

Forecasting Conference Registrations

The objective of the project is to see if we can forecast the number of final registrations for a conference based on the way the registrations are being made prior to the start date of the conference.

As an example, if the registration period is sixteen weeks long can we reliably forecast the final number of registrations at the end of week three and week 10 or at any other point based on the registrations to date?

The business objective is to help decide if and when additional advertising is required to reach our target attendance levels.

It is important to realise that the target attendance levels are, to say the least, flexible. So they should not be set in stone. Rather to use the data and devise a way that would predict what the final numbers of registrations will be if nothing else changes.

All of the data sets are for similar conferences although they are aimed at slightly different target groups.

Initially the conference would have been promoted with an email campaign and it is likely that some (possibly) all of them had additional email campaigns during the registration period which will have led to an uplift in registrations.

You can assume that the initial marketing efforts were sent out 2 days before the first registration for each event.

The data files for the historical registration of 7 previous events are listed below along with the event date and the target audience for that event.

File Name	Event start date	Target Audience
D19	19/11/2019	IT Managers
D21	09/12/2021	IT Managers
GP21	22/04/2021	Property Managers
MSE21	24/03/2021	Education property managers
NP21	09/11/2021	Property Managers
SRM22	15/06/2022	Education Managers
SRM23	08/06/2023	Education Managers

