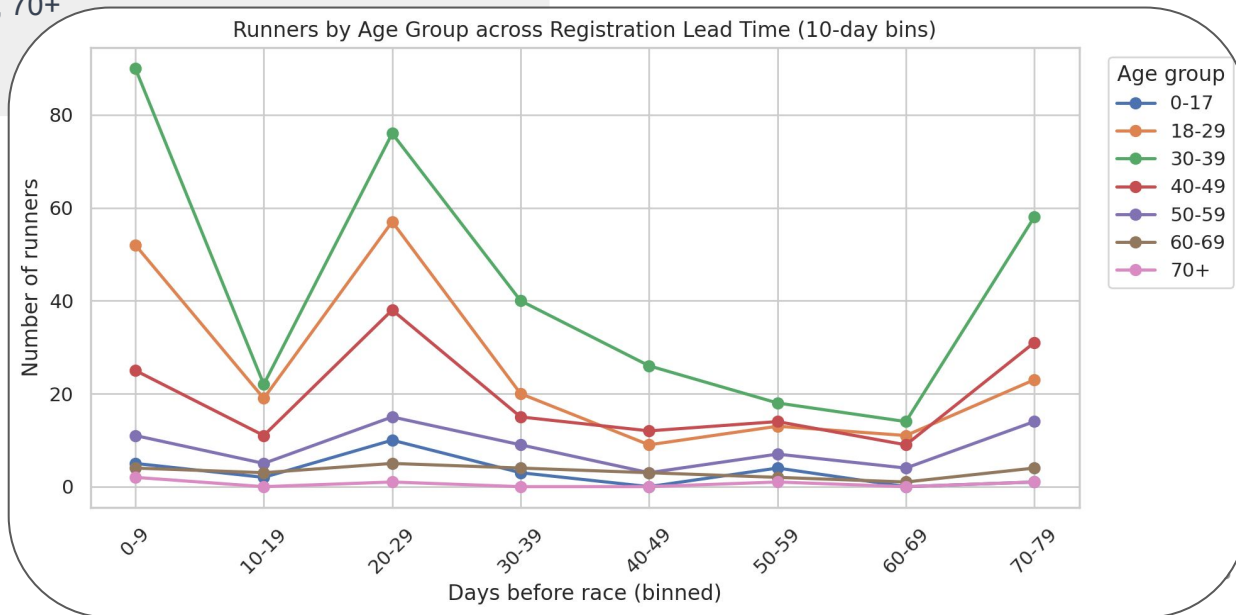
Registration Time vs. Time



Conversation:

Follow-Up:

For age, can you use all ages but group them into these ranges: 0-17, 18-29, 30-39, 40-49, 50-59, 60-69, 70+





Demo Julius - Loyalty



Practical Applications



How to Target Marketing

- Understand clusters of participants to target print and media promotions
- See how demographics impact event distances and prioritize your advertising accordingly
- Recognize dropoffs in participation and create campaigns to re-engage past participants



How to Improve Operations

- Identify trends in sizing for giveaways to more accurately predict the following year's order
- Calculate leftover shirt inventory by tracking the size of shirts for participants who didn't check in
- Track check-ins as they relate to start times and identify periods that need additional volunteer support



How to Boost Revenue

- Recruit and maintain sponsors with visual sponsor reports including visual representations of your demographic data, exposure points, and custom questions
- Optimize pricing schedules by adding or adjusting price increases to address slow-downs
- Track the timing of add on and store sales to implement new merch advertisements when people are most likely to buy





What's Next?

- Open API and MCP
 - *Wednesday 11/19 (2:00pm ET)*
- Security and AI Access
 - *12/10 (2:00pm ET)*