Events-mostly time of sign up

Some like league beforehand

On facebook

How much each type of event uses other products like pop and food

What products are selling around those events-computer time, etc.

Concession sales by customer activity-don’t directly know this now-correlation

Survey customers—do we have insight on this?

CHANGES HAPPENED 1ST OF THE YEAR UNLESS OTHERWISE SPECIFIED:

* Pokemon changed from noon to 4 about a month ago-Sunday
* Modern Monday used to be 6 on Thursdays
* Yu gi oh used to be Saturdays and Tuesdays, changed to just Thursday
* Friday night magic was one at 3:30 and one at 7 and sometimes at 10-changed to 6, went from $9 to $10
* Added chaos draft on Saturdays
* Force of will tournament on Saturdays came in October

Want to know what’s going on with console games

* How long, what they’re playing, etc. ---survey this?

Could look at power usage

Data = Items by month and category by day

Insight into better targeting communities of games- when to host these events- for what communities-event targeting

Insight into focusing products in the store- ex: what about the computers vs revenue-concession sales on these-is it worth keeping these? What to emphasize more or less of

Create events to get more people to the computers? Like league

Sales based on other tournaments(national/state)-different formats of magic-could explain sales spikes-could apply to any type of game

Expectations:

* Report
* Consulting for surveys
* Follow up research for data holes-what info to collect
* Excel, google sheets, maple, matlab, pandas!!!, pyscripts, could use any format