

Real Life Scenario Case Study : Organizing an Art Competition

Introduction:

In my eager role as the organizer of an art competition for children in Kindergarten through Fifth Grade, I followed these steps to execute my plan.

Plan: Using color pencils or crayons as our primary tool, I selected a theme that is dear to their hearts: nature. You know, it just felt perfect.

Prepare: I contacted parents with forms in hand, gathering information such as names and phone numbers. Creating the guest list for the hippest party in town was similar to that.

Process: It was like putting together a puzzle to sort the children by age and check off the logistics. I had the impression that I was the conductor of a creative symphony as every last element fell into place.

Analyze: Taking a look back at previous contests, I could see what succeeded and what failed. It was similar to deciphering a work of art's hidden meanings and discovering what made it unique.

Share: I sent out a ton of invites on social media and put up posters all throughout the city. It was similar to announcing a top-secret treasure hunt where attendance was required for everyone.

Act: With everything ready and everyone grinning, we dove into a sea of creativity on the big day. It was similar to witnessing aspirations take off on paper, one brushstroke at a time.

LINKING IT WITH DATA ANALYTICS PROCESS

Plan (Data-Driven Decisions):

Theme Selection: "Nature" was selected as a theme that attracted to children's interests after consideration of popular art subjects and previous competition themes.

The choice of medium was made after taking into account the age range, practicality, and information on the chosen art supplies (color pencils/crayons).

Prepare (Data Gathering):

Registration Forms: Information gathered through forms, such as names, phone numbers, and class information, allowed for communication and gave insights into participant demographics.

Process (Data Processing and Organization):

Participant Categorization: Age information obtained from registrations made it possible to arrange competitors into age categories that would ensure a fair contest.

Registration Management: Accurate records and efficient registration procedures were ensured by the data obtained.

Analyze (Data Insights for Decision-Making):

Trend Analysis: The competition's choice of "nature" was influenced by previous competition statistics (if available) and industry trends on children's popular themes.

Medium Preference: Choosing color pencils or crayons was made easier by an analysis of the art supplies that various age groups preferred.

Share (Communicating Insights):

Publicity and Updates: Researching the target audience's propensity to engage informed public relations tactics (posters, social media).

Clear Communication: Sharing competition details through multiple channels ensured widespread participation.

Act (Executing Data-Driven Plans):

Logistical Arrangements: Analyzing participant numbers helped determine resource allocation for materials and venue space.

Finalizing Dates: Considering registration data and competitor availability enabled setting appropriate competition dates.

