

DONE BY
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REPORT ON VTAPP PRE-EVENT ANALYSIS

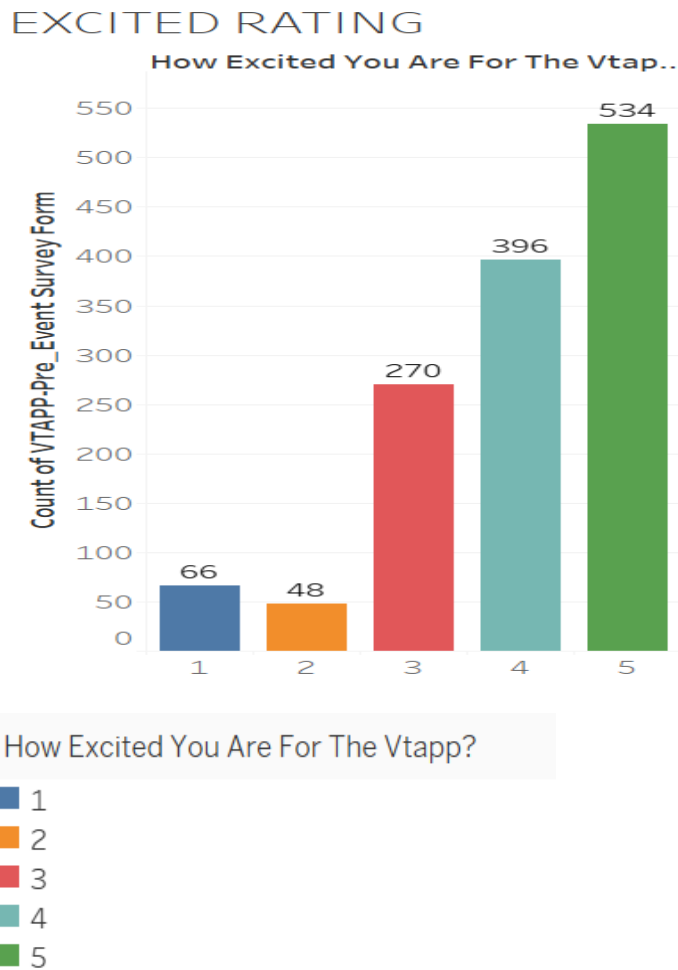
About the Data:

The data is collected by releasing google forms to students of our college. The marketing is done with the help of various clubs of our college. Finally, we have received 1,314 responses in total from our college students. Analysis has been made with this data.

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Analysis of how students are excited for the VTAPP:

GRAPH:



OBSERVATION:

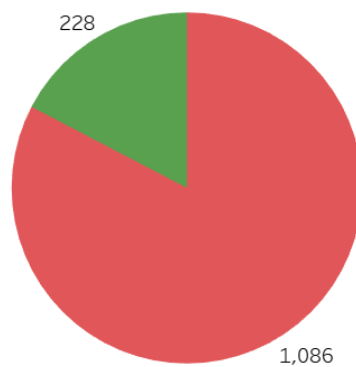
From the above responses graph, we can observe that more than 90% of the students have given 3+ rating, so most of them are highly excited for VTAPP.

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Analysis of students attending a technical event earlier:

GRAPH:

Previous Participation



Have you attended a technical event before?

- No
- Yes

CNT(VTAPP-Pre_Event Survey Form)

1,314

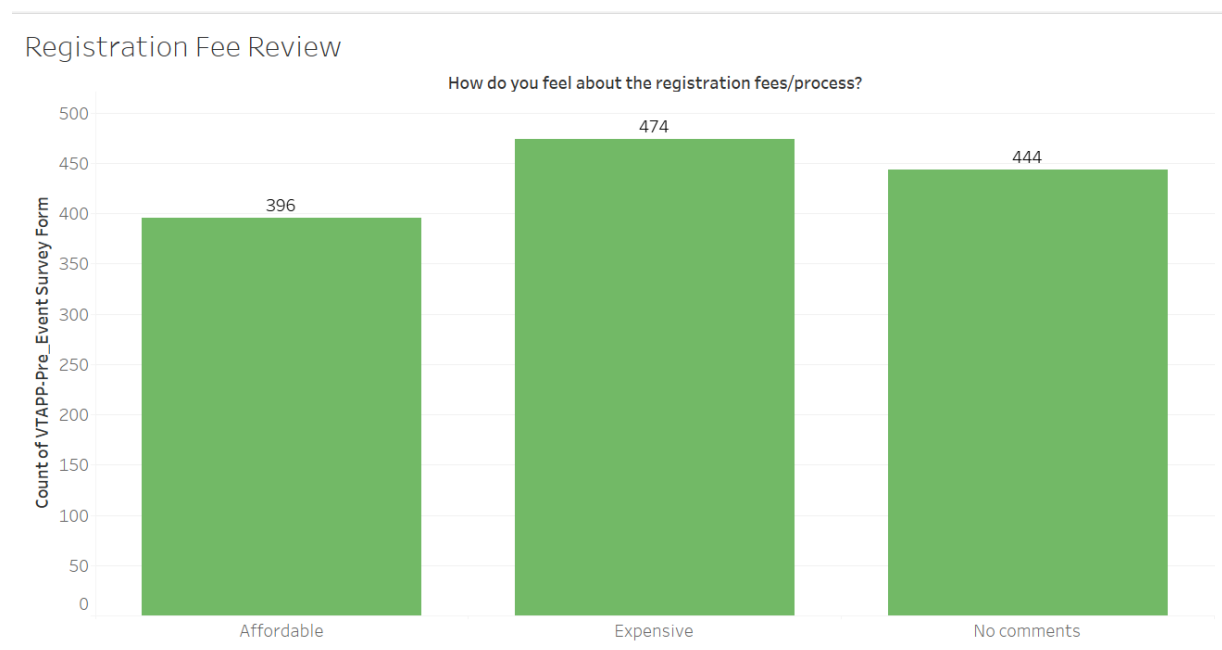
OBSERVATION:

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From the above graph, we can interpret that more than **80%** of the students **have not attended a technical event before** and this is their first technical fest.

Analysis of students opinion on registration fee:

GRAPH:



OBSERVATION:

By analysing the responses of students, we can see that around **35%** students felt that the registration fee is high.

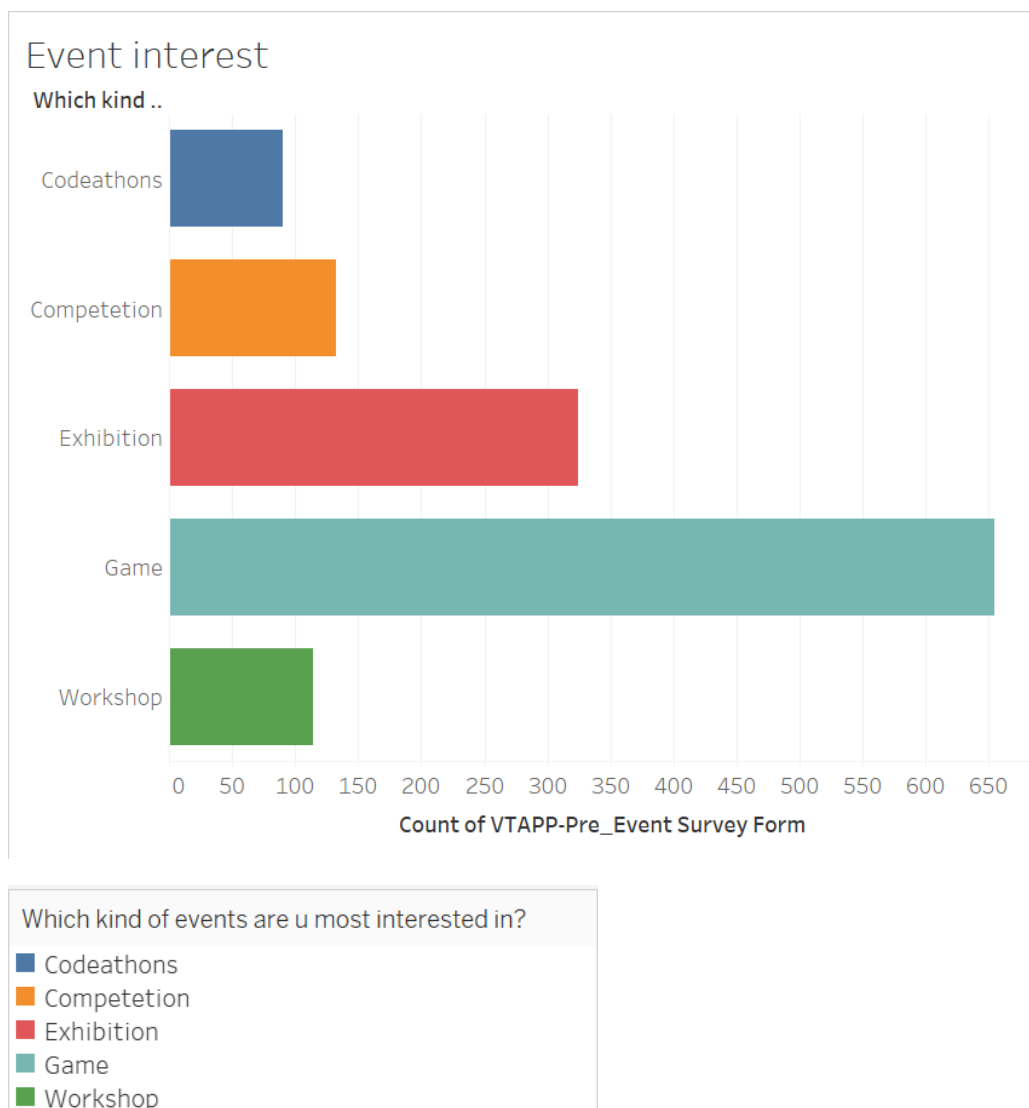
REASON:

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They have not attended any technical fest before and they have no idea on the registration fees of any tech fest.

Analysis of types of events that students are most interested in:

GRAPH:



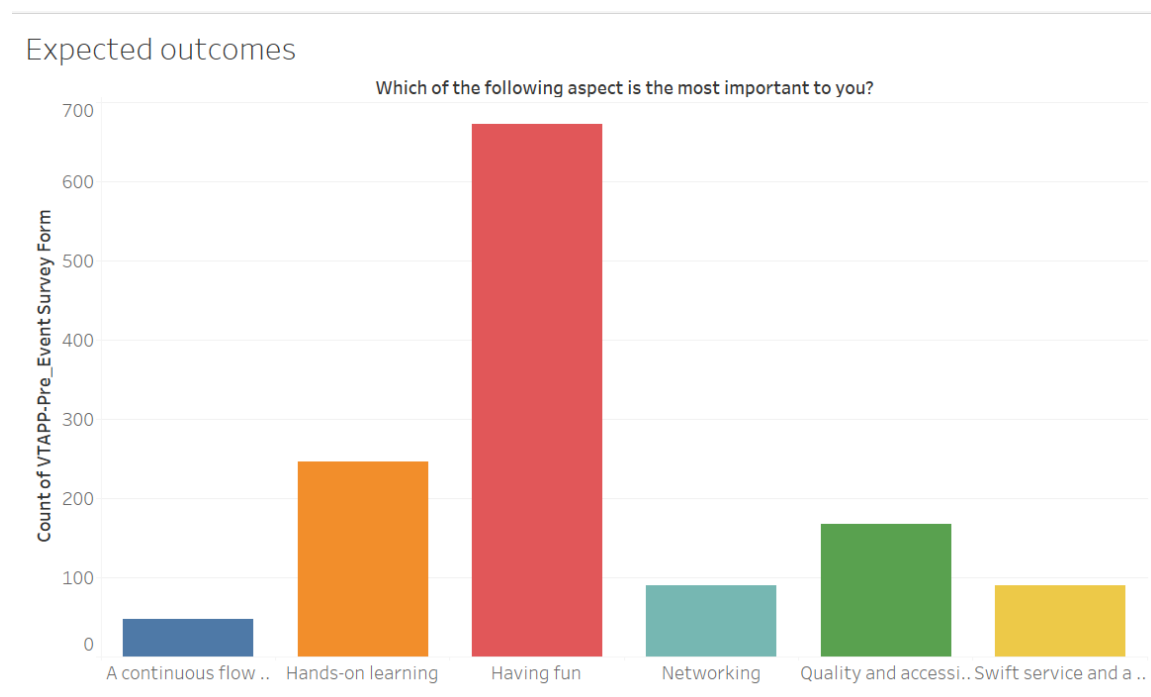
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OBSERVATION:

We analysed that **50%** of the students are interested in games and showing enthusiasm towards it .Followed by exhibitions. Though some students are interested in codeathons, competitions and workshops, the number is smaller comparative to the other two i.e. exhibitions and games.

Analysis of the most important aspect for students:

GRAPH:



Which of the following aspect is the most importa...

- A continuous flow of information
- Hands-on learning
- Having fun
- Networking
- Quality and accessible content
- Swift service and a good event environment

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OBSERVATION:

From the above graph, we can observe that more than **50%** of the students are showing more interest in having fun followed by most of the other aspects.

Analysis of the event format that works best for students:

GRAPH:



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Tell us what event format would work best for you:

- ☒ Conference
- ☐ Seminar
- ☐ Webinar
- ☐ Workshop

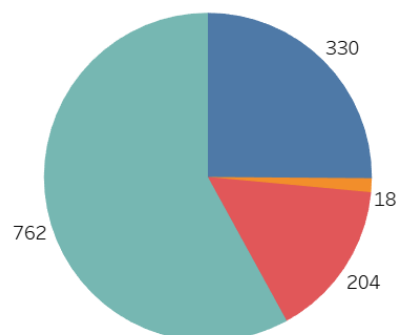
OBSERVATION:

In respect to the students feedback, we come to know that around **35%** of the students are interested in attending workshops for gaining knowledge rather than attending conference, webinars or seminars.

Analysis of through which platform they came to know regarding VTAPP:

GRAPH:

Marketing Report



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How did you hear about this event?

- ☐ Instagram
- ☐ LinkedIn
- ☐ Other
- ☐ Word of mouth

CNT(VTAPP-Pre_Event Survey Form)

☐ 1,314

OBSERVATION:

More than **50%** of them heard about VTAPP through word of mouth, **25%** of them have come to know through Instagram promotion posts.