**LA Clippers Data Analytics Intern Data Challenge**

**With the opening of Intuit Dome this summer, the LA Clippers hope to become the gold standard for sports entertainment and fan experience. By utilizing an unprecedented amount of technology in our new arena, our data team will be able to perform more detailed analysis on customer-related information and fan behavior than ever before. As we continue to expand our reach, we are utilizing a variety of dynamic data streams, such as an in-house fan app, social media channels, streaming services, website traffic, retail purchases, and ticketing/attendance data.**

**In our new home, we utilize cutting-edge frictionless checkout technology across the arena, including at merchandise stores/kiosks and food & beverage stores. For this project, you will be provided with a sample of food & beverage sales data. This dataset should be used to facilitate detailed analysis of sales performance and customer behavior. Please refer to the dataset Excel file for the data dictionary.**

**For Deliverables, please provide the following:**

**Deliverable 1: Word Document** answering the following questions with SQL query and result (when submitting SQL queries, either paste the queries directly in your word document or upload your original script file):

1. **[SQL]** What is the average spending for a group of 2 people?
2. **[SQL]** What was the highest amount of Food purchased in a day and what was the date (please report on ArrivalDatetime in PDT)?
3. **[SQL]** What were the top 5 spending orders? The result should have 4 columns: OrderID, NumOfProducts, TotalRevenue, Rank. Sort by total revenue descending.
4. **[Data Visualization]** Based on the Food & Beverage dataset we provided, draft up a dashboard/report using a visualization tool that you are comfortable with (PowerBI, Tableau, etc.). Attach a screenshot and provide 3 insights you can get out of your report.

**Note: For [SQL] questions, please follow this example to use the SQL query in Python:**

!pip install pandasql

from pandasql import sqldf

import pandas as pd

pysqldf = lambda q: sqldf(q)

pysqldf("SELECT \* FROM your\_dataset")

**Deliverable 2: Word Document** answering the following qualitative questions (1-2 paragraphs each):

1. What data would you look for if tasked to increase ticket sales and how would you leverage that data?
2. How would you strategize and use data to grow the Clippers fanbase? What are the KPIs you would use?