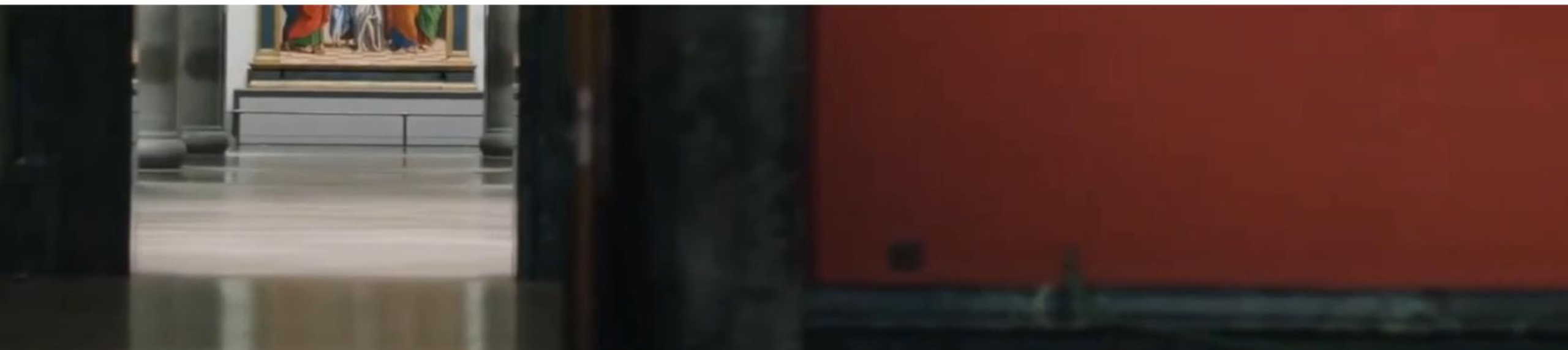




## **Bootcamp Project 3**

### **Museums in the United States Dashboard**

We are Group 8: Jacky Zhang, Chandler McLaren, Yug Sharma, Ibsar Hashmi



# Contents

- Introduction
- Geographical locations and stats
- Reviews and Heat Mapped Ratings
- Visitor Experience and Revenue
- Demonstration

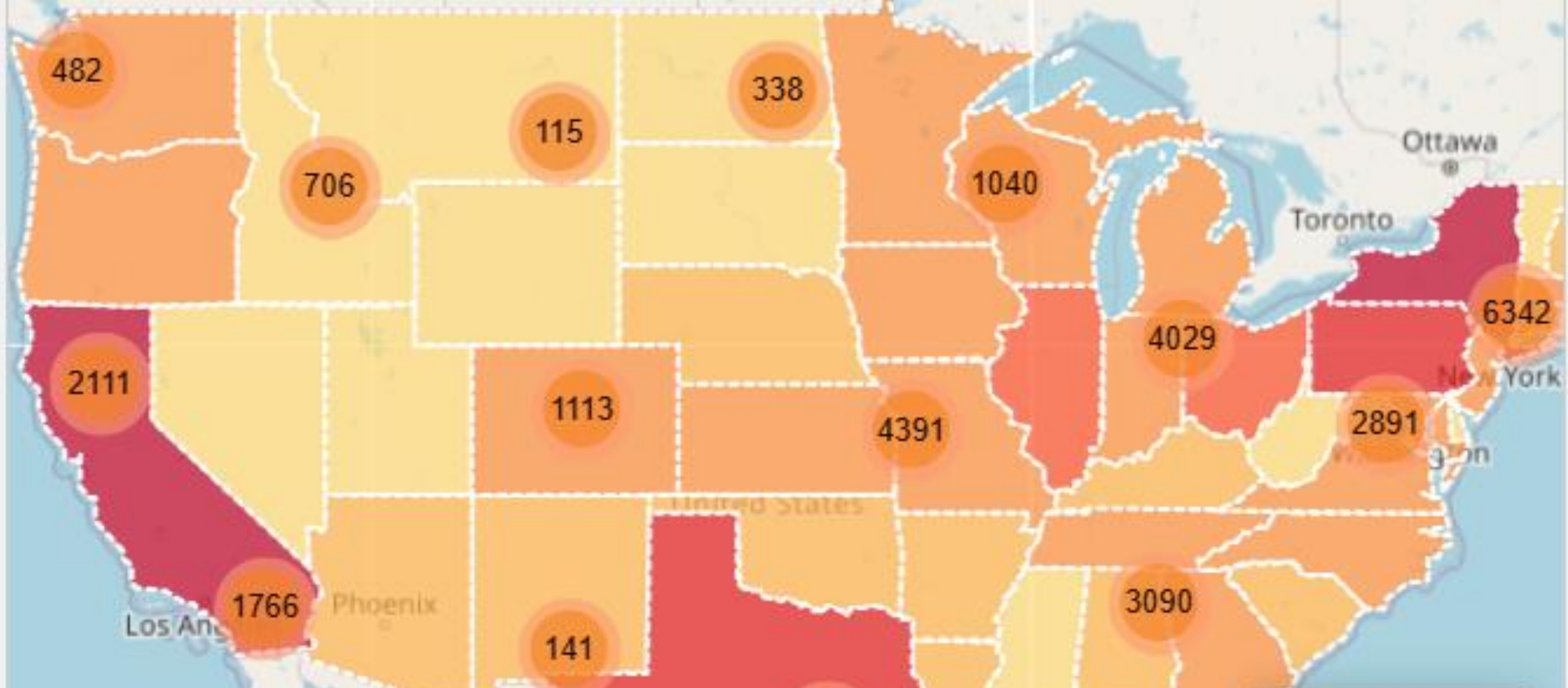


# Introduction

- Audience
  - United States Travel and Tourism Administration
- Purpose
  - Market Museums as Travel Hotspots (for National & International Tourists)
- Dashboard
  - High-level View of Locations
  - Top State and Major City Counts
  - Heatmap of Rated Museums to Major cities
  - Top-Rated and Reviewed Museums
  - View of Income/Revenue in prox. to Major Cities







Geographical locations

# Stats

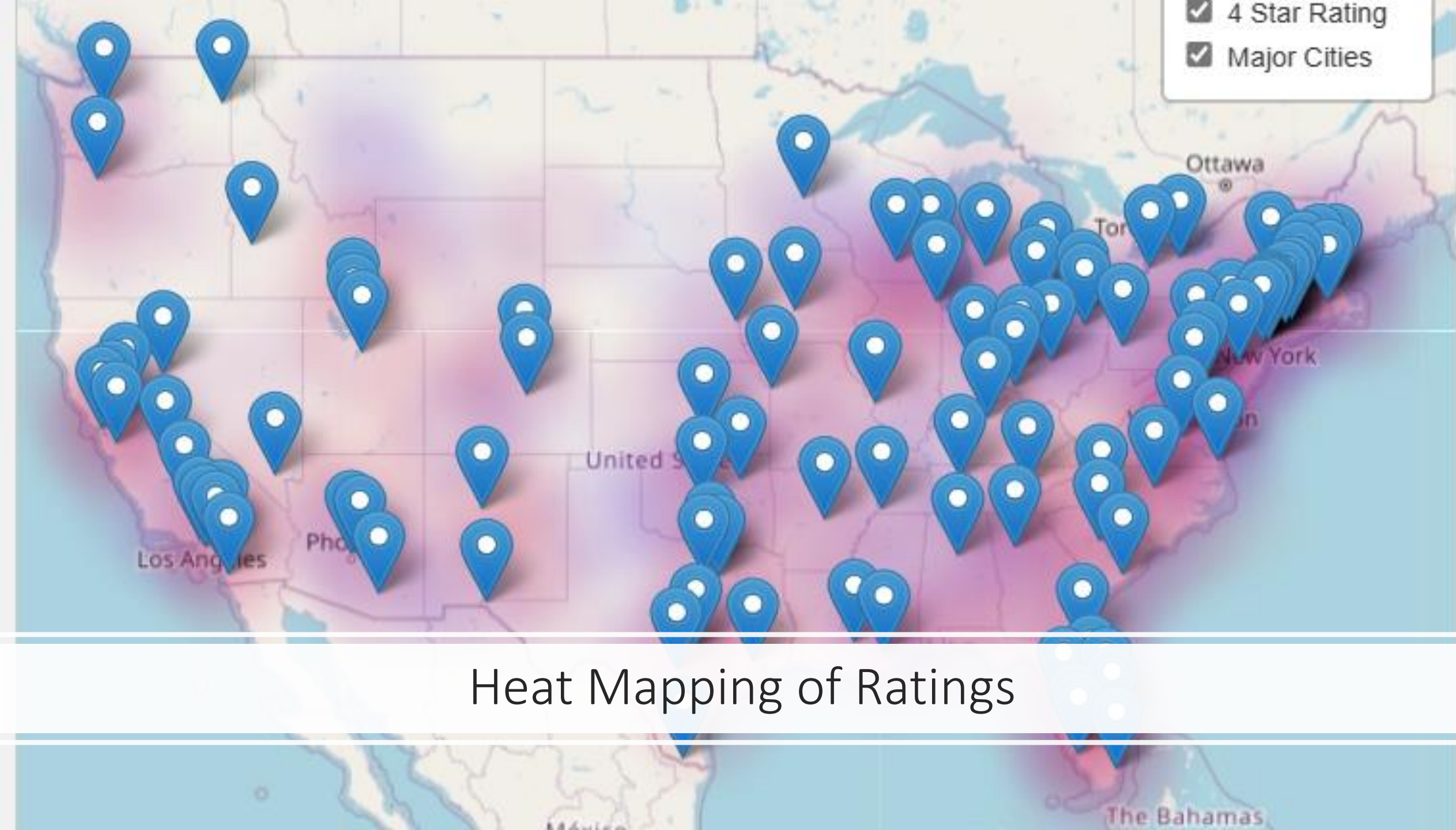
- Approx. 33,000 Museums in the United States

## Top 10 Stats:

- Top States with museums
  - Over 2,500 Museums in California:
  - Approx. 950 Museums in Virginia
- Top Major Cities with museums
  - Close to 300 Museums in New York
  - Around 70 Museums in Miami

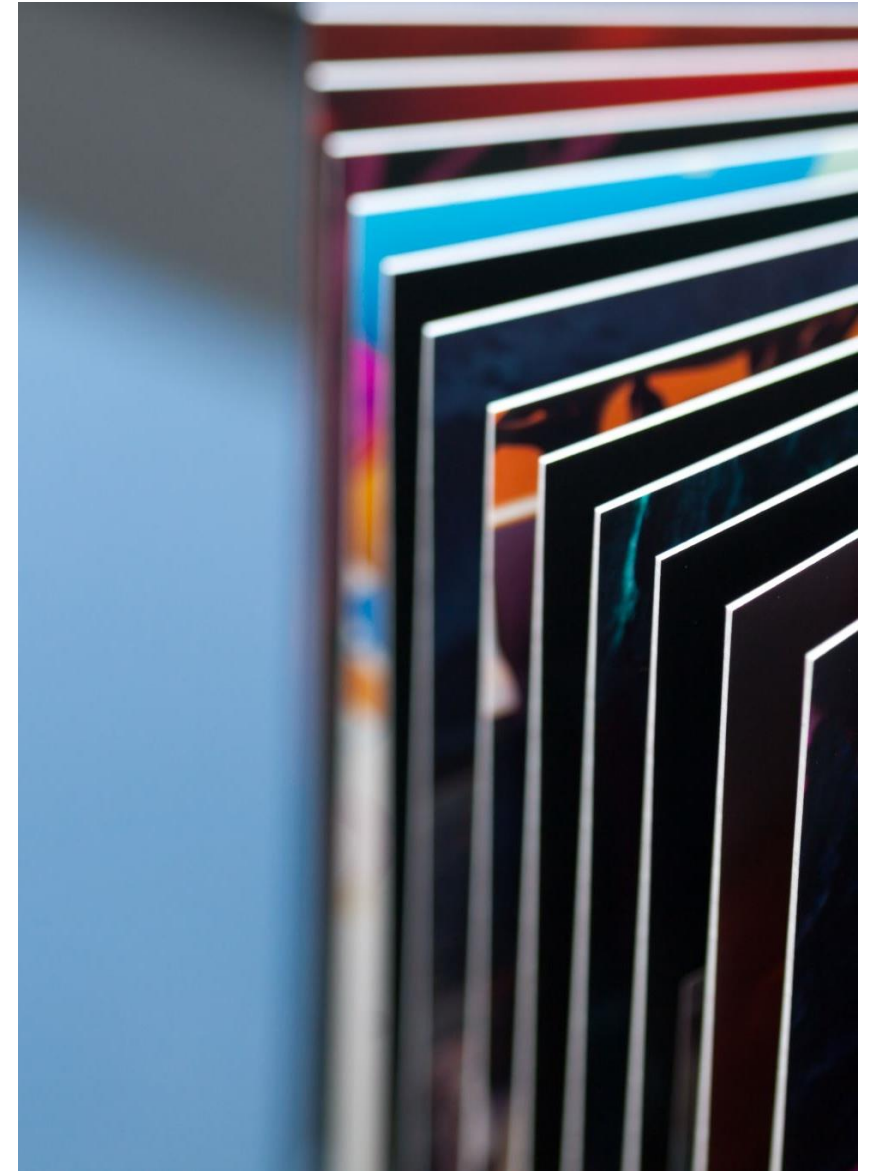






# Reviews

- Review Count (Top 10)
  - Provides an overview of attendance
  - Impactful exhibits that museums were reviewed
    - The National 9/11 Memorial Museum - > 45k
    - The Getty Center - < 10k reviews
- Ratings
  - View provides an outlook of Museum Averages



# Database Schema

## Museums\_DF

<b>MuseumName</b>	Key Varchar
MuseumType	Varchar
Latitude	Int
Longitude	Int
Income	Int
Revenue	Int
State	Varchar
<b>City</b>	Key Varchar

## Trip\_Advisor\_DF

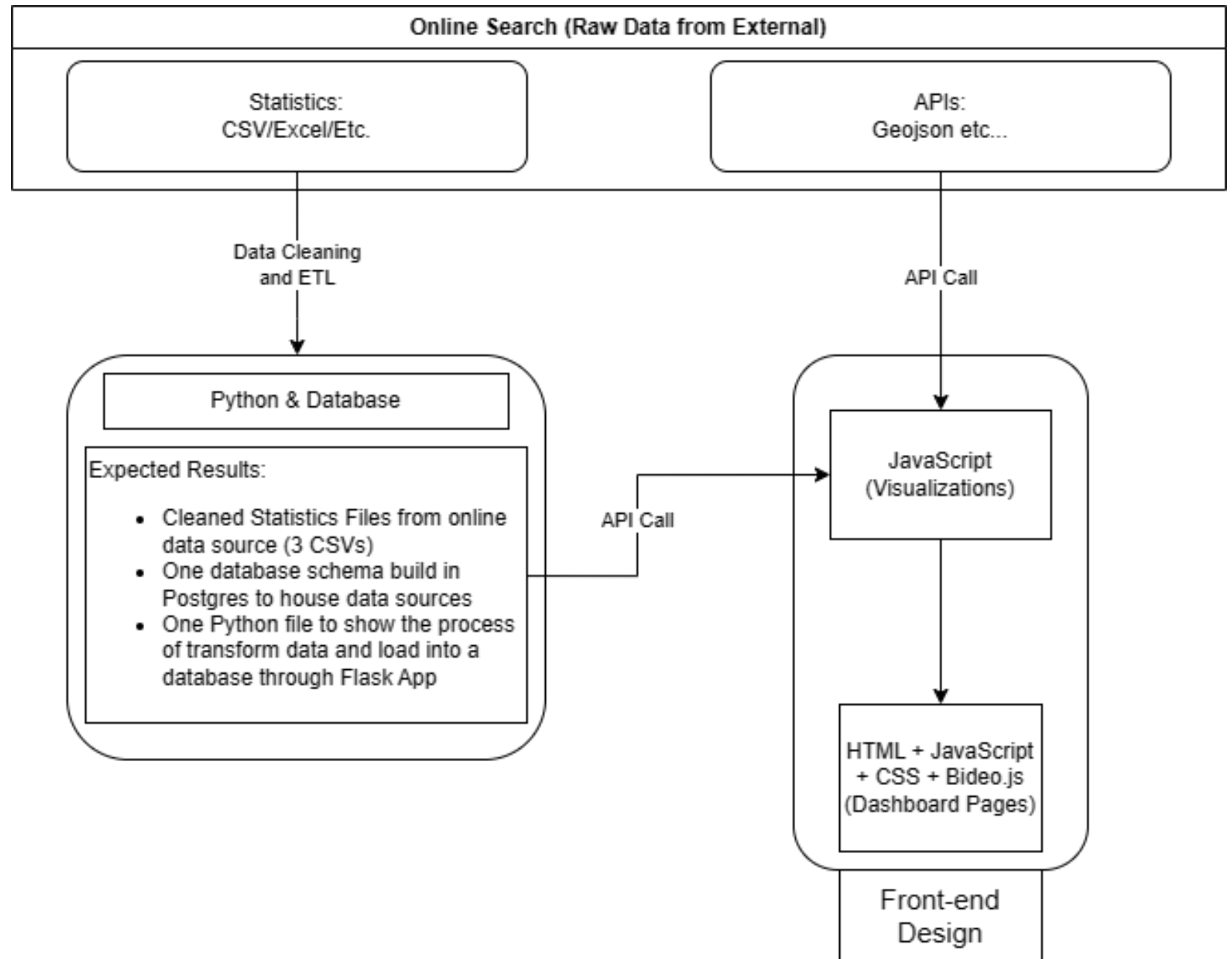
Longitude	Int
Latitude	Int
<b>MuseumName</b>	Varchar
Rank	Int
Rating	Int
ReviewCount	Int

## Major\_Cities\_DF

<b>City</b>	Varchar
State	Varchar
Latitude	Int
Longitude	Int
Population	Int



# Architecture



The background features decorative curved lines in the corners. In the top-right corner, there is a thick, multi-layered arc transitioning from light blue to light green. In the bottom-left corner, there is a similar thick, multi-layered arc transitioning from light green to light blue. The central text is positioned between these two decorative elements.

# Demonstration



Questions?





Thank You

# Appendix

# Financial Location of Museums



# Revenue



- Largest Revenue Generation
  - Research based
- Smallest Revenue Generation
  - Exhibitions only
- Length of stay
  - By length of Stay
  - By type of exhibition, etc