

# EVENT MANAGEMENT ANALYSIS

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# Event Performance Dashboard

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YEAR

All

MONTH

All

EVENT FORMAT

Hybrid

In-person

Virtual

EVENT CATEGORY

All

**9964**

TOTAL EVENTS

**537K**

TOTAL REGISTRATIONS

**486K**

TOTAL ATTENDEES

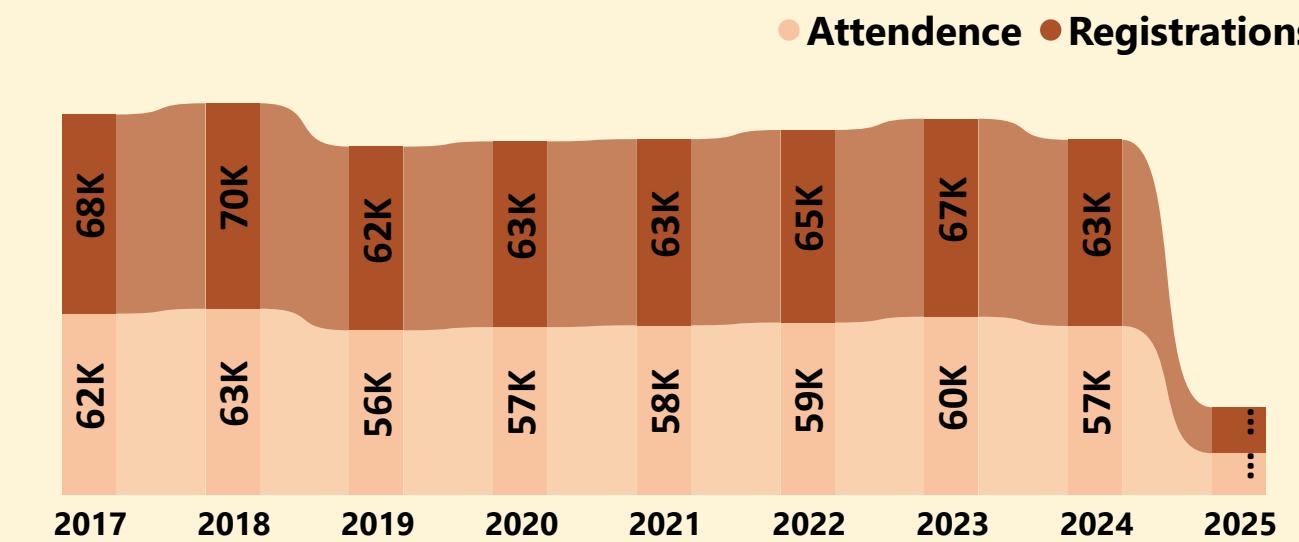
**90.35**

ATTENDENCE RATE

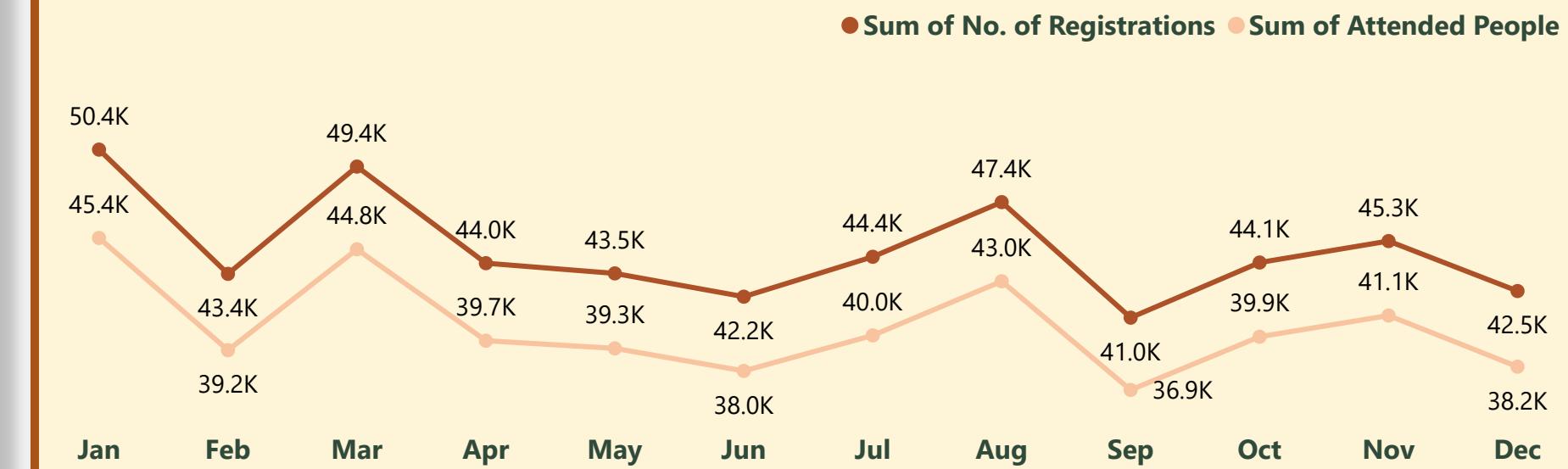
**9.65**

NO SHOW RATE

## Annual Attendees and Registrations



## Registrations Vs Attendance by Month

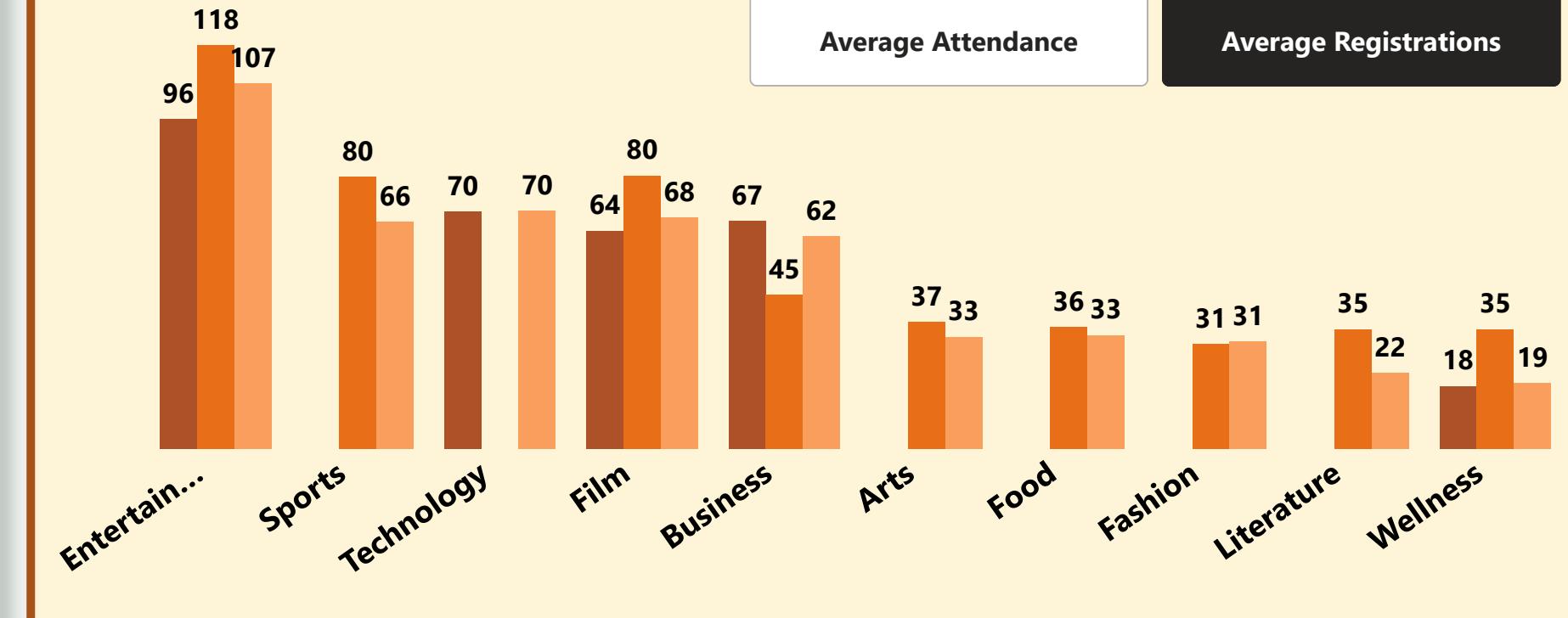


## Selected Metric by Event Format

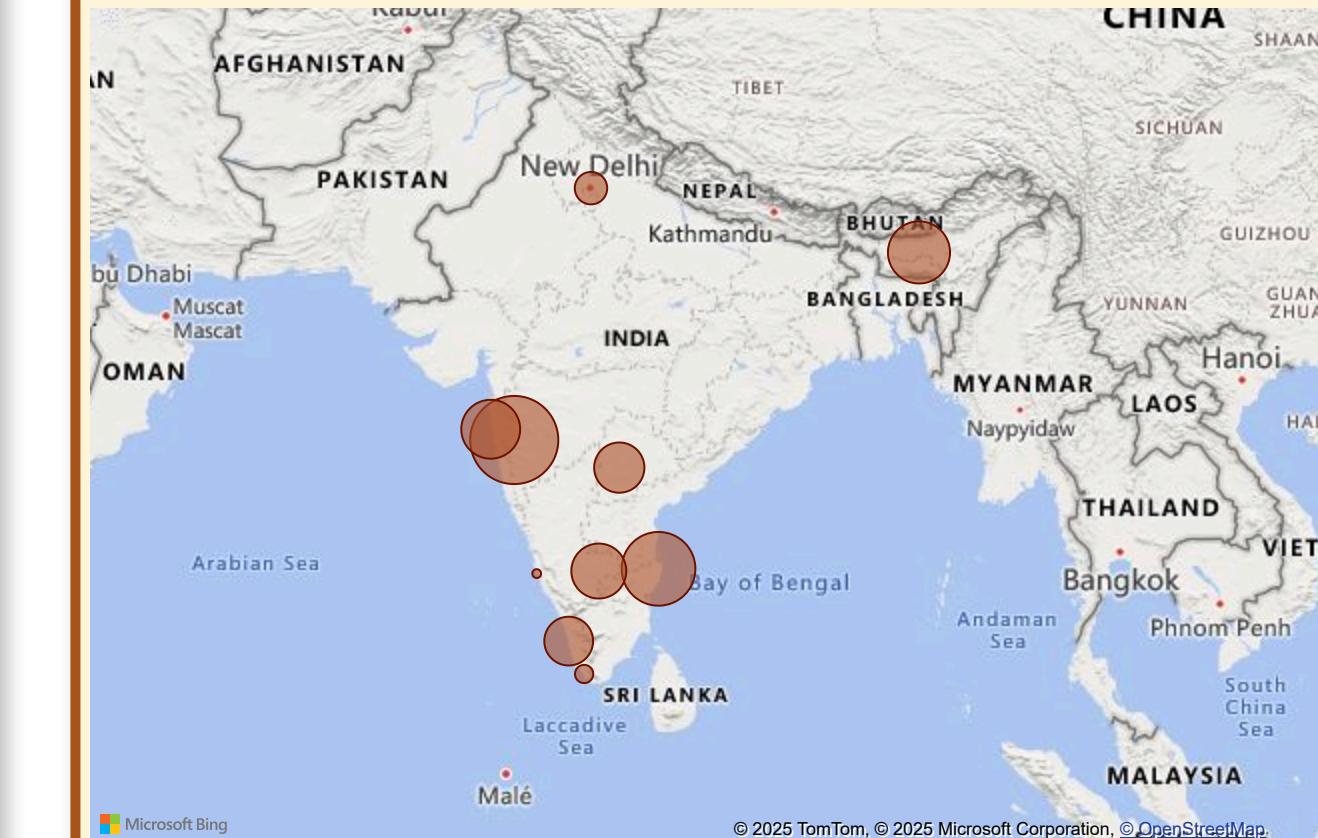
**Hybrid**   **In-person**   **Virtual**

Average Attendance

Average Registrations



## Attendance by City





# Profitability and ROI

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YEAR

All

MONTH

All

EVENT FORMAT

Hybrid

In-person

Virtual

EVENT CATEGORY

All

**53.77**

ROI (%)

**325M**

Total Revenue

**205.85M**

Total Investment

**119M**

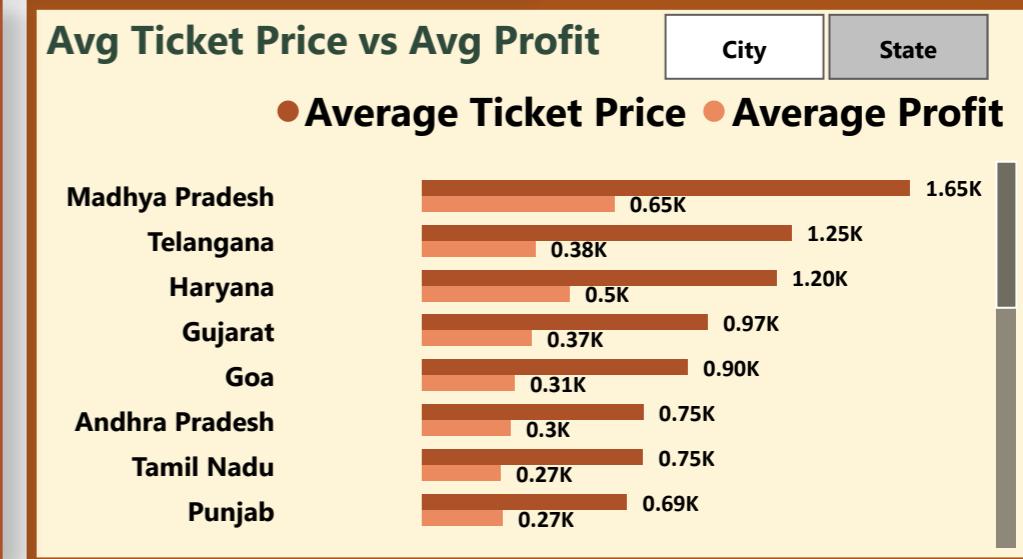
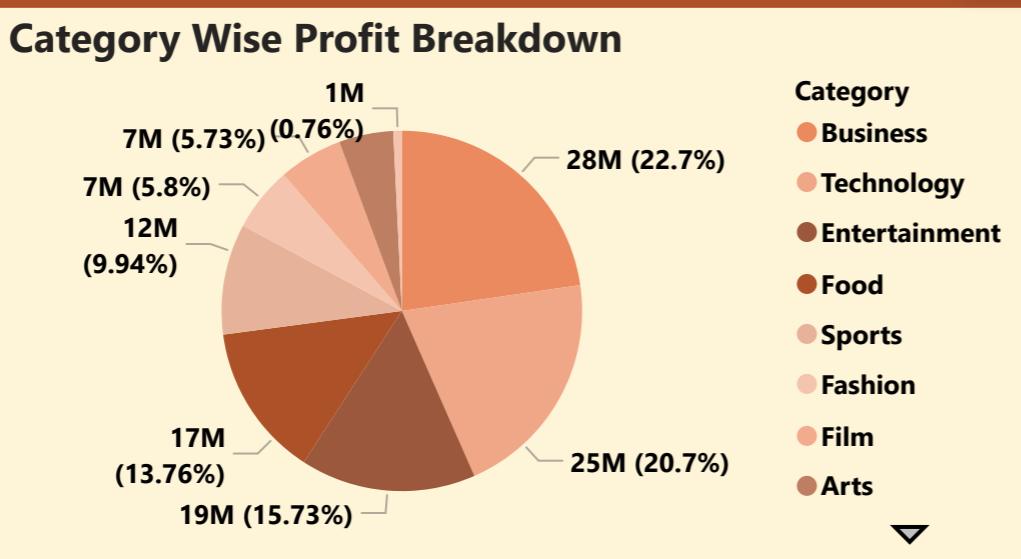
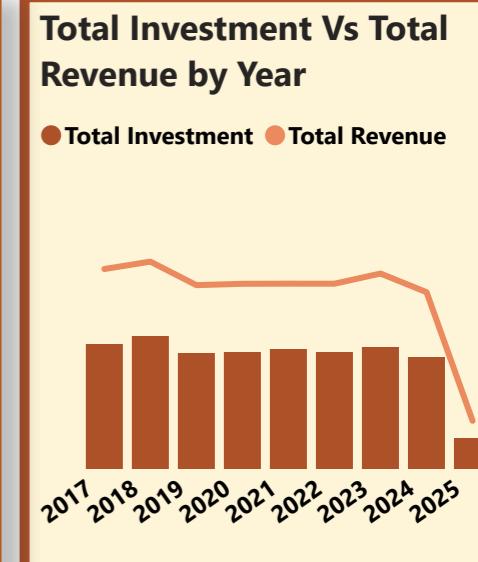
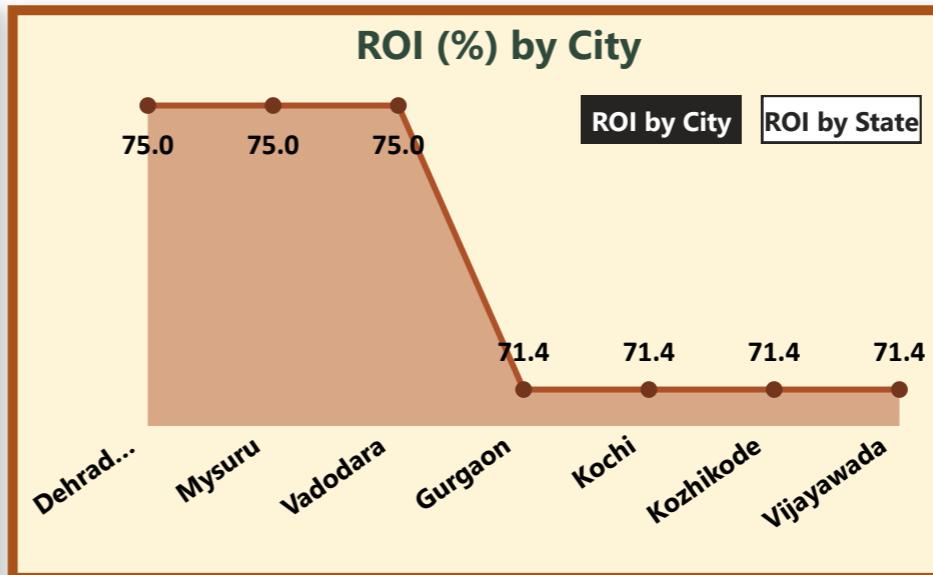
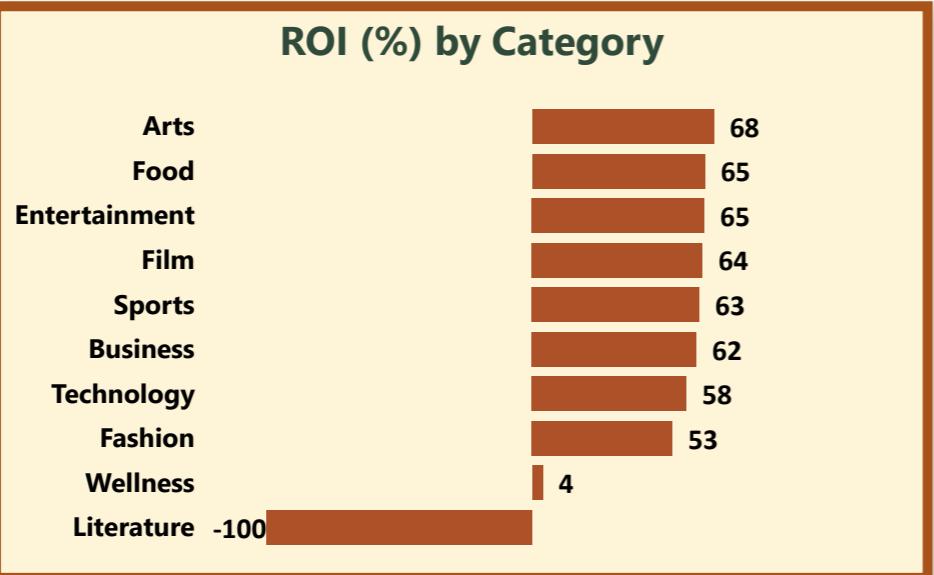
Total Profit

**642.89**

Average ticket price

**245.92**

Average Profit per..





# Engagement ,Experience & Success Factors

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State

All

City

All

Event Name

All

Seating\_Capacity

All

**4.34**

Avg Rating

**325M**

Total Revenue

**10K**

TOTAL EVENTS

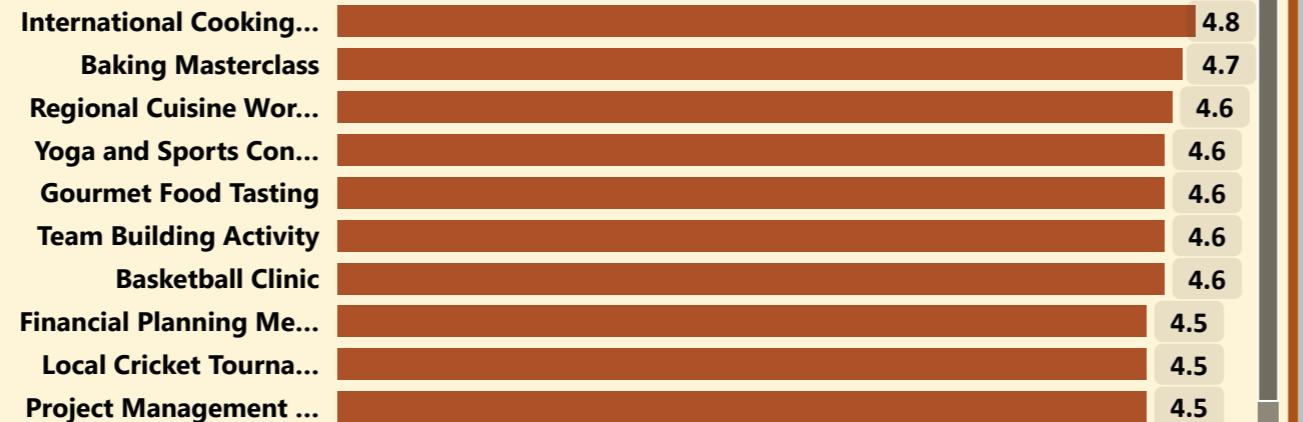
**Chennai,...**

Top City

**Tamil Nadu...**

Top State

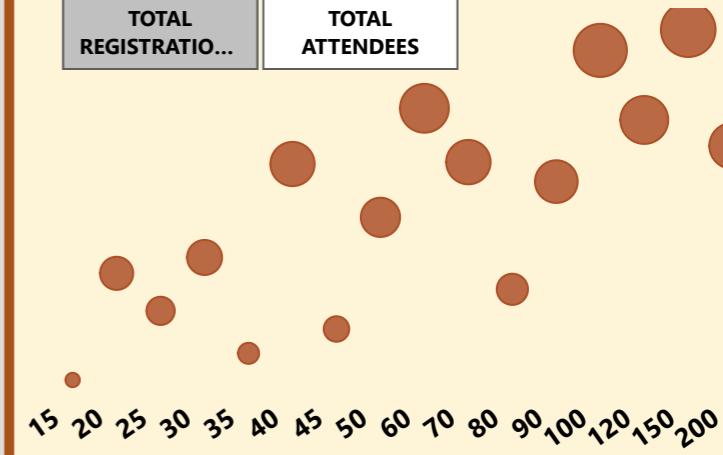
## Top 10 highest rated events



## Selected Category by Seating Capacity

TOTAL REGISTRATIO...

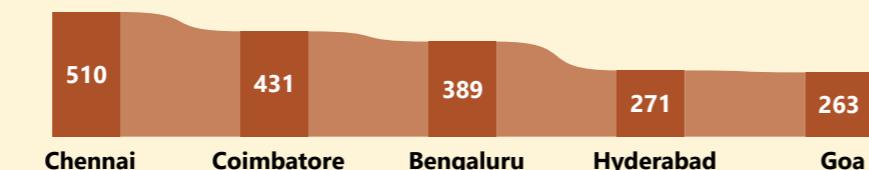
TOTAL ATTENDEES



## Top Event-Hosting States



## Top Event-Hosting Cities



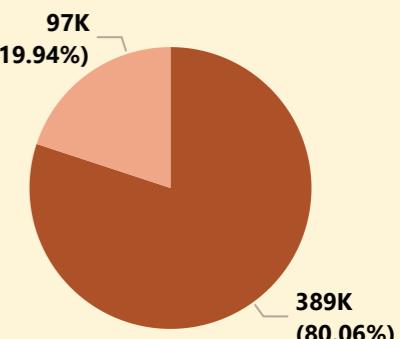
## Top 5 Organizers

AppDevGuild	★★★★★
DigiMarkPro	★★★★★
ProjectFlow	★★★
SoundCanvas	★★
TechSkills	★

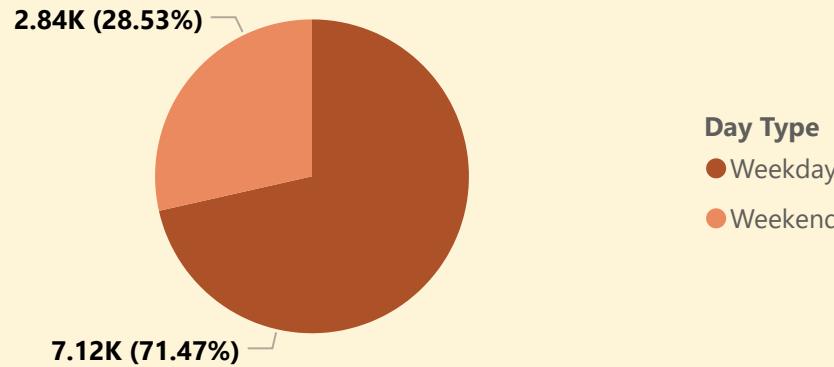
## Total Attendees by Lunch/Snacks Availability

No

Yes



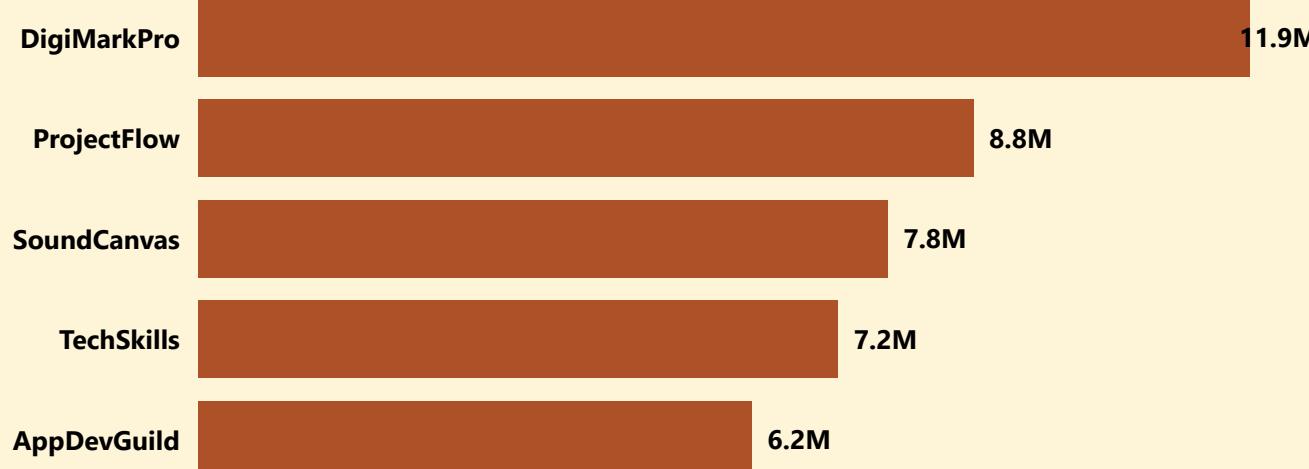
## Event Distribution by Weekend/Weekday



Therefore,  
Prefer Weekdays

Collaborate with high-performing organizers — their proven strategies and profit-driven models can help scale future events efficiently.

## Total Profit by Organizers



## The Winning Equation

- ⏰ Keep events **3–4 hours** – perfect engagement zone.
- 🍴 Offer snacks/lunch – higher ratings guaranteed.
- 💵 Set ticket price ₹300–₹400 – ideal for max attendance.
- 🎫 Choose 100–150 seats – best participation levels.
- 👤 Go for in-person events – for the strongest engagement and 2nd best is hybrid format.
- 💳 Prefer paid events – attract serious attendees.
- 🎭 Focus on Entertainment & Tech – top ratings & turnout.
- 🌐 Host in Metro cities like Bengaluru & Ahmedabad – best ROI and Profit obtained.