



Edinburgh Festival Fringe

Group 19

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- CHALLENGE -



Introduction

- The Fringe is an open access arts festival, which means that anyone who has a story to tell and a venue to perform in can put on a show here.
- For three weeks in August the Edinburgh Festival Fringe opens the doors, streets and alleyways of an entire city to an explosion of creative energy from around the globe.

- CHALLENGE -

Motivation



The project aims to analyze the factors behind the success and marginalization of activities in the Fringe Festival.

Audience

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- Academics in Cultural and Creative Industries.
 - Fringe staff
 - The public and cultural workers, via media reports in newspapers, blog posts, etc

Data

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- We access the Edinburgh Festivals Listings API.
 - We focus on data from the Edinburgh Fringe Festival from 2012 to 2019.

- DATA ANALYSIS -

Data Format

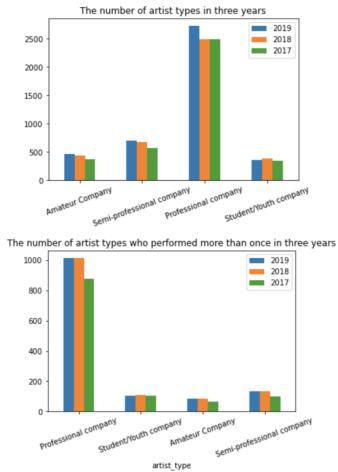
- The API returns JSON data, there are over 3000 results in each year.
- Each result means an activity in the Fringe.
- There are 34 keys in each result, most of the keys have meaningful value. Their data types are mostly string, boolean, and number. Some keys have nested lists or dictionary structures.

Analysis Methods

- We use Python for data analysis. We start with the characteristics of the activities, and had a preliminary understanding of the data set. We respectively analyzed artist type, activity's discount, activity genres and so on.
- Then we further analyze the activities from different countries, activities that provide accessible services, activities that give different age categories, and the warnings provided by activities.
- We focused on in-depth research on accessible services and age categories, and we separately combined these two factors with other meaningful information in the data.

- DATA ANALYSIS -

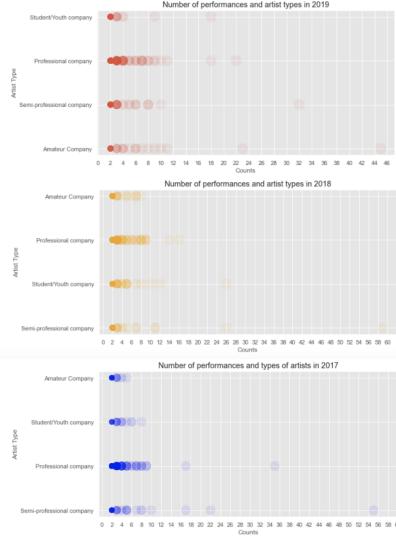
- Artist type



There are four types of companies holding these activities, i.e. professional, semi-professional, amateur, and student/youth companies.

In the past three years, professional companies held a large proportion of activities. Apart from student/youth companies, the activities held by the other three types of companies are higher year by year. At the same time, most of the artists who bring more activities within one year also came from professional companies.

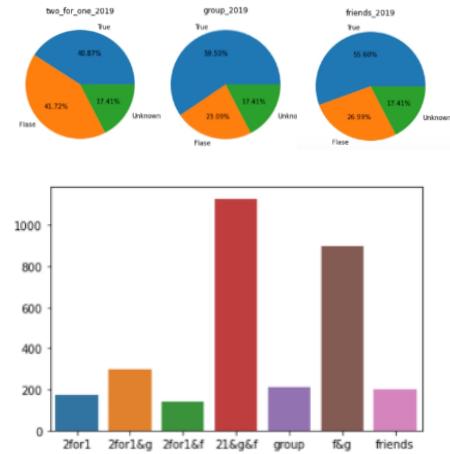
- Number of performance & Artist type



According to the color of the dots:

- Artists who perform in 2 activities may come from four types of companies.
- Artists who perform in more than 3 activities are more likely to come from professional companies.

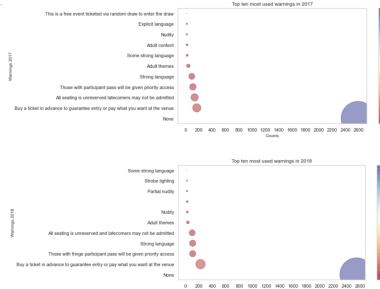
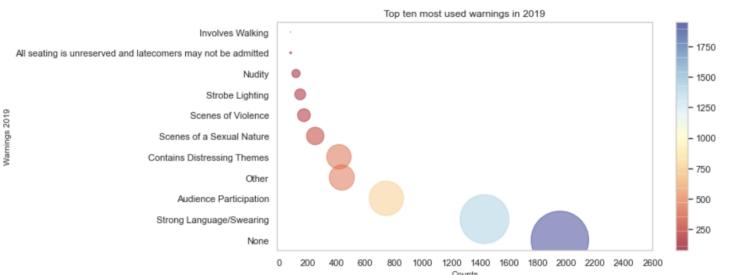
- Discounts



According to the discount situation in 2019, it can be seen that the combination of discounts appears more frequently and more popular than a single discount. We believe that the combination of discounts can bring different groups of people to participate in the Fringe Festival.

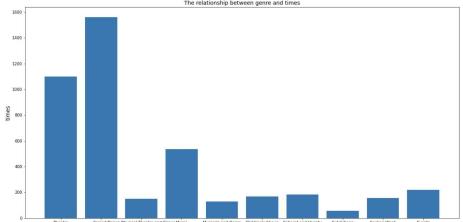
- DATA ANALYSIS -

• Warnings



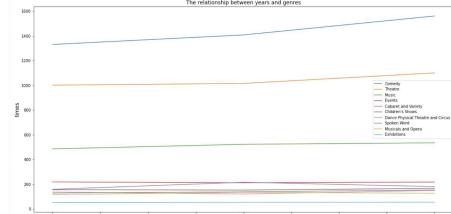
Statistics show that most activities do not give specific warnings. Most of the warnings in 2017-2018 are about ticket sales, admission, and seating arrangements. However, in 2019, such warnings have decreased. We think this may be related to the requirements of the local government or venues, and the organizers need to strictly comply with the requirements set by the government and venue managers.

• Genres



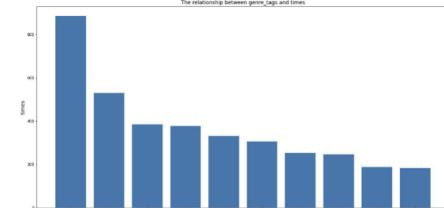
We counted the various genres, and we can see that "Theatre" and "Comedy" are the most common genres of activities in the Fringe Festival.

• Number of performance & Genres



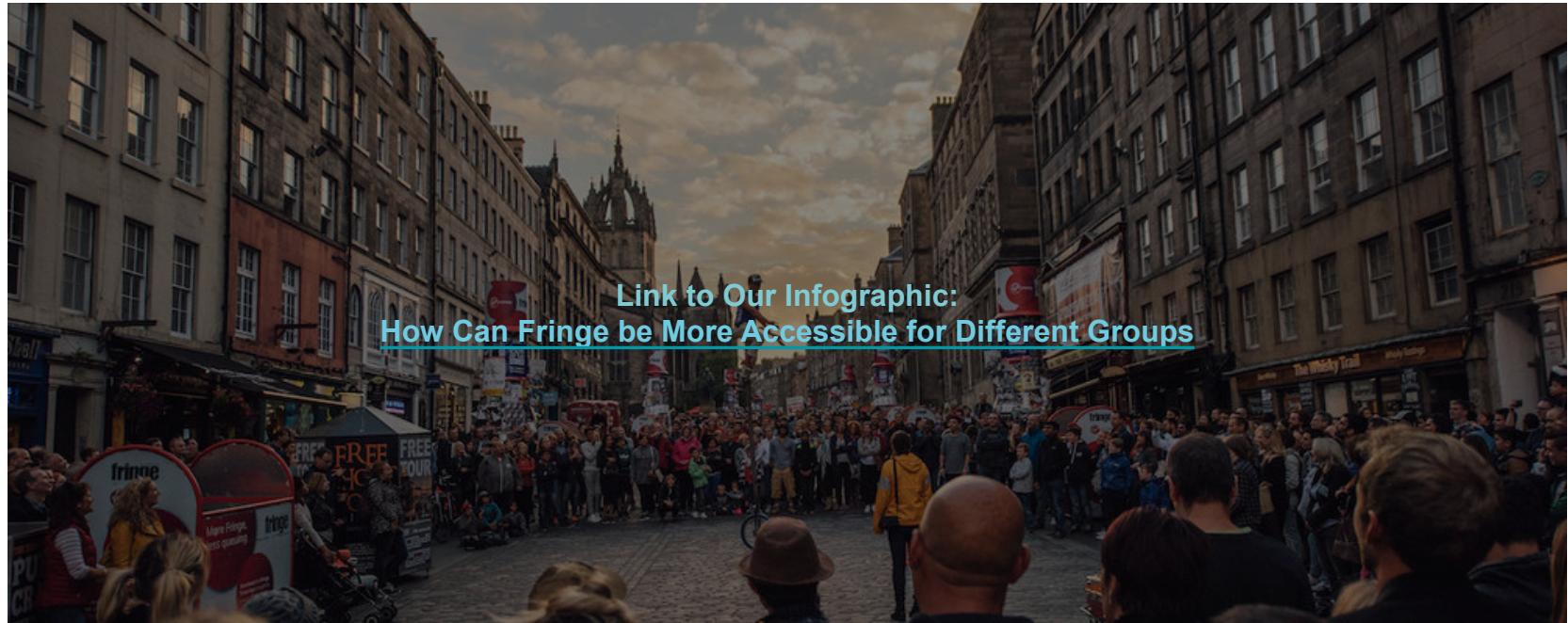
We combined 3 years' activity genres number to analyze the trend of the number of activities held in different genres. We find that the growth trends of "Comedy" and "Theatre" are obvious, which may suggest that these two genres are more popular.

• Tags



This bar chart shows the top ten gene tags. According to our analysis, these tags may be used for activity promotion. The top ten tags are probably the most frequently used and easily searched tags by activity organizers.

- INFOGRAPHIC LINK -



- ANYTHING ELSE -

Missing work

As the factors affecting the success of the activities are complex, it's hard to draw an objective and accurate conclusion about who is the most successful.

For example, although we can use the available data to analyze that comedy is the most frequently held activity type, it may be due to its low cost. In addition, the size of the venue and the duration of the event are also factors affecting the judgment.

Rationale for design choices

After the analysis and discussion with our data holder, we change the direction to how can Fringe be more accessible for different groups, with the help of data that can affect the success or marginalization.

In the original plan, we planned to build an interactive website, but we found that using online infographic can also convey our stories well. More importantly, our infographic can be easily shared on various social platforms, which can help us spread our stories to more people.



The background features four large, semi-transparent circles with a blurred gradient effect. One circle is located in the upper left, another in the lower left, a third in the upper right, and a fourth in the lower right. The colors transition from light blue at the edges to dark purple and magenta in the centers.

Thank You!
Q & A