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MIS 505

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Module 4 Assignment 2 – Trick or Treating Write-Up

July 26th, 2020

For this assignment, I used a variety of charts to analyze the patterns of Trick-or-Treaters. I started with an overall calculation of the cumulative visitors between 2008-2019. A year-by-year analysis revealed fluctuations of total visitors, possibly related to the day of the week October 31st fell on each year. I found that days early in the week (Sunday-Tuesday) were more likely to have a higher count of visitors. Drilling-down with an hour-by-hour analysis showed a rise and fall in visitors from 6:00-8:15. Using a line graph to show the total number of visitors by year, I created a forecast for 2020. I also created a heat map to show the maximum number of visitors by weekday and time slot.

My forecast for the 2020 year is to have 657 visitors, give or take 50. This forecast is based on the fluctuation of visitors from 2008-2019, rebounding from the latest trough. Of course, I am basing this forecast solely on the data provided, and notwithstanding the Covid-19 pandemic that is likely to make 2020 an outlier. Trick or treaters are most likely to begin arriving close to 6:30 before peaking in the 7:00 hour. Based on prior years, this household should be prepared to serve as many as 200 visitors in a 30-minute timespan. Since October 31st, 2020 falls on a Saturday, visitors should not exceed 200 per 30-minute block.