

A Data Driven Analysis of Boulder Festival Insights

Dear Project Manager,

Our festival dataset proved to contain a robust and fairly exhaustive set of variables and observations that I was able to derive quite a bit of valuable insights from! After cleaning out for potentially accidental duplicates of surveys, we had a sizable list of 287 distinct survey responses. Out of those 287 unique responses nearly 30% of them were men, 69% were women, and 2 individuals (.69%) preferred not to say their gender. Furthermore, the age ranges for our participants was also quite revealing. Between the ages of **18-24** we had **14 people** (4.87%), between the ages of **24-54** we had **169 people** (59%) , and for ages **55+** we had **104 people** (35.8%) There were 37 people who said they had visited previously 1-2 times and 47 people said they had visited 5-6 times. This was also remarkably reported to be *134 people's* 20th time at the festival. These initial demographic numbers reveal that a majority of people that attend the festival seem to be females, predominantly between the ages of 24-64, and that have returned upwards of 20 times before. Men and women also spent around the same amount of time at the festival at 3.7 and 3.5 hours respectively.

Looking a little deeper into which demographic subset of individuals prove to be the most lucrative for the festival, it looks like nearly 63% of females aged 18-24 spent more than 100 dollars at the festival. Men seem to be more reluctant to spend frivolously in this regard as the highest proportion of individuals that spent more than 100 dollars were 25% of men aged 35-44. Furthermore, it looks like women were more likely to extend their visit at the festival in comparison to men. Out of the individuals that extended their stay, 67 were women and 24 were men. For those individuals who did decided to extend their stay, they on average spent .41 more hours (25 minutes) at the festival.

What's interesting is that there was a similar proportion of individuals who spent over 100 dollars on entertainment among those that extended their stay and those who didn't. Of those people who extended their stay, around 24.2% of them also spent above 100 dollars on entertainment. Of those people who didn't extend their stay, around 24.4% of them also spent above 100 dollars on entertainment. It looks like an individual deciding to extend their stay at the festival doesn't have much impact on whether or not they spend above 100 dollars. Surprisingly it also looks like the distance from Boulder doesn't have much impact on whether an individual decides to extend their stay. From the individuals that extended their stay, 12 of them had to make a day trip to visit the festival, 12 were local, and 10 were residents. Interestingly a lot of local Boulder residents decided to not extend their stay as 29 people that were either local or residents of Boulder decided not to extend their stay. Overall from the insights it seems like the festival is a great success in that it has a great retention rate of bringing people back every year and hosts a great age range of individuals!