






◆ BUSINESS QUESTION 1

"For event organizers website users, what insights can GIG get from their events?"

► Analytical Questions

1. What are the peak attendance times across events?
2. What is the no-show rate vs. RSVPs?
3. What are the most popular event types/topics?
4. Which channels (SMS, bots, email) had the highest engagement?
5. How many repeat attendees do specific organizers attract?

► Techniques & Charts

- Time-series analysis: Event check-in timestamps
 -  **Line Chart / Heatmap**
- No-show & walk-in analysis:
 -  **Stacked Bar / Funnel Chart**
- Topic popularity: Event category frequency
 -  **Bar Chart / Treemap**
- Channel effectiveness: Engagement metrics by channel
 -  **Grouped Bar / Pie Chart**
- Attendee recurrence:
 -  **Cohort Analysis Table / Line Chart**

► Data Needed

- Attendance records (timestamps, RSVPs, check-ins)
- Event metadata (type, date, category)
- Engagement logs per communication channel
- Attendee history






◆ BUSINESS QUESTION 2

"From attendee data, what insights can GIG get about their habits and behavior?"

► Analytical Questions

1. What are the demographic profiles of attendees (age, gender)?
2. How frequently do attendees engage with events?
3. What kinds of events do specific demographic groups prefer?
4. How responsive are attendees to communication (time to engage)?
5. Are there behavioral clusters in attendee profiles?

► Techniques & Charts

- Demographic breakdown:
 -  **Pie Charts / Histograms**
- Engagement frequency:
 -  **Bar Chart / Line Chart (user journey)**
- Demographic preferences:
 -  **Segmented Bar Charts**
- Engagement response lag:
 -  **Box Plot / Violin Plot**
- Clustering behavior:
 -  **K-means clustering visualization / Scatter Plot**

► Data Needed

- Attendee profiles (age, gender, attendance history)
- Communication logs (engagement timestamps)
- Event preference logs
- Survey responses

◆ MAIN BUSINESS QUESTION

"How can event organizers use GIG to help them build better communities?"

► Synthesized Insights from Above

- Identify **engaged vs. disengaged segments**

- Show which events produce **repeat engagement**
- Reveal the **best channels** and **times** for attendee outreach
- Highlight **popular themes** among demographics
- Use behavioral clusters to **personalize communication**

► **Dashboards for Stakeholders**

1. **Event Summary Dashboard** (for Organizers)

- Attendance metrics (RSVP vs. actual)
- Walk-ins & badge printing stats
- Event type popularity

2. **Engagement Dashboard**

- Channel performance (email, SMS, bots)
- Response time distribution
- Survey sentiment analysis (word cloud / rating scale)

3. **Audience Insight Dashboard**

- Demographics & segment preferences
- Repeat vs. first-time attendees
- Behavioral clusters

4. **Community Building Tracker**

- Attendee retention rates
- Growth in multi-event attendees
- Referral tracking (if supported)