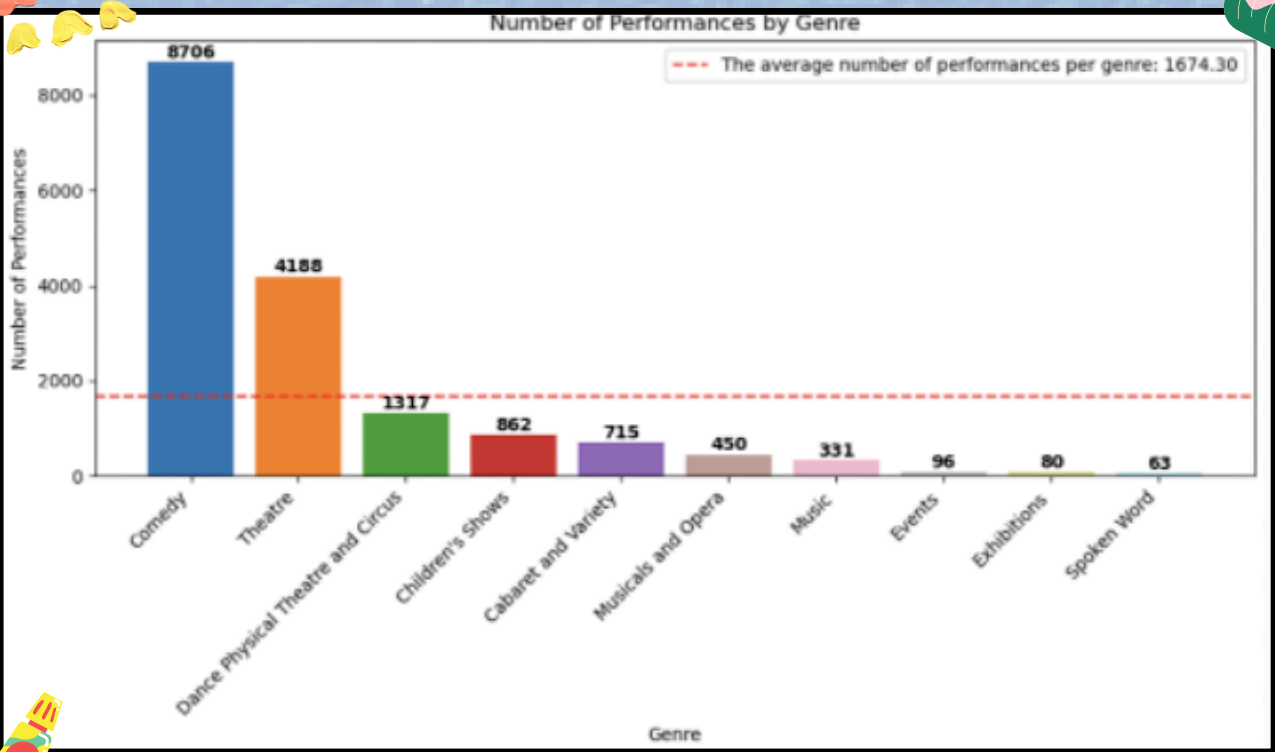


objective

welcome

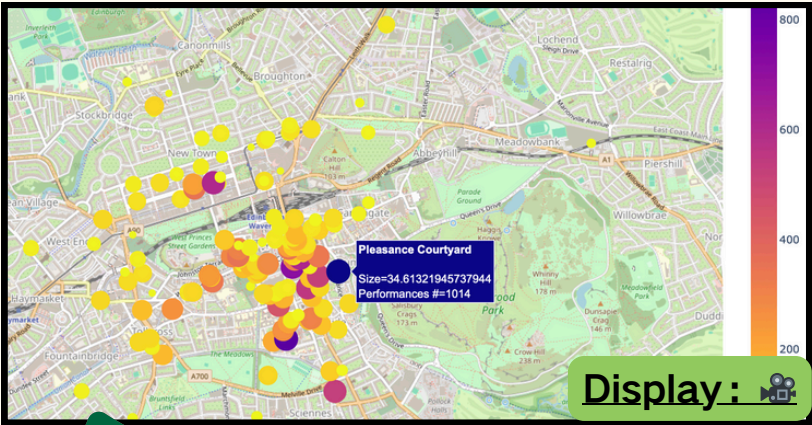
Explore Performance Distribution

—What is the distribution of performance counts across different genres?



In this chart, the total non-UK performance number in different genres are marked above the bar. The average line can help organisers get a general understanding of the current distribution of performance numbers. For genres with fewer shows, aside from comedy and theatre, you may consider whether to appropriately increase their exposure based on their popularity.

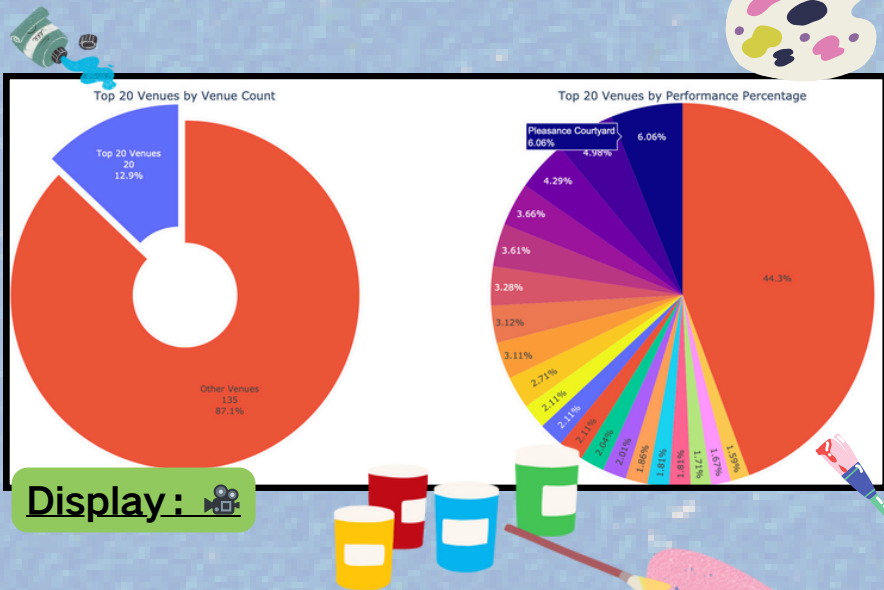
—How are performances distributed across different venues?



This is an interactive scatter plot visualization based on a real map. The size and color intensity of the circles represent the number of performances at each location—larger circles and darker colors indicate more performances. Additionally, the image supports zooming in and out, and when the mouse hovers over a specific point, detailed information about that location is displayed.

We can observe the "hotspot" phenomenon in performances, with most events concentrated in the center of Edinburgh, while peripheral areas host fewer performances.

Further analysis of the pie chart reveals that the top 20 venues account for about 12.9% of the total venues, yet they host over 50% of the performances. This indicates that a small number of venues are responsible for most of the performances, while the utilization rate of other venues remains relatively low.



This suggests that it might be worth considering providing more exposure opportunities for less popular venues, perhaps through collaborative promotions or regular performances. Implementing reasonable planning and limitations for popular venues could help prevent overcrowding and improve resource efficiency.