SQL Presentation - Entertainment

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Presentation overview

- Our Analysis
- Our Visualizations
- AI Analysis
- AI Visualization
- Comparative Analysis
- Individual Contributions

Agent Performance Analysis

Matrix:

- **Total Net Revenue by Agent**
- **Average Net Revenue per Contract**
- **ROI: Revenue Generated per Dollar of Commission**

What We Found:

- Carol Viescas: drives the highest total net revenue because she signs the most contracts
- John Kennedy: leads in deal quality with the highest net revenue per contract, showing strong pricing and negotiation skills
- Caleb: the most efficient overall. He ranks near the top in both per-contract value and ROI
- Maria and Karen: underperform across all three metrics and need targeted support.

Recommendations:

- Continue to route strong opportunities to Carol and John
- Expand opportunities for Caleb
- Provide pricing and negotiation coaching for Maria and Karen.

Entertainers Revenue Analysis

A small group of entertainers drive most of the company's **reach, loyalty, and revenue**, while underpricing and portfolio imbalance limit overall profitability.

1. Customer Reach (Diversity)
2. Customer Loyalty (Repeat Bookings ≥ 2)
3. Profitability (Avg Revenue per Engagement)

Recommendations:

- Double down on top performers (marketing, pricing, priority access)
- Increase prices for high-volume entertainers with low revenue (Carol Peacock Trio)
- Protect premium niche acts (Coldwater Cattle Company)
- Intervene or phase out consistently weak performers
- Rebalance talent portfolio toward high-performing styles (60's Music, Country, Standards)

Revenue & Customer Preferences by Musical Style

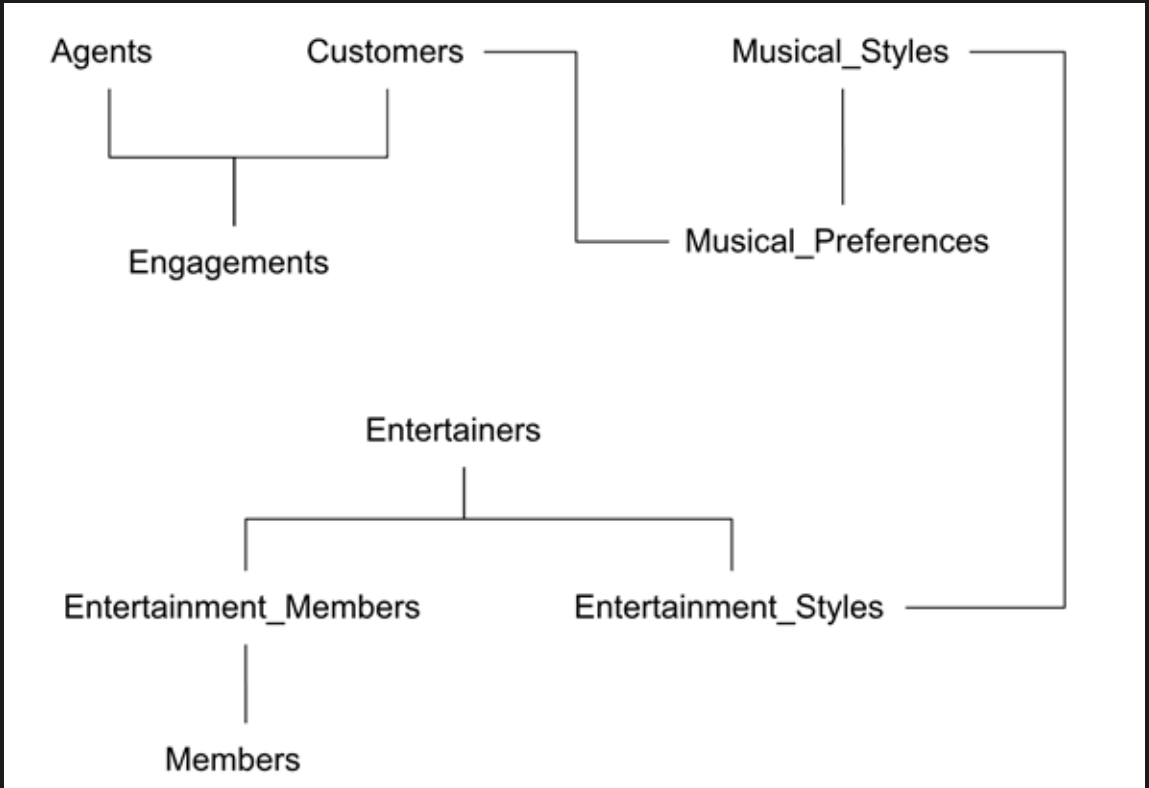
Key Insights:

- High-value customers demonstrate broad and diverse musical tastes
- Spending differences are driven by entertainer pricing, not booking frequency
- Several styles show strong revenue per entertainer (60's Music, Country), while others underperform despite similar talent counts

Recommendations:

- Expand talent in high-ROI styles such as 60's Music and Country
- Reassess low-demand styles (Classical, Folk, Chamber Music) through pricing review, marketing repositioning, or selective downsizing
- Implement a premium pricing strategy for high-value clients, who tend to choose high-priced entertainers rather than more events

Flow Chart Diagram



AI Analysis

Data Quality: Some records (e.g., test agents, extreme revenues) may require cleaning.

Contract Pricing: Right-skewed distribution; most bookings fall between **$500–$1,500**.

Genre Demand vs. Supply: High demand for **Contemporary** and **Jazz**, but limited entertainer coverage.

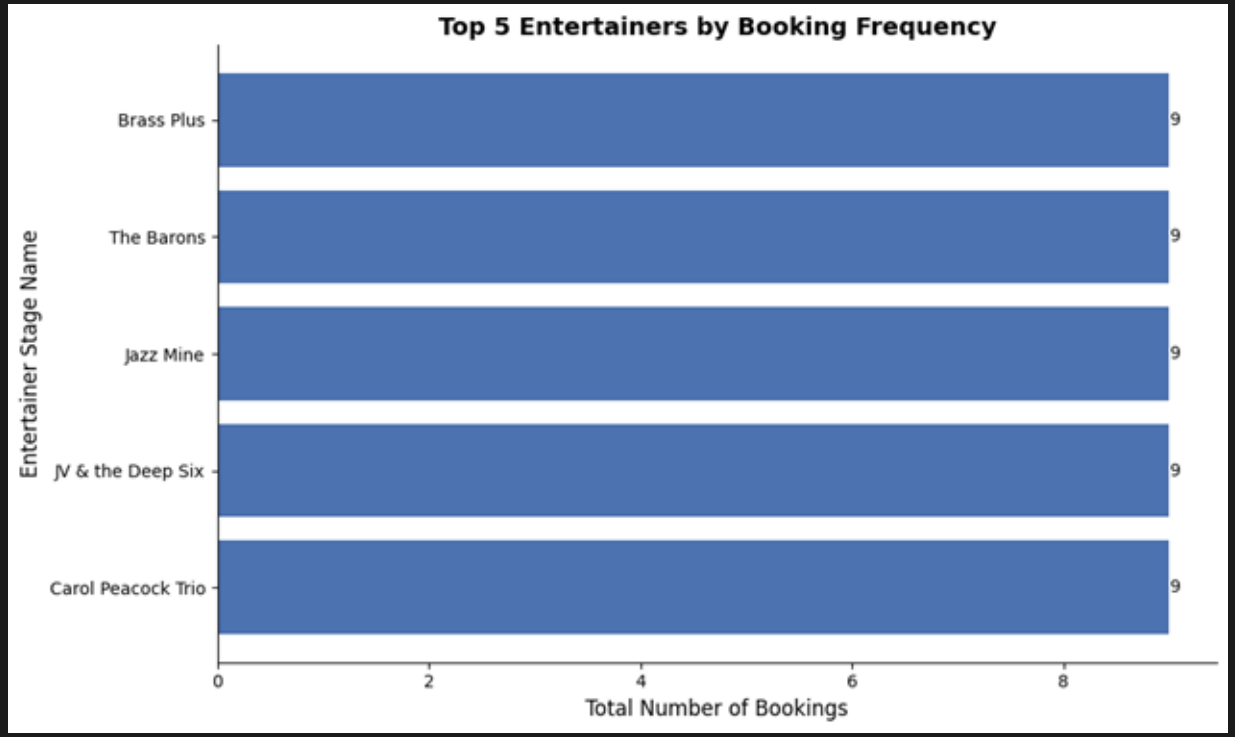
Top Performer: Country Feeling accounts for **11%** of all engagements.

Agent Performance: William Thompson leads with **$18,485** in revenue; performance varies across agents.

Market Gap: Contemporary is highly requested but only two entertainers offer it.

Price Distribution: Median price (**$1,130**) is more representative; most bookings fall under **$1,000**.

AI Visualizations



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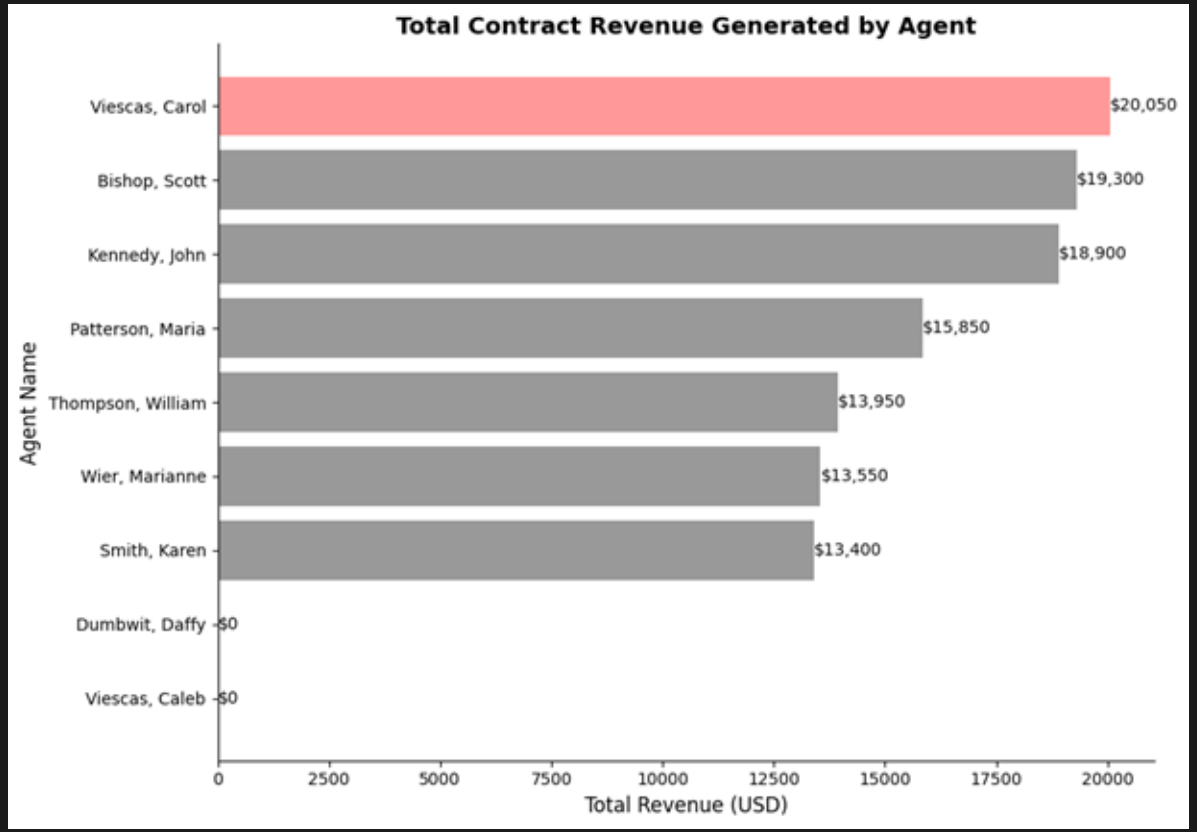

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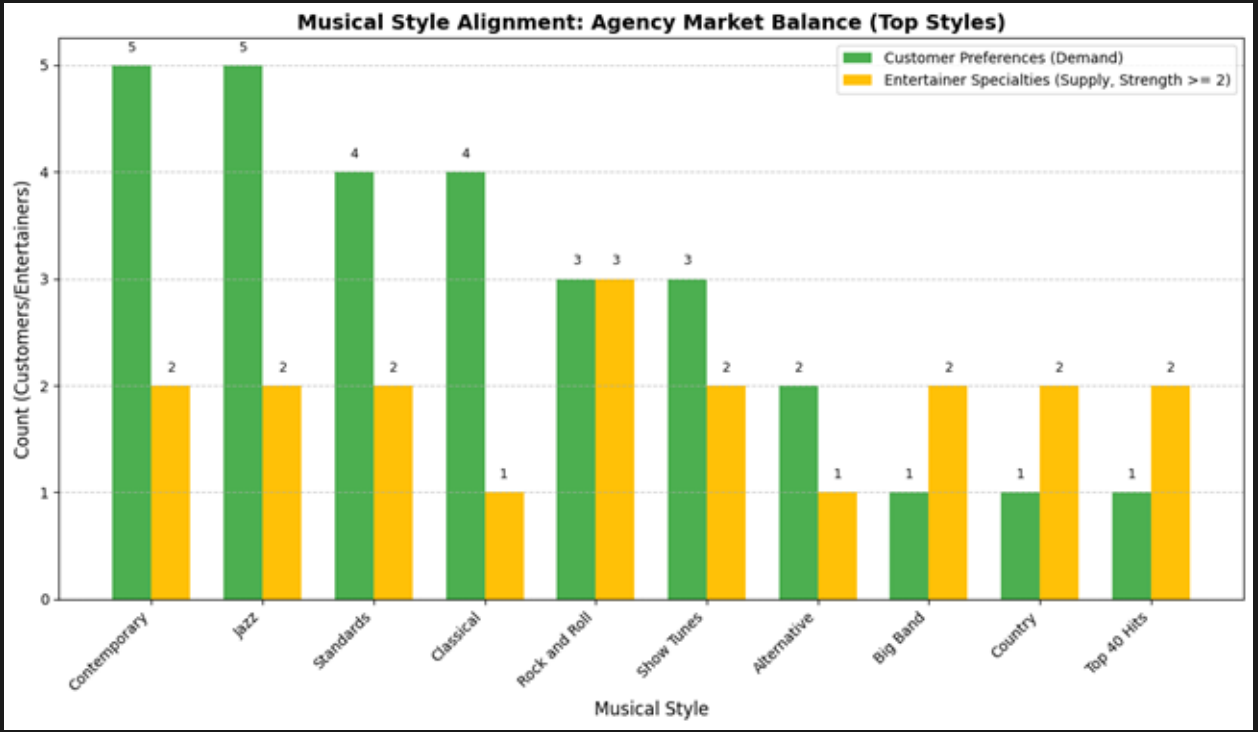

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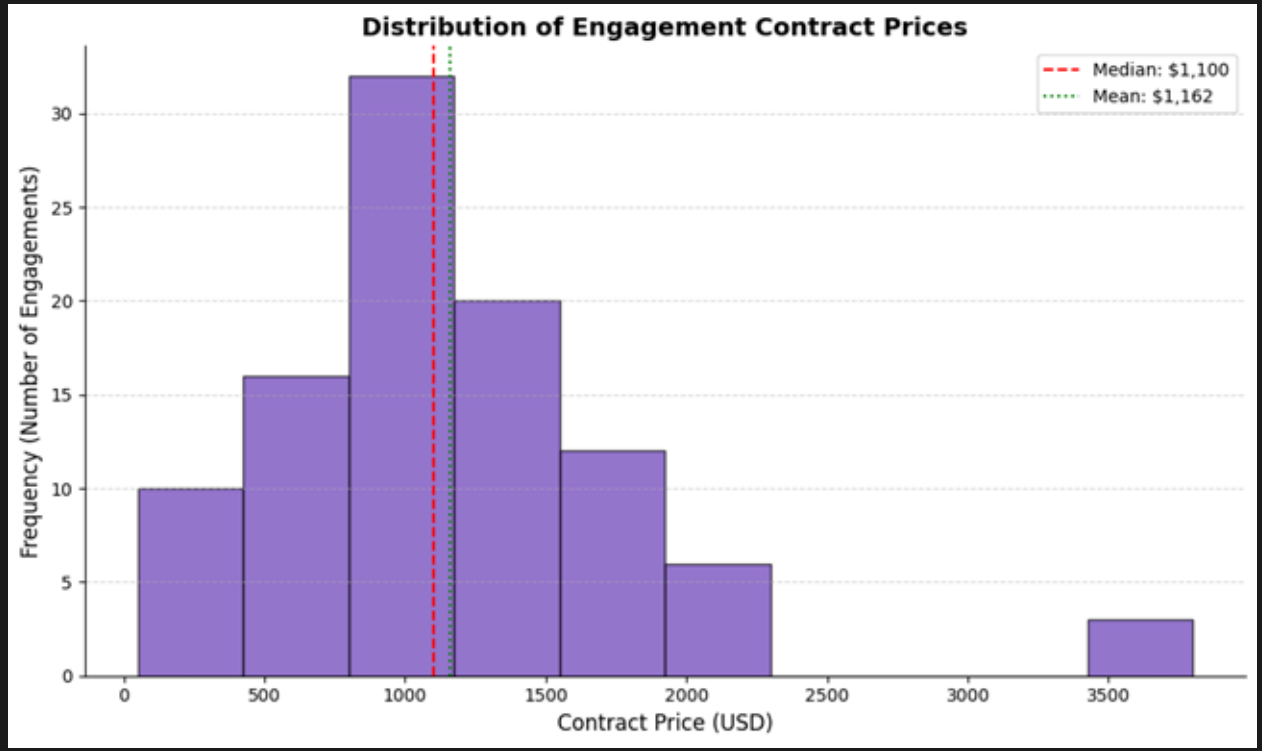

Comparative Analysis - Team

Strengths (3):

- Strong, detailed SQL analysis with accurate data cleaning
- Deep business insights on entertainers, customers, and agents
- Multi-metric agent evaluation (net revenue, ROI, revenue per contract)

Weaknesses (2):

- Visualizations were limited compared to Python
- Analysis required more time and manual effort

Comparative Analysis - AI

Strengths (3):

- Fast and automated EDA with strong Python visualizations
- Quickly surfaced major trends and high-level insights
- Generated reusable SQL and Python code

Weaknesses (2):

- Analysis was more surface-level and missed deeper context
- Didn’t detect data issues or anomalies that the team identified

Individual Contributions

Alizeh Sultan

- Completed phase 2 of Individual report (missing values, inconsistencies)
- Complete AI report with python code
- AI Analysis for Slides

Yutong Gao

- Completed phase 2 data cleaning (missing values,inconsistencies, duplicates)
- Completed the AI analysis slide based on AI EDA analysis

Maria Chen

- Completed phase 3 (Exploratory Analysis & Insight Generation)
- Complete phase 4 (Synthesis & Recommendati

Xiaoyu Ma

- Completed phase 3 (Exploratory Analysis & Insight Generation)
- Complete phase 4 (Synthesis & Recommendations)

Chia-Chun Hung

- Completed phase 3 (Exploratory Analysis & Insight Generation)
- Complete phase 4 (Synthesis & Recommendatio

Shao-Chueh Liu

- Performed data validation and integrity checks, wrote SQL queries to identify missing or inconsistent records.

Jiajun Ma

- Think about how each target audience or segment relates to your product or service, why they need it, and how they'll use it.

Joshua Zhang

- Flow chart diagram
- Data dictionary table
- Individual report Phase 1

Thank you