

PORTLAND CALLING

MUSIC FESTIVAL

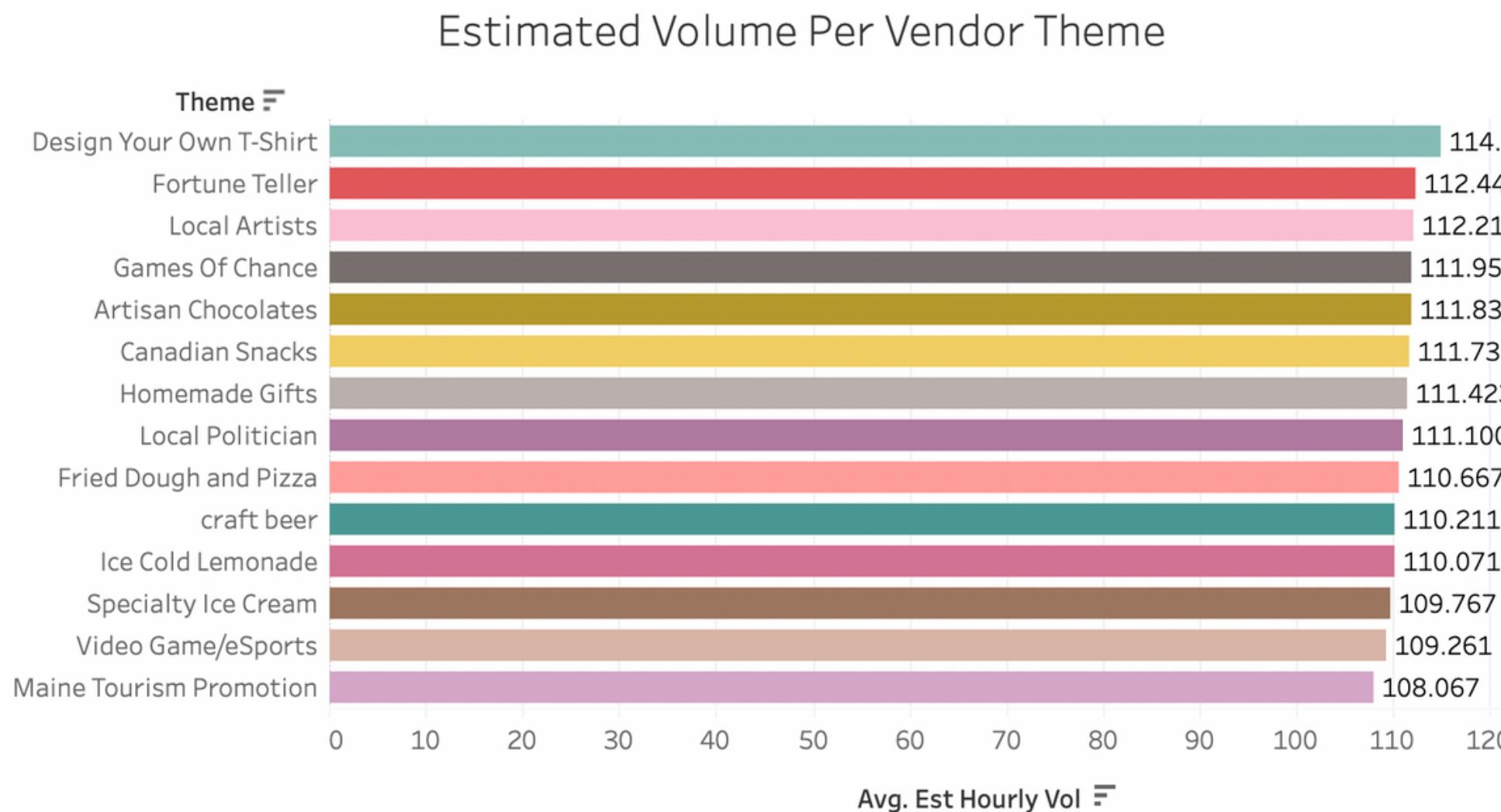
Analysis & Recommendations

Team Marauders: Lily, Arundhati, Jaya, Boram, Janani, & Corinne

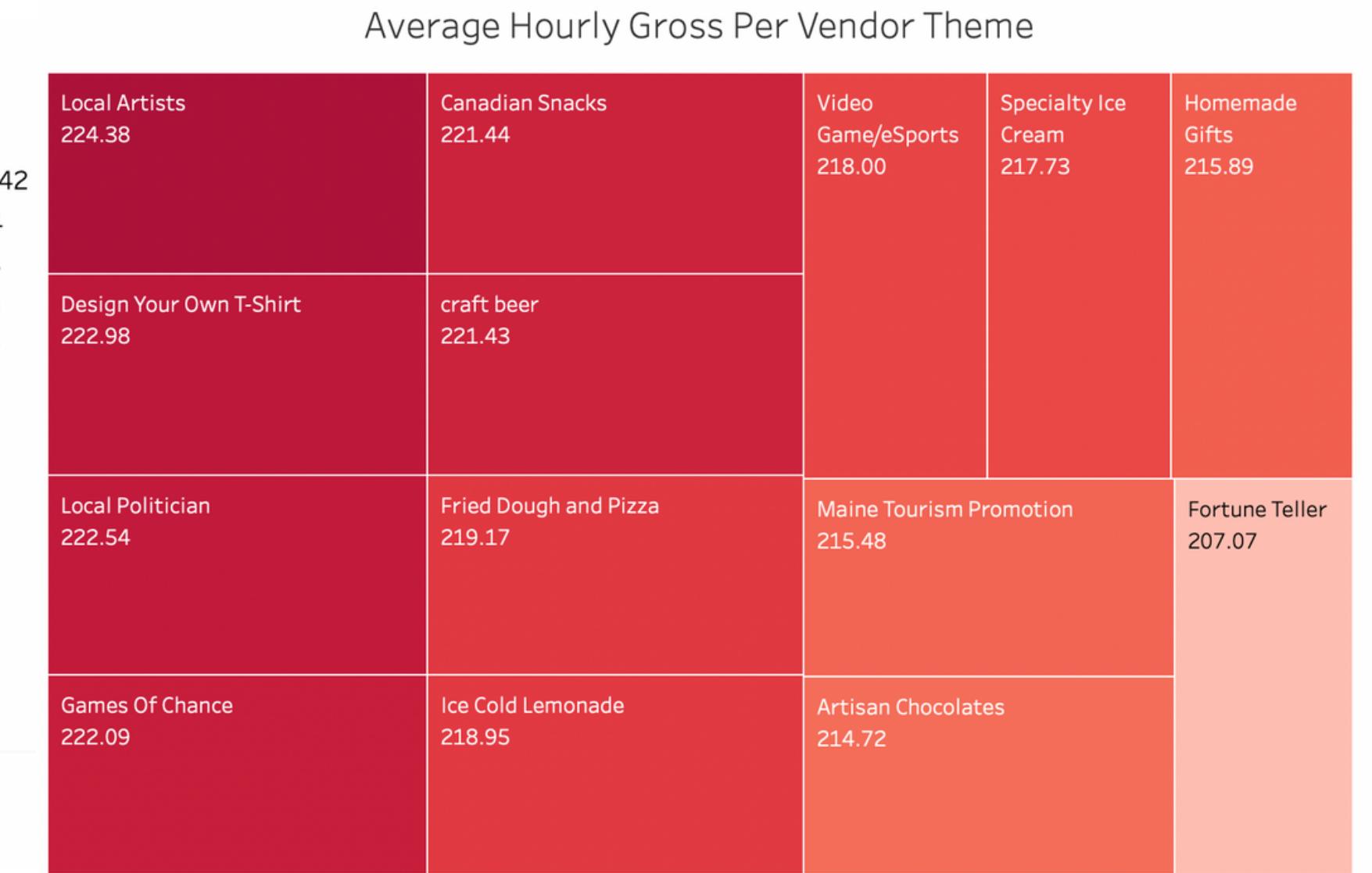


Data Visualizations

01 Vendor Theme Bar Graph



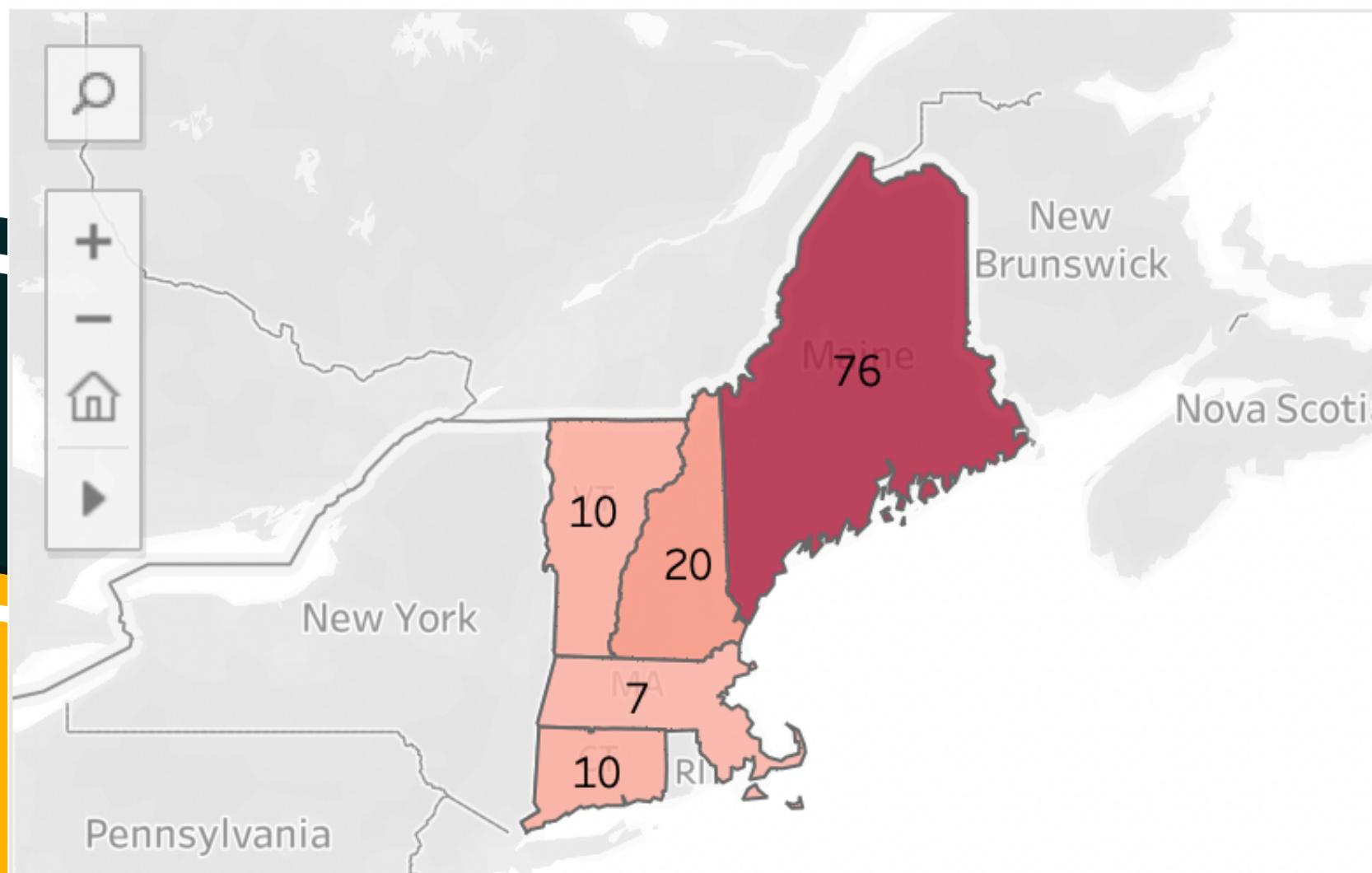
02 Hourly Gross Treemap



Data Visualizations Cont.

03 Geo-symbol Map

Dispersion of LL Passholders in the USA

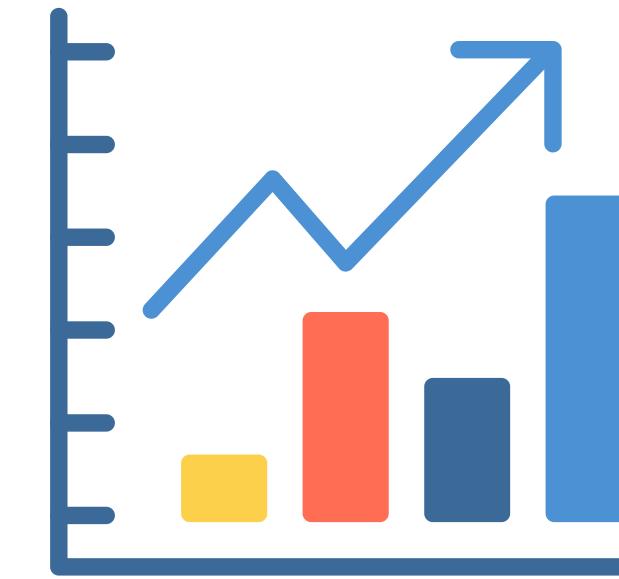
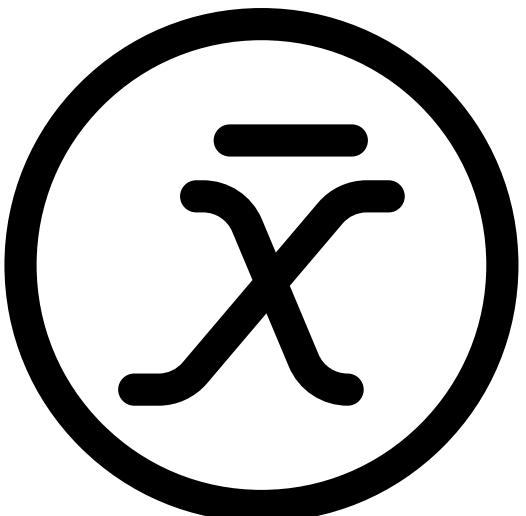


04 Highlight Complaint Table

Average amount of Complaints per Theme

Theme	Avg. Complaints
Fortune Teller	7.444
craft beer	6.684
Homemade Gifts	6.269
Local Politician	6.200
Ice Cold Lemonade	5.548
Local Artists	5.270
Artisan Chocolates	5.265
Video Game/eSports	5.087
Canadian Snacks	4.973
Fried Dough and Pizza	4.800
Design Your Own T-Shirt	4.632
Specialty Ice Cream	4.500
Games Of Chance	4.318
Maine Tourism Promotion	3.800

Summary Statistics



Summary Statistics

Mean estimated energy for each vendor

Artisan Chocolates	52.164656
Canadian Snacks	50.085684
Design Your Own T-Shirt	56.415234
Fortune Teller	45.398320
Fried Dough and Pizza	50.318975
Games Of Chance	50.341382
Homemade Gifts	37.462214
Ice Cold Lemonade	50.196666
Local Artists	38.371918
Local Politician	47.698522
Maine Tourism Promotion	51.709750
Specialty Ice Cream	51.397807
Video Game/eSports	59.781322
craft beer	55.344756

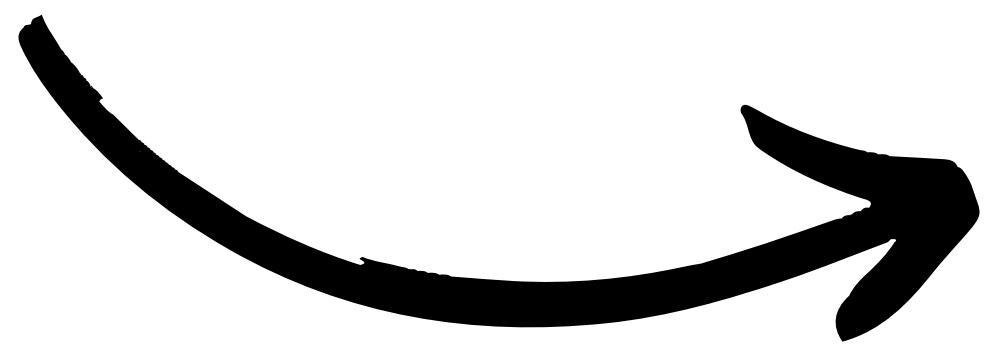


Helps with understanding how to better support vendors with resources and location of shop during the festival

Summary Statistics

Number of similar carnivals vendors from different states have taken part in

	Artisan Chocolates	Canadian Snacks	Design Your Own T-Shirt	Fortune Teller	Fried Dough and Pizza	Games Of Chance	Homemade Gifts	Ice Cold Lemonade	Local Artists	Local Politician	Maine Tourism Promotion	Specialty Ice Cream	Video Game/eSports	craft beer
Connecticut	5.100000	5.142857	NaN	4.00	7.333333	4.555556	4.375000	NaN	5.000000	2.000	NaN	5.000000	3.0	8.000000
Maine	5.056338	5.550000	10.000000	6.25	4.822222	5.035714	5.419355	3.444444	4.883721	5.375	4.733333	5.555556	3.4	4.538462
Massachusetts	6.333333	6.000000	NaN	6.00	NaN	3.500000	5.875000	5.000000	4.666667	5.000	NaN	3.000000	5.0	NaN
New Hampshire	4.272727	5.555556	9.200000	5.00	5.400000	4.000000	5.666667	4.000000	4.625000	NaN	NaN	6.500000	4.0	7.000000
Ontario	3.800000	7.500000	NaN	NaN	6.000000	3.500000	6.250000	0.000000	8.000000	NaN	NaN	NaN	NaN	NaN
Quebec	5.571429	7.000000	8.500000	4.00	4.500000	5.571429	3.666667	3.000000	5.500000	NaN	NaN	6.000000	7.0	5.000000
Vermont	5.833333	5.333333	9.333333	5.00	5.000000	4.333333	5.076923	3.111111	4.000000	NaN	NaN	NaN	5.5	4.000000



Helps with understanding which vendors LobsterLand should potentially reach out in order to inform/coordinate them with vendor insurance (differs from state to state)

Summary Statistics

Description of stats relating to complaints, volume, and revenue for each vendor

	complaints	est_hourly_vol	est_hourly_gross
count	700.000000	700.000000	700.000000
mean	5.237143	110.152857	216.543357
std	4.914525	15.903799	41.561560
min	0.000000	1.000000	4.000000
25%	0.000000	103.000000	193.810000
50%	4.500000	110.500000	217.490000
75%	9.000000	119.000000	242.502500
max	20.000000	147.000000	322.570000

A side-by-side comparison will allow LobsterLand to see which vendors get complaints above the mean value so that the management can accordingly decide whether they still want to keep these vendors

	est_hourly_gross	est_hourly_vol	complaints
Artisan Chocolates	214.720354	111.831858	5.265487
Canadian Snacks	221.436892	111.729730	4.972973
Design Your Own T-Shirt	222.981053	114.842105	4.631579
Fortune Teller	207.072222	112.444444	7.444444
Fried Dough and Pizza	219.167333	110.666667	4.800000
Games Of Chance	222.085176	111.952941	4.317647
Homemade Gifts	215.885385	111.423077	6.269231
Ice Cold Lemonade	218.952381	110.071429	5.547619
Local Artists	224.376216	112.216216	5.270270
Local Politician	222.541000	111.100000	6.200000
Maine Tourism Promotion	215.484000	108.066667	3.800000
Specialty Ice Cream	217.727333	109.766667	4.500000
Video Game/eSports	217.996522	109.260870	5.086957
craft beer	221.432105	110.210526	6.684211

Additionally, LobsterLand can also help support vendors who get less volume, traffic, and revenue with branding, positioning, and marketing

Segmentation and Targeting

White Picket Fence Families

- Travel enthusiasts
 - All-in-one place activities for kids
 - End of school year trip
-
- Physical mailers
 - Billboards at malls, areas of high footfall



McModern Dream

- Indulgent and enjoy vacations
 - Big spenders and High earners
 - Target for high tier priced activities and luxury/upgrade options
-
- Ads in Local finance magazines
 - Ads on Facebook for SAHM, parents of young kids



Double Income No Kids

- Romantic Getaway / Weekend trip with friends
- Long due time off from WFH
- Social media and influencer marketing
- YouTube ads and sponsorships



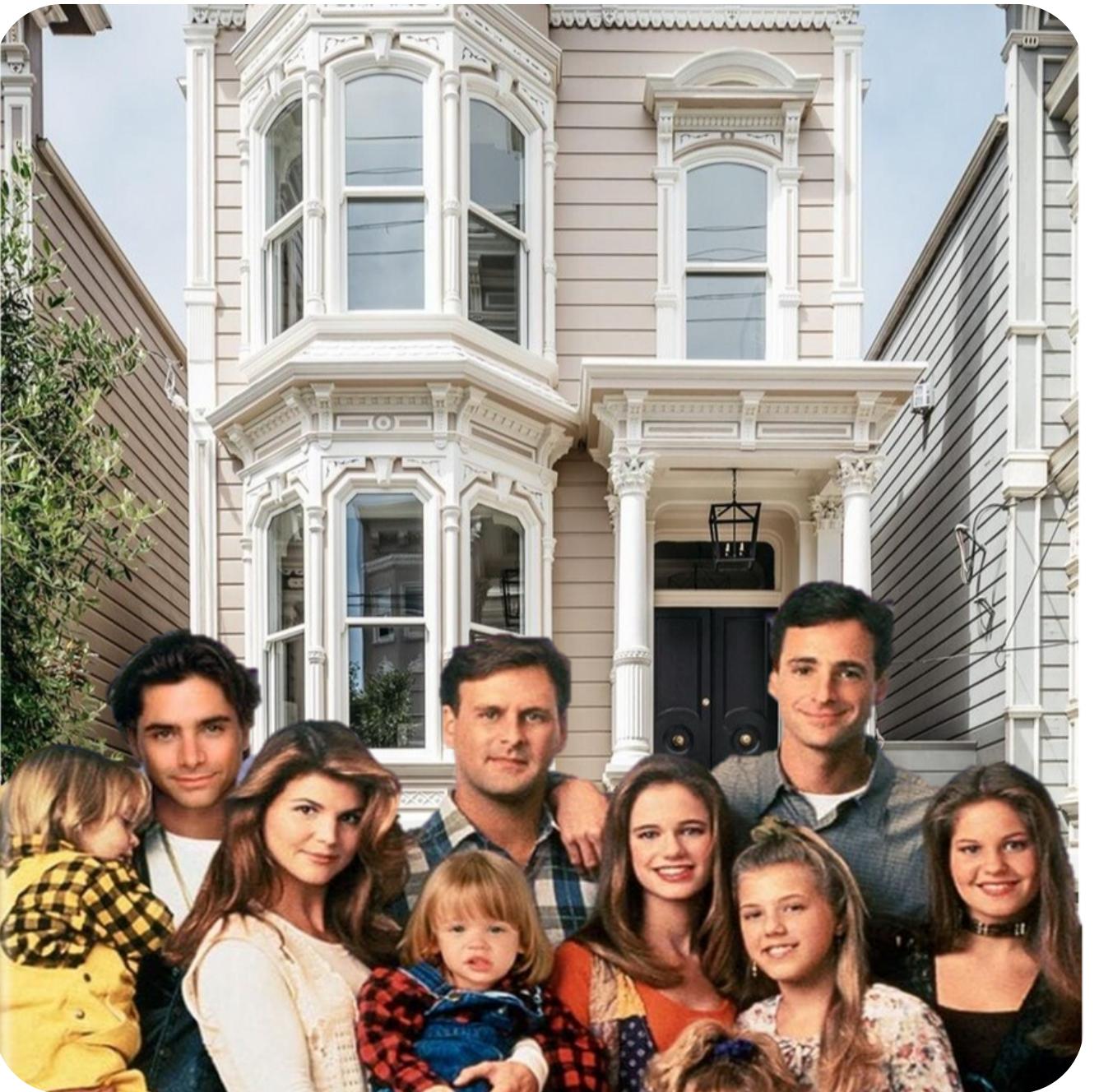
Fuller House

- Much needed vacation
- Start of summer trip with the family
- Mass advertisements like local paper, or flyers at the local activity center



Full House

- Long awaited end of year trip
- YouTube and TV spots
- Mass advertisements like local paper or flyers at the local activity center



Top Picks



**McModern
Dream**



**Double
Income No
Kids**

Classification



Suggestions

- Data not bad, but irrelevant to the task.
- Tweak the survey and collect additional data
 - Do you like live performance events?
 - How often do you go to such events?
 - Do you enjoy eating out?
 - How often do you eat out with your family?
 - How much do you spend eating out in a month?

Potential benefits of a perfect model

- Targeted promotions for activities that the household would find appealing
- Convince families to look forward to one or both 'entertain' and 'consume' based on probability of different outcomes.
- How individual variables affects the customer's goals.

Conjoint Analysis



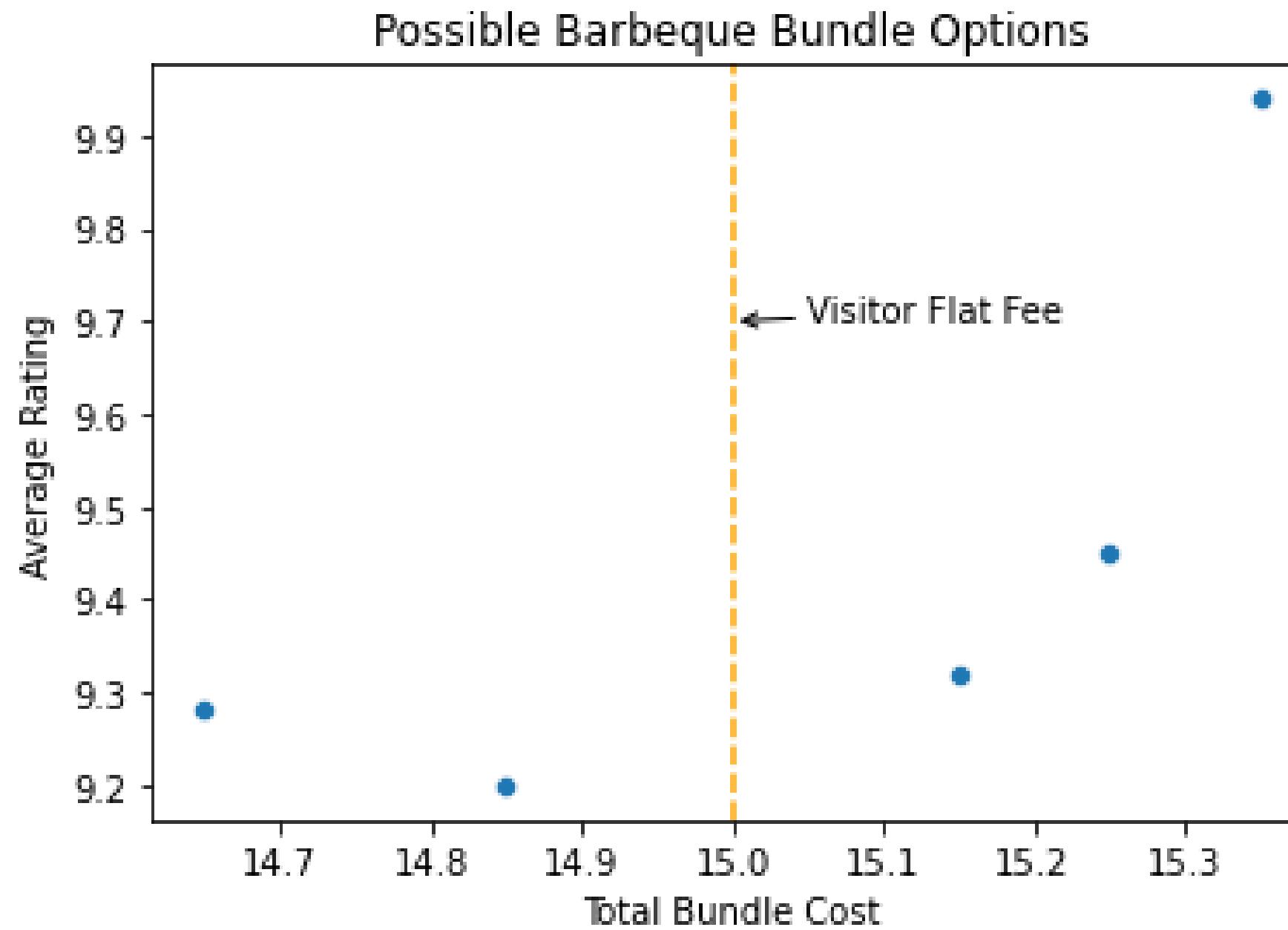
**Analysis of the Summer Grill Menu Bundles
& Final Recommendation**

Most Popular / Least Popular Options

	Most Popular	Least Popular
Starters	Sticky Chicken Tenders	Jumbo Shrimp Cocktail
Main Dish I	Buffalo Chicken Macaroni Stacker (very closely followed by Pulled Pork)	BBQ Chicken
Main Dish II	Lobster Roll	Steak Sampler
Side	Mac and Cheese	Potato Salad
Dessert	Apple Pie a la Mode	Blondie Brownie

- **Cost Range of the Bundles: \$13.95 – \$18.25**
- **Most Popular Options as a Bundle (Avg_rating: 7.66, total_cost: \$15.75)**

Possible Bundle Options



Conditions Applied to find these bundles

- Main Dish II = Lobster Roll
- Dessert = Apple Pie a la Mode
- Avg Rating ≥ 9.00
- Total Cost $\leq \$15.35$

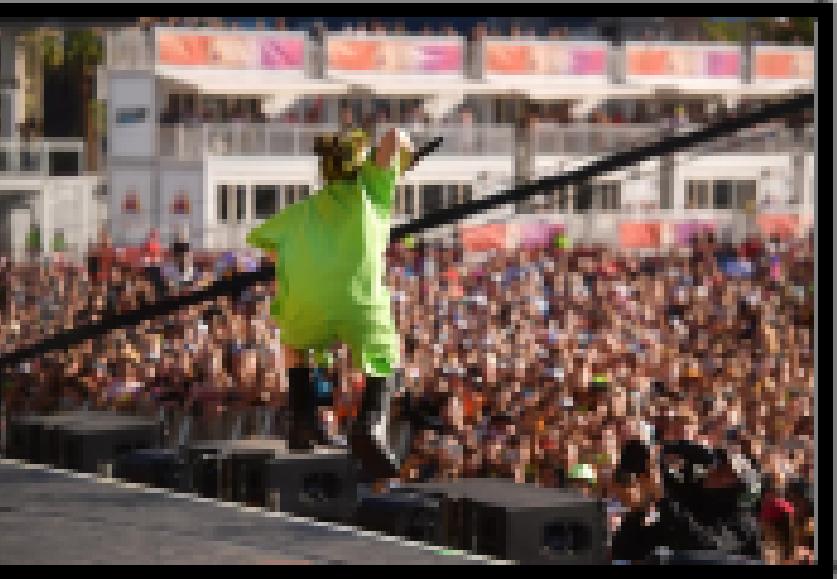
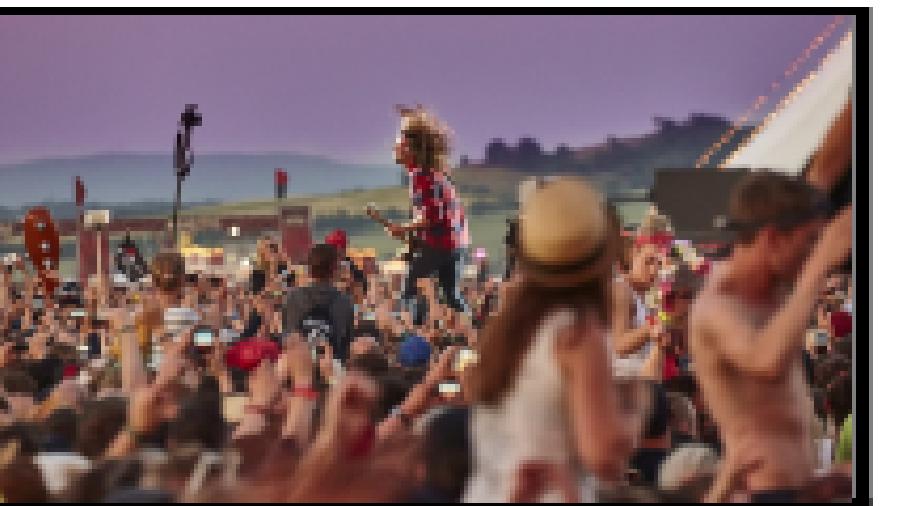
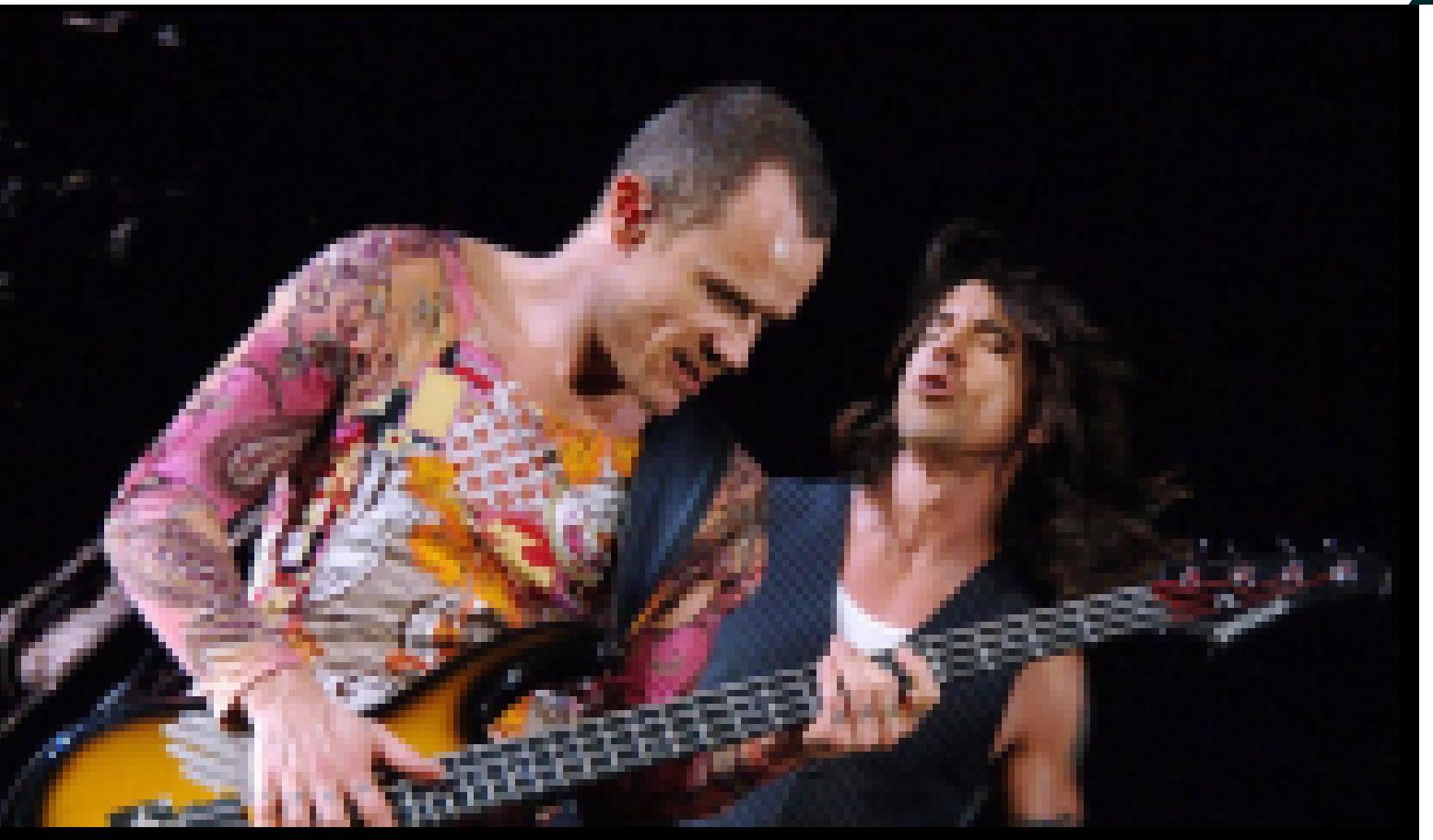
Final Recommendation

	Starter	Main Dish I	Main Dish II	Side	Dessert	Avg Rating	Total Cost
Recommended Bundle	Sticky Chicken Tenders	BBQ Chicken	Lobster Roll	French Fry Platter	Apple Pie a la Mode	9.2808	\$14.65
Alternative for Negotiation	Sticky Chicken Tenders	Pulled Pork	Lobster Roll	Mac and Cheese	Apple Pie a la Mode	9.9400	\$15.35

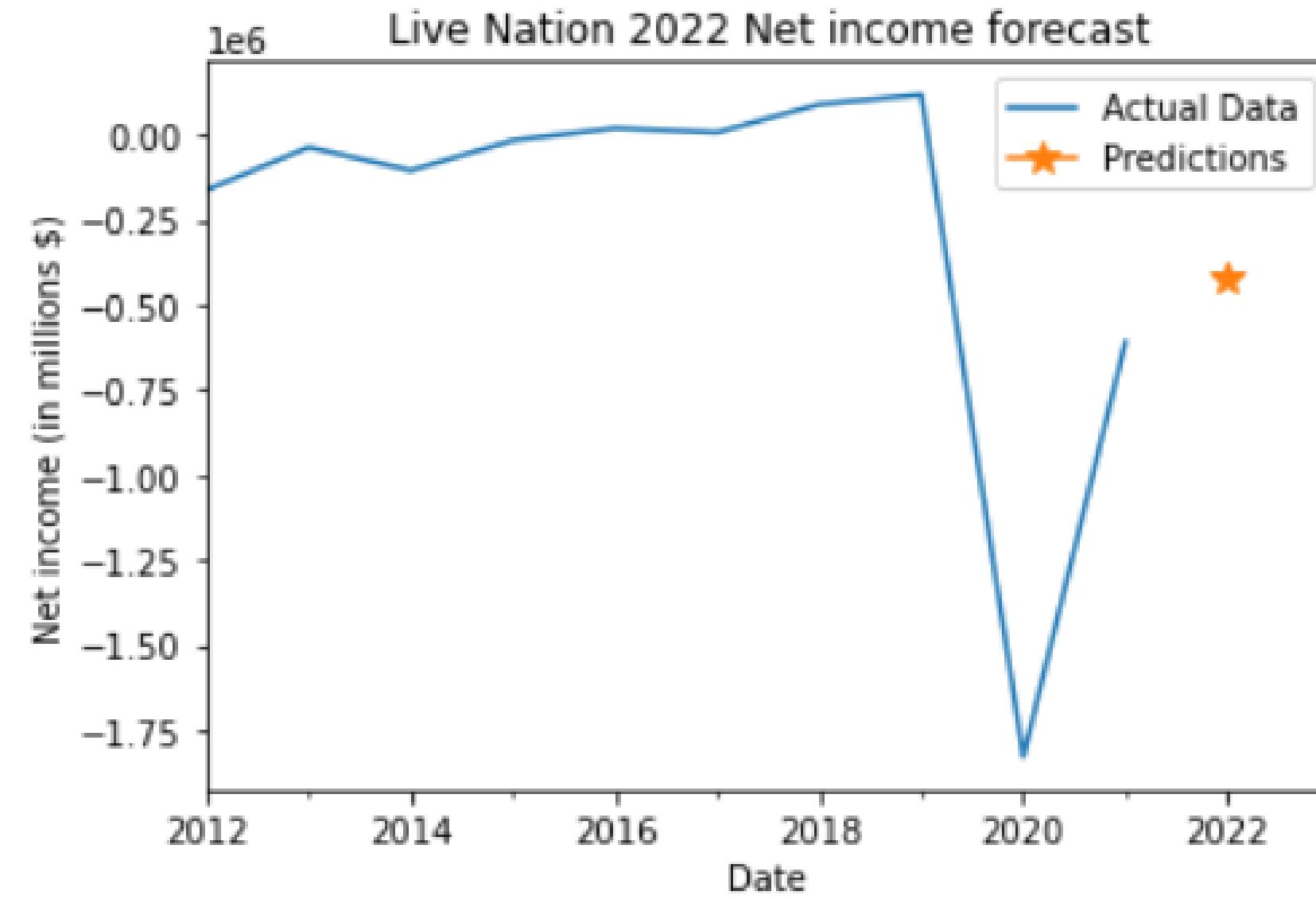
Statistical Testing & Forecasting

Statistical Testing

- From T-Tests determined that the Chili Peppers picture associated with longer site duration as well as higher spending among customers
- Chi-squared test determined that there was a difference in the registration rate for customers based on the pictures shown in marketing campaign
- Final Recommendation: Include the Chili Peppers Picture in the marketing campaign email



Forecasting Live Nation's 2022 Net Income



- Alpha value: .2
- 2022 Net income prediction: -\$416,229.76
- We anticipate that Net income will continue to increase in future years

Fyre Festival



Lessons & Takeaways For LobsterLand

Lessons & Takeaways from Fyre Festival Disaster

Don't promote offerings until it's officially secured!

Posting false, misleading, or deceptive statements can seriously hurt public image and perception.

Do not ignore the inputs of expert professionals

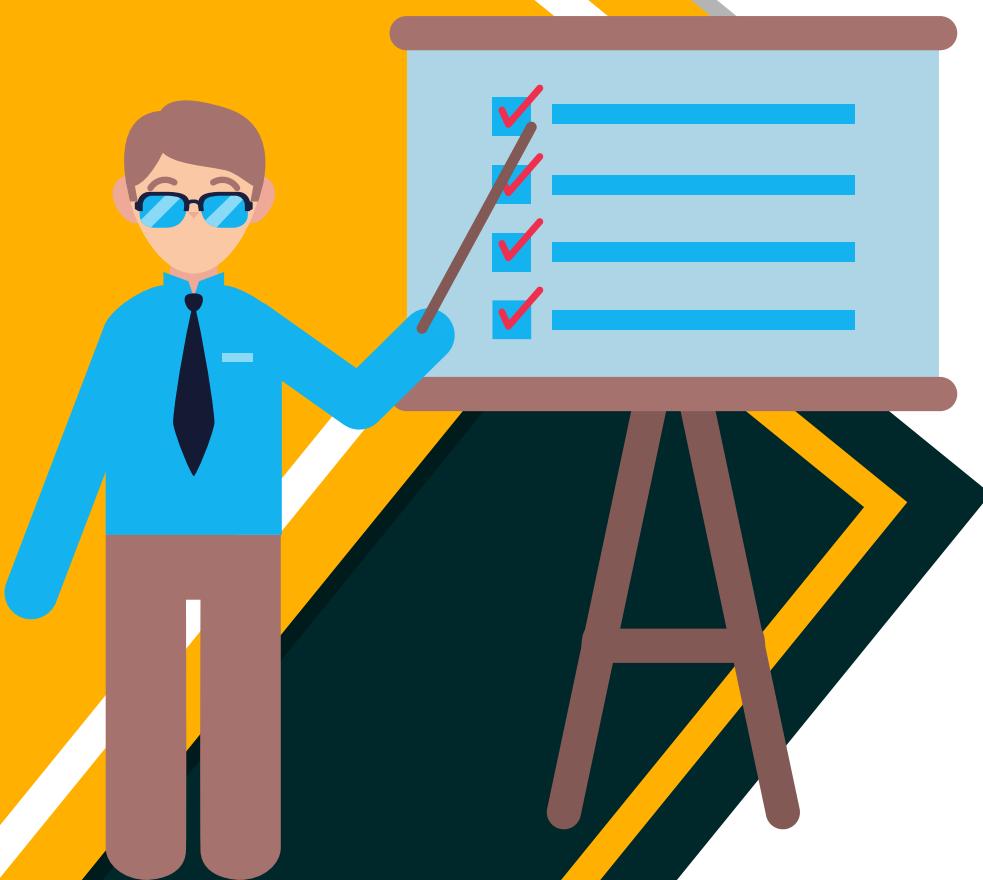
LobsterLand should take into account opinions of people who have done similar events as they would have valuable inputs.

Understand the legalities of every single action

There are common legal issues event planning faces, including contracts, permits, and liability protection that LobsterLand needs to be aware of.

Have a dedicated finance team

Having a team of finance specialists dedicated to forecasting and securing appropriate funding is crucial to ease the operational burden that goes hand-in-hand with organising events.



Contingency Planning & Certainties for LobsterLand

01 Make sure every goal of LobsterLand's is **SMART**

Specific, measurable, achievable, relevant, and time-bound.

02 They need to prepare themselves for the worst case scenario

This would include medical emergencies, technical failures, natural disasters, and security threats.

Thank you!

Please let us know if you have any questions.

