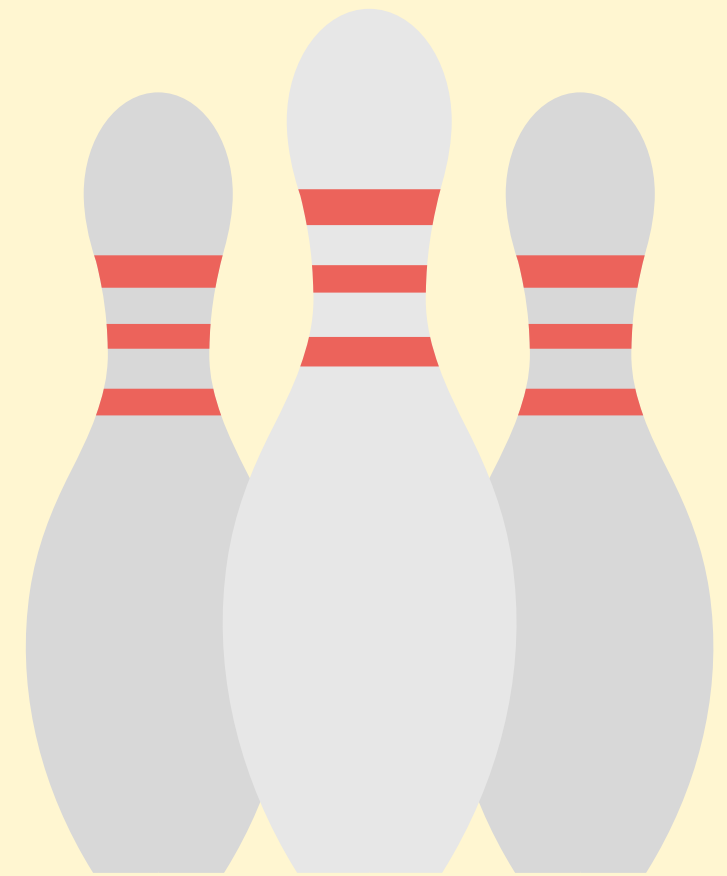


# BOWLARAMA 2025!

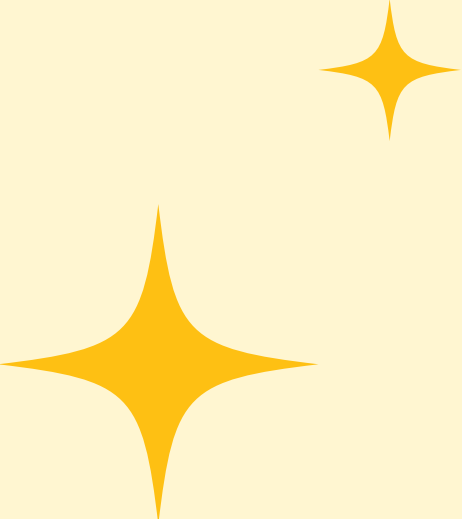


ALLISON BIEDIGER



PLANNING COMMITTEE MEETING





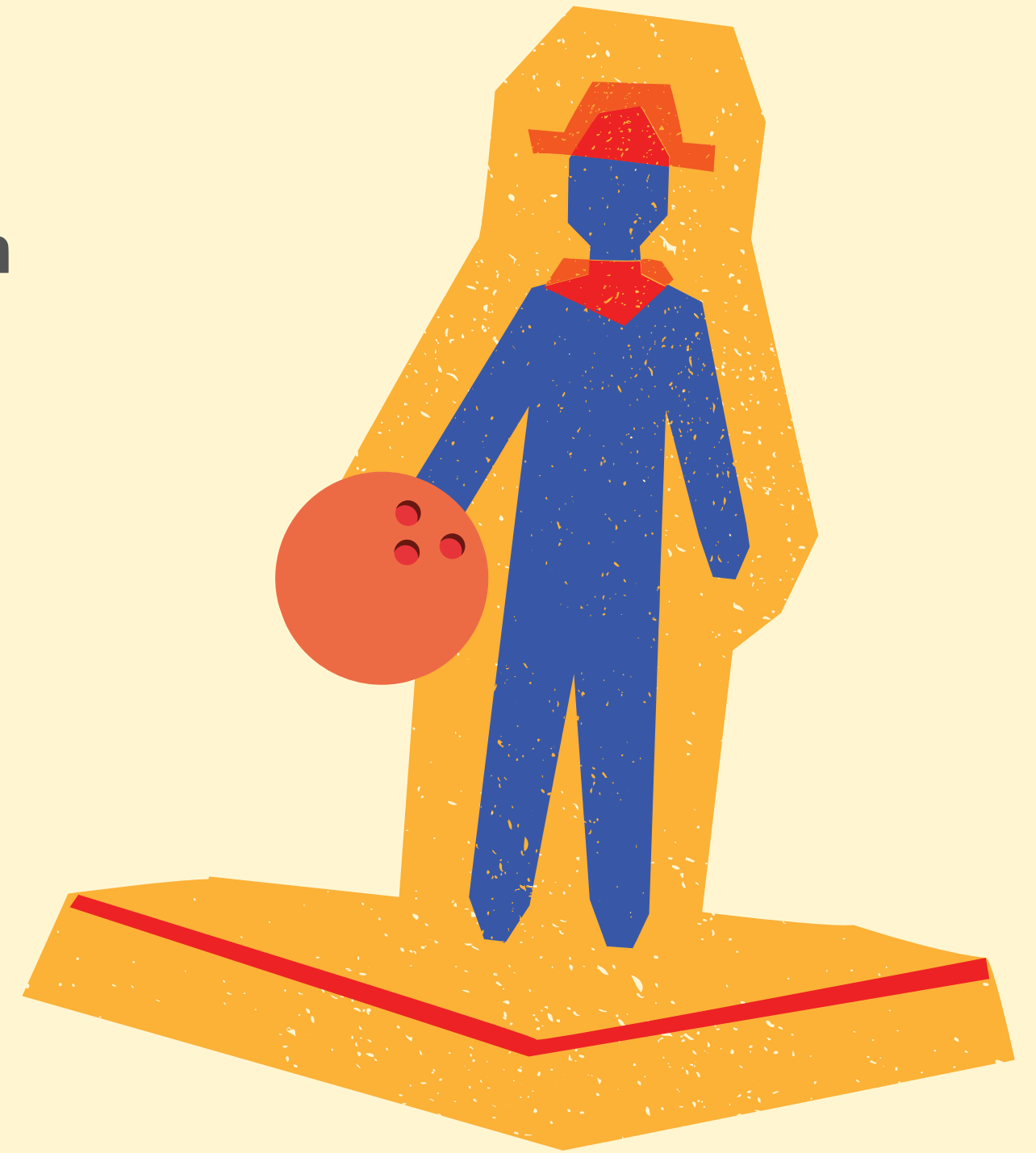
# INTRODUCTION

- Through this analysis we will analyze the best possible time, day and date for holding our annual Bowlarama competition.
- Our goal is to identify a time slot with low attendance to maximize reservation availability. We will also analyze the different days of the week to find the most suitable day for the competition.



# ★ BACKGROUND ★

- This year marks the 25th year of the annual Education Department vs the Environmental Department Bowlarama!
- As we mark this special occasion, this year's event promises to be our best yet, featuring a many new activities and exciting vendors.
- A successful competition will rely on securing vendor services, maximizing number of reservations and ensuring a relaxed environment with a low crowd density.



# MONTHLY BOWLING ALLEY TRAFFIC 2023

- We analyzed the data regarding attendance at the bowling alley from the White House Visitor Logs allowing us to identify peak times.

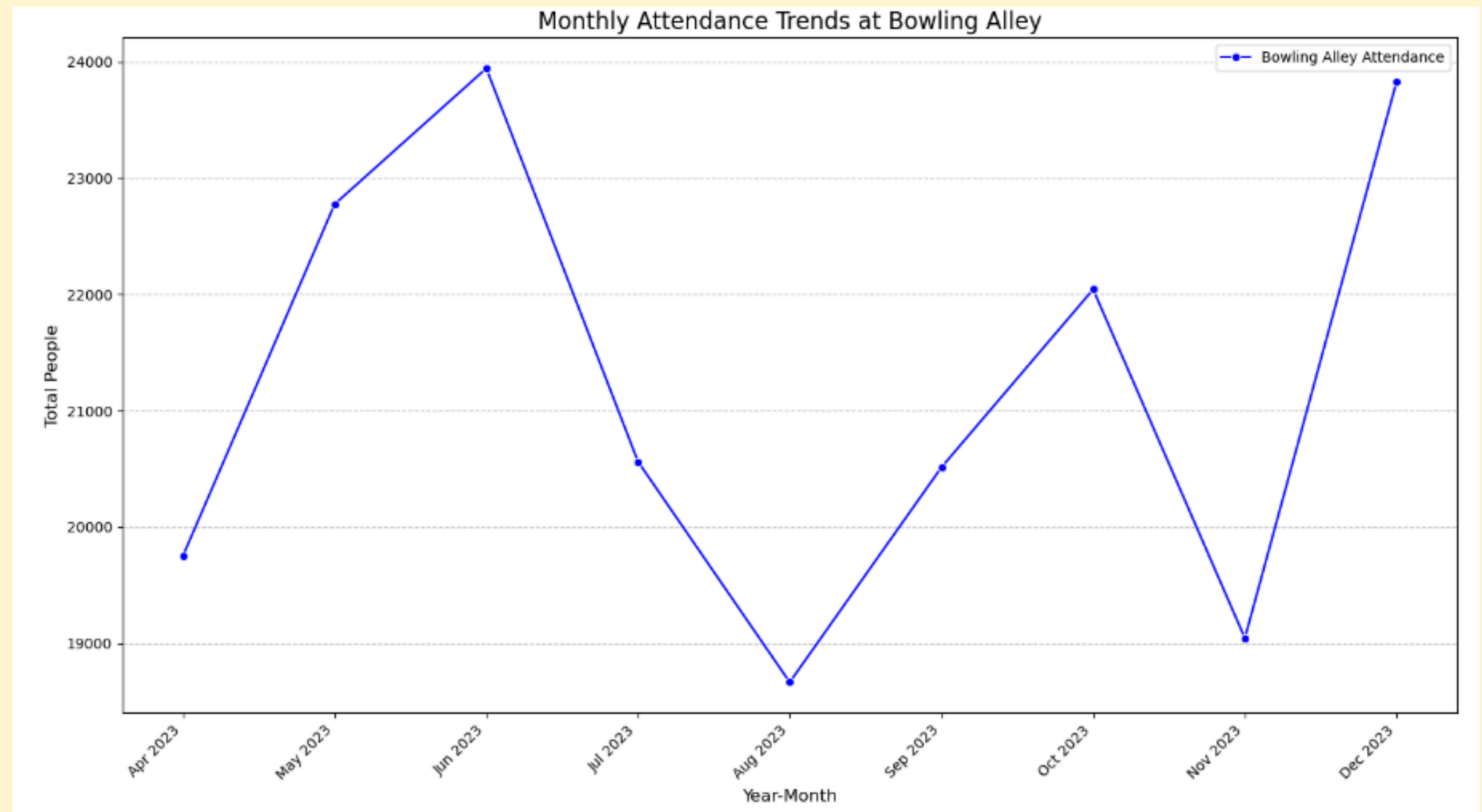
- Key Findings

- Least Busy Month:

- August
    - April
    - November

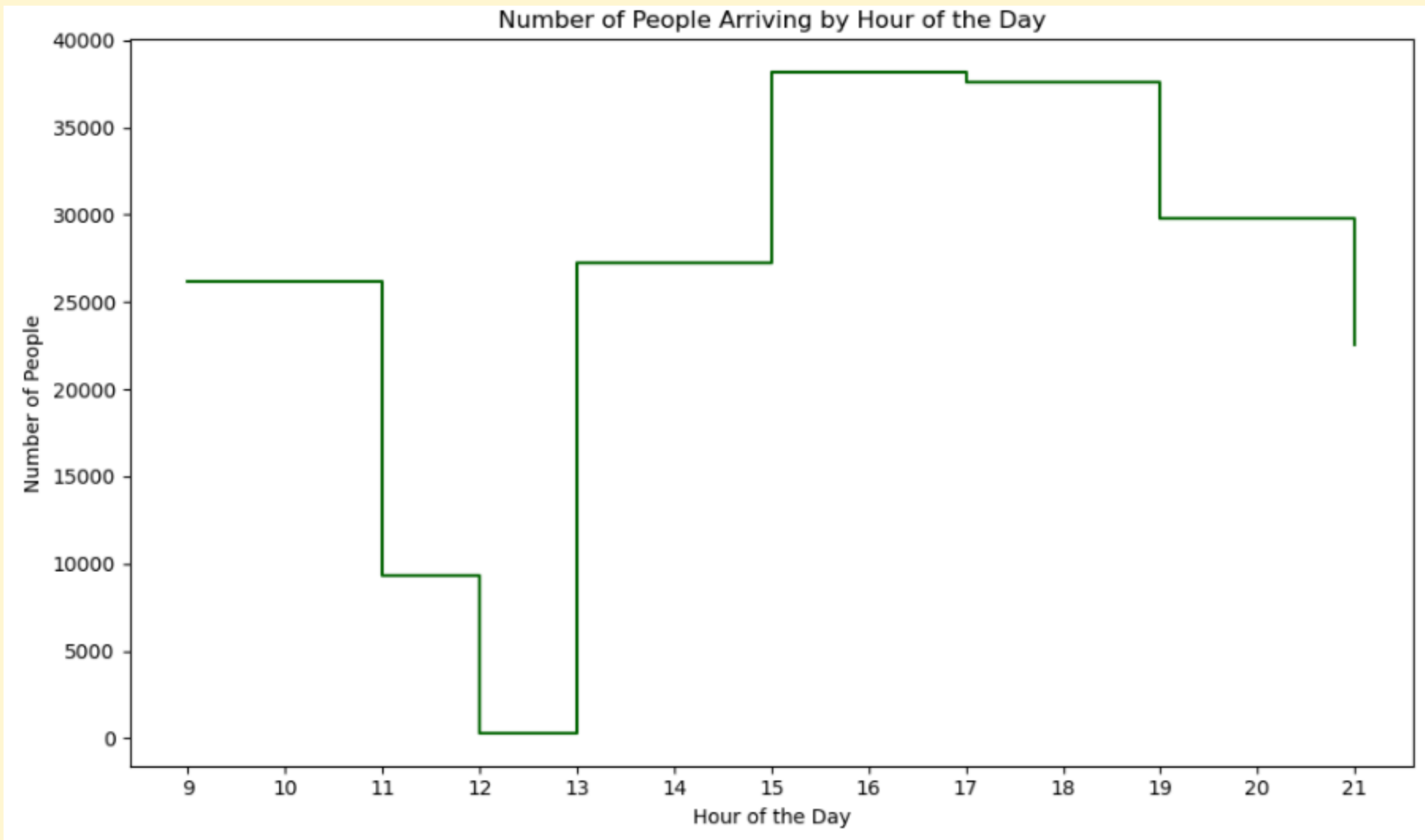
- Busiest Months:

- May
    - June
    - December





# IDENTIFYING OPTIMAL TIME SLOTS CONTINUED



## Key Findings:

- Later in the day the alley is busier (after 3 pm)
- Lowest number of people at 11 am
- Outlier at 12 pm
  - Reservations last 2 hours and 12 pm is not a selectable time

# IDENTIFYING OPTIMAL TIME SLOTS CONTINUED



Best times based on number of people:

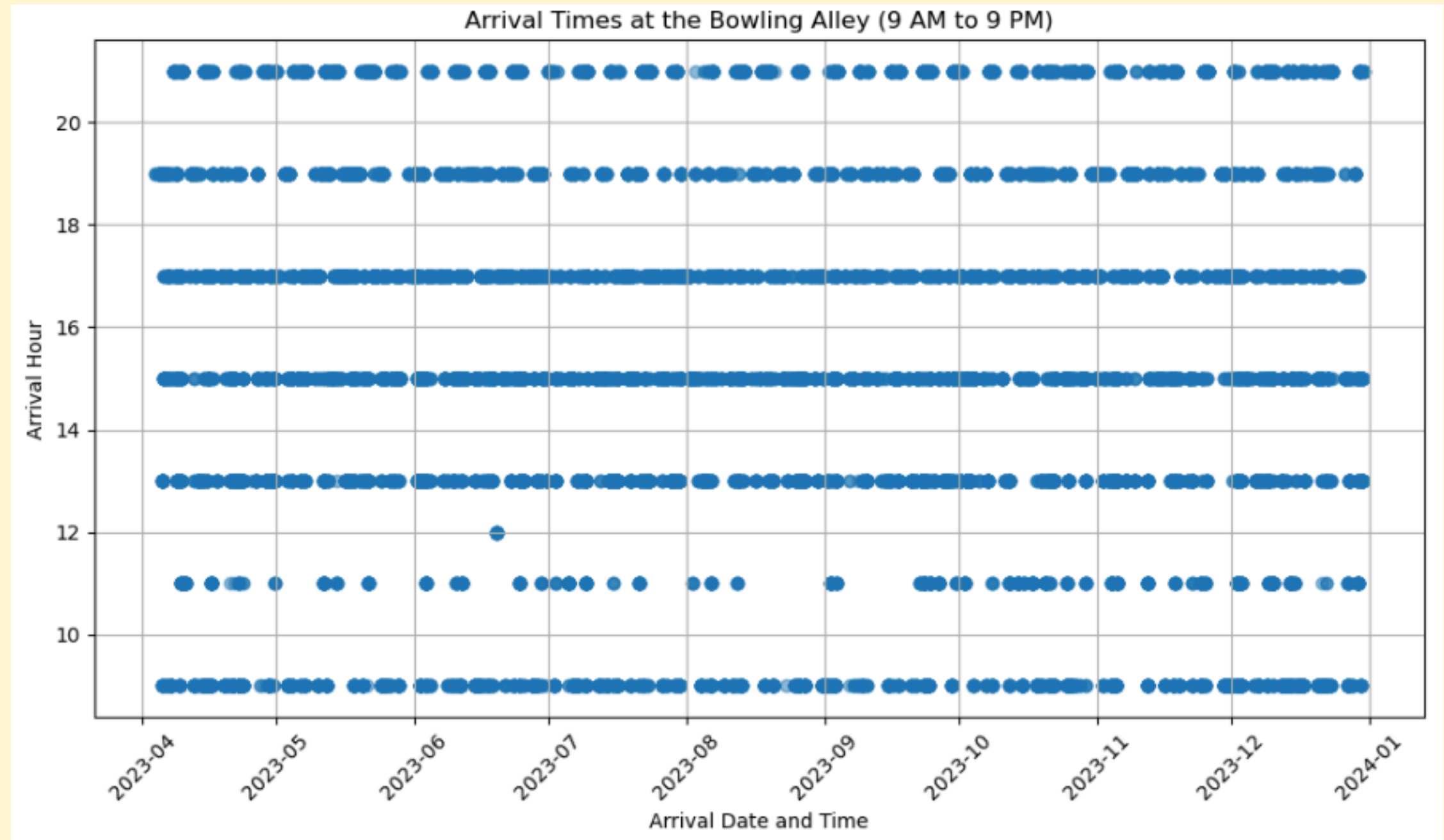
- 1st 11 am
- 2nd 9 pm
- 3rd 9 am

This Visualization shows the previous 12 pm anomalie as a small amount of people at 12:30

# RESERVATION AVAILABILITY

This scatter plot is a great way to visualize potential open reservations per arrival hour

- Many reservations should be available for 11 am
- Some reservations will be available at 9 pm and 9 am



# WHAT DAY WOULD WORK BEST

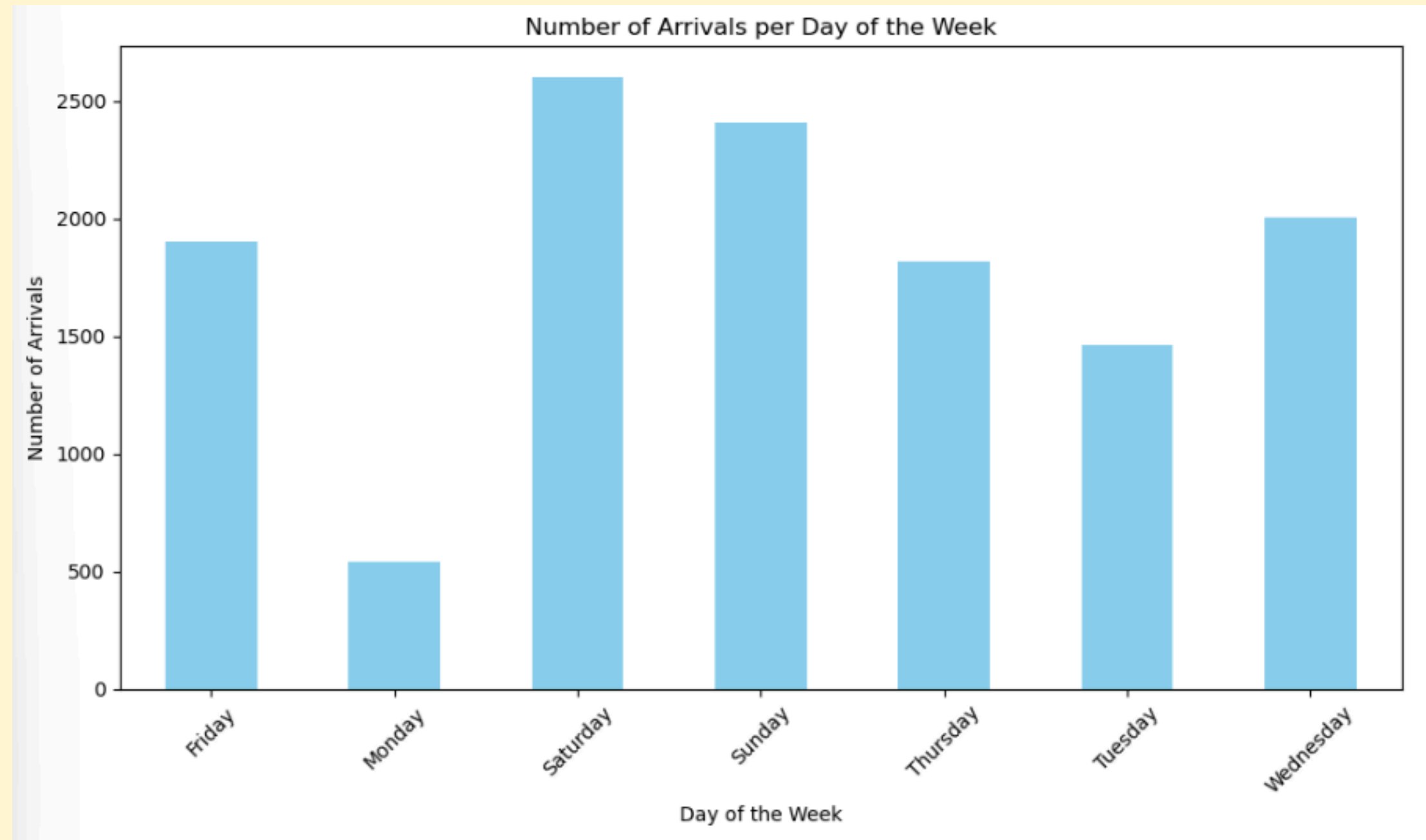


Least busy days of the week

- 1st Monday
- 2nd Tuesday

Most busy days of the week

- 1st Saturday
- 2nd Sunday
- 3rd Wednesday





# WHAT DAY WOULD WORK BEST CONTINUED

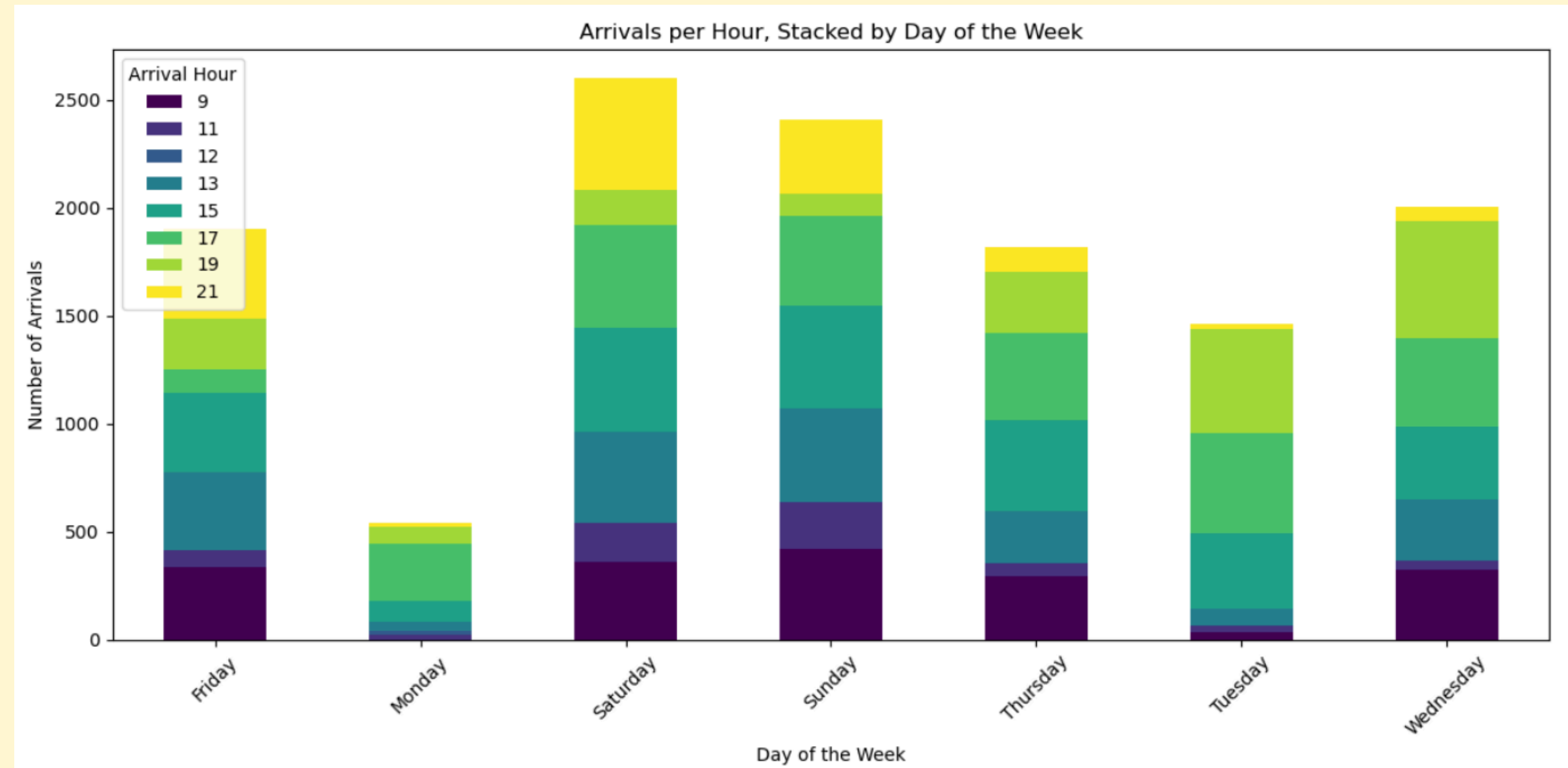


## Best Times for Monday

- 1st 11 am
- 2nd 9 pm
- 3rd 9 am

## Best Times for Tuesday

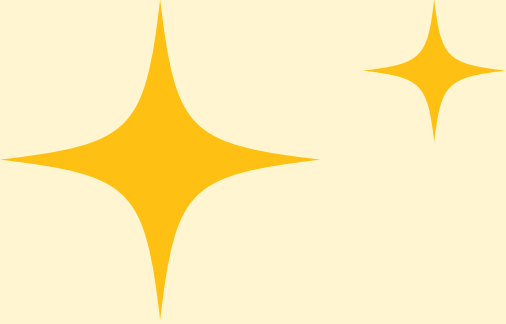
- 1st 9 pm
- 2nd 11 am
- 3rd 9 am



# VENDOR COORDINATION

## Timing is Key

- Time of day for the event will guide vendor selection and menu planning
- Be mindful of the following scenarios
  - Morning Reservations (9am-11am)
    - Good for breakfast or brunch
    - Vendors specializing in pastries, coffees and light breakfast
  - Mid Day Reservations (11am-1pm)
    - Good for lunch options
    - Could include fully catered meals or salads and platters
  - Evening Reservations (9pm-11pm)
    - Good for late dinner or snacks
    - Could include small plates, desserts or finger foods



# CONCLUSION

## Key Insights:

- Monday at 11 am is slowest time for the venue, while April is the slowest month
- Allows minimal overlap with external reservations allowing for a more intimate feel
- A mid day reservation is good for vendor availability will allow for a nice lunch option to add to the event

# RECOMENDATION

## Best Time for Competition:

- Monday August 4th
- 11am - 1pm

## Next Steps

- Approve selected date and time
- Start on vendor outreach to secure catering
- Coordinate with both teams to finalize logistics

## Call to Action:

- Let's align on this time and move forward with planning the 25th annual Bowlathon!



**THANK YOU**

for your time and attention

