

Red Rocks Amphitheatre Data exploration

Film on the Rocks is a summer movie series held at the world-renowned Red Rocks Amphitheatre, which is situated on a hillside in the Rocky Mountains, fifteen miles west of Denver, Colorado. The film series features classic films, along with pre-show entertainment including bands and comedians. What makes Red Rocks an internationally-famous concert stage are the sweeping views of Denver, outstanding acoustics, and the cool, dry Colorado summers. The series is jointly promoted by the Denver Film Society (DFS) and the City and County of Denver's Division of Theatres and Arenas (DT&A). It is marketed through various outlets, including newspapers, radio, and the Red Rocks and Denver Film Society websites. Film on the Rocks patrons also benefit from corporate sponsorship. Corporations donate funds in return for on-site posters and banners at Red Rocks and recognition in pre-show marketing materials. This helps keep ticket prices low.

While the Red Rocks Amphitheatre provides a cinematic experience unlike any other venue, there are trade-offs. Red Rocks is a farther commute for most people than the local movie theater or movie rental store. Getting to the amphitheatre from the parking lot involves an uphill walk, which can be challenging. Additionally, as an outdoor venue, the viewing experience is dependent on the weather.

Patron satisfaction with Red Rocks as the venue for the film series is critical to its success. The series promoters would like to increase attendance, but they are unsure how to do this. To achieve this, they recognize the need for a better understanding of the customer base and the current level of satisfaction. Knowing the demographics of those who attend the film series will help attract and expand corporate sponsorship. Furthermore, understanding which media outlets are most effective will provide information about how best to target future marketing campaigns.

To address these concerns, the promoters conducted surveys during a recent Film on the Rocks season. Questionnaires were handed out at the entrance, and volunteers walked through the crowd to remind people about the free soft drink given to those who returned the survey.

Business Problem:

The surveys aim to address the following questions:

What is the overall level of customer satisfaction?

What factors are linked to satisfaction?

What is the demographic profile of Film on the Rocks patrons?

In which media outlet(s) should the film series be advertised?

Data Available:

Data provided by the Denver Film Society consists of the following dataset:

Films.csv

The dataset contains 330 surveys collected during three Film on the Rocks movies: "Ferris Bueller's Day Off," "Old School," and "Willy Wonka and the Chocolate Factory." The variables in the dataset include:

Gender: The patron's gender (1 = male; 2 = female).

Marital Status: The patron's marital status (1 = married; 2 = single).

Age: The patron's age in years (1 = 1-12; 2 = 13-30; 3 = 31-60; 4 = 60+).

Income: The patron's annual household income (1 = Less than \$50,000; 2 = \$50,000-\$100,000; 3 = \$100,000+).

Hear About: The patron's response to the question, "How did you hear about Film on the Rocks?" Respondents could check any of the following that applied (1 = television; 2 = newspaper; 3 = radio; 4 = website; 5 = word of mouth).

The survey also contained four Likert-scaled questions about satisfaction, with each of the following questions coded: 1 = Excellent; 2 = Good; 3 = Average/Fair; 4 = Poor; 5 = Very Poor.

Signage: How was the signage directing you to Red Rocks?

Parking: How was the venue's parking?

Clean: How was the cleanliness of the venue?

Overall: How was your overall customer service experience?