

Project Proposal

Name: Biniam Early

Project Name: Concert sentiment

Link to GitHub repository: <https://github.com/Biniamearly/sql-project.git>

Job Description:

I have selected the position of Sr. Business Data Analyst at Live Nation Entertainment. I chose this job because it presents an exciting opportunity to apply my expertise in data analysis and SQL proficiency within the dynamic field of live entertainment. Furthermore, my passion for concerts and music motivates me to pursue success in this domain, as they inspire and invigorate me. This role perfectly aligns with my career aspirations of leveraging data to drive strategic decisions and optimize business performance. The responsibilities outlined in the job description, including data analysis, hypothesis evaluation, and strategic problem-solving, resonate deeply with my professional goals. I am passionate about the intersection of data analytics and entertainment, making this role at Live Nation Entertainment particularly appealing to me. The opportunity to work with vast datasets from multiple international sources and contribute to enhancing the live music experience excites me tremendously.

Problem:

I aim to address the challenge of how concerts and events are assessed and rated by people, as well as the accessibility of this information. This challenge is integral to my role, demanding advanced SQL proficiency and the capacity to synthesize extensive datasets to steer strategic business decisions. As a Senior Business Data Analyst at Live Nation Entertainment, rectifying data disparities and enhancing data frameworks are imperative for furnishing precise insights to stakeholders and propelling business expansion. Live nation's parent company ticketmaster provides a robust API to handle the overview of concerts and events. In conjunction I will use web scraping of social media websites to determine the response to certain events.

Data Sources:

- API Data: I will collect customer engagement data from ticketmaster API <https://developer.ticketmaster.com/products-and-docs/apis/discovery-api/v2/> . This will include information such as event and venue details.
- Web Scraping: I will scrape social media platforms for audience sentiment data related to live music events and artists represented by Live Nation Entertainment.

Relevance of the data sources to the job and problem:

Both data sources are critical for understanding customer behavior and optimizing marketing efforts within the live entertainment industry. Analyzing these datasets will provide valuable insights into audience preferences, trends, and sentiment.

Solution:

To solve the problem, I will employ python to pull from ticketmaster api and create a relevant dataframe. Using this data frame I will append reviews from social media by event creating a database with relevant events with their respective reviews.

- SQL Queries: I will use SQL queries to aggregate, filter, and join data, focusing on identifying and reconciling discrepancies to ensure data accuracy and integrity.
- Visualizations: Utilizing Tableau, I will create interactive dashboards and visualizations to illustrate event sentiment in centralized locations.