



Creating a Dashboard with Google Looker for Melbourne Diwali 2025

ICT803 Professional Internship Project

Project-23
Data & Analytics Team

Team Composition



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Overview and Introduction

The Melbourne Diwali Festival 2025 is a multicultural celebration dedicated to the Indian Festival of Lights. The event brings together thousands of people from diverse backgrounds, promoting unity, heritage, and joy through cultural performances, traditional food, and community engagement..

The festival's diverse audience includes families, vendors, performers, and sponsors, each with unique needs and expectations. To effectively manage such a large-scale event, real time data analytics are essential.



Project Scope, Deliverable & Stakeholders

Project Scope

The Melbourne Diwali Festival Dashboard project will **implement a real time analytics dashboard** to enhance event management, improve stakeholder coordination, and **ensure a seamless festival experience through data driven decision making.**

Stakeholders



She defined the product vision, and prioritized features based on business value and stakeholder input to ensure alignment with strategic goals.
CEO Melbourne Diwali (Anna Bhardwaj)



Facilitates Agile practices, guides the teams, and eliminate bottlenecks to ensure smooth progress.
Director/Founder SarasCare (Gautam Gupta)

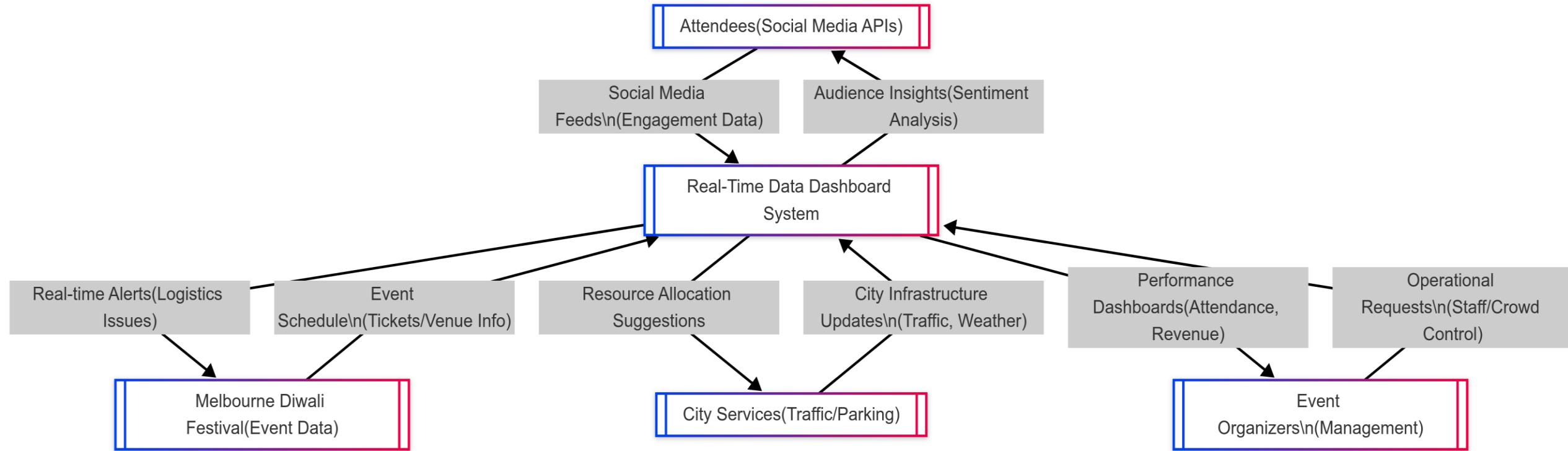
Project Deliverable

A modular dashboard suite built using Google Looker Studio, customized for different user personas. Post-event analytics tools for **assessing ROI, crowd behavior, and stakeholder satisfaction**. A feedback-driven recommendation system for future improvements.

Objectives

- Developing a user friendly, interactive dashboard using Looker Studio.
- Ensuring data accuracy and reliability .
- Providing post event analytics reports within two weeks to measure the festival's success.
- Enhancing stakeholder experience by offering clear insights into performance metrics for vendors, sponsors, and event organizers.

Project Architecture- Context Diagram



Context diagram for data flow: detects an event, data passes through gateway to server, which stores it and pushes update to the dashboard, prompting the UI to refresh. Used for stakeholder discussions, requirements engineering and system overview during planning and design.

Requirement Specifications

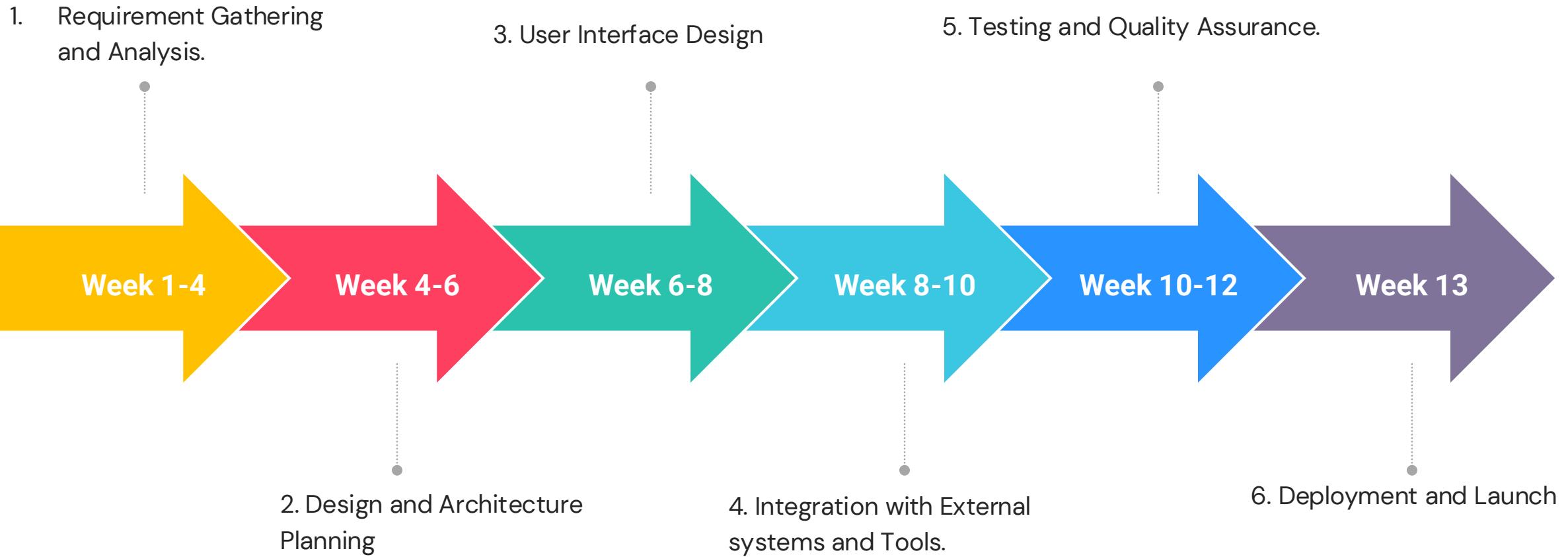
Functional

- **Data Ingestion:** The system shall collect real-time data.
- **Data Processing:** Incoming data shall be aggregated with low latency to compute live metrics.
- **Real-Time Dashboard:** A dynamic UI shall display current attendance, crowd distribution, entry/exit rates etc
- **Alerts & Notifications:** Automated alerts will trigger for predefined thresholds and notify staff via dashboard prompts .
- **User Roles:** secure login shall differentiate access: Event Managers can monitor and acknowledge alerts;
- **Data Logging:** All data, events, and user actions shall be logged with timestamps for post-event analysis and system auditing.
- **Report Generation:** The system shall generate on-demand or post-event reports within summaries, charts, and export options .

Non- functional

- **Performance:** The dashboard shall display critical data with ≤2 seconds latency.
- **Reliability & Uptime:** The system must ensure 99.9% uptime during event hours, with redundancy for power, network, and failover.
- **Usability:** The interface shall be intuitive, with clear visuals and minimal training required.
- **Responsiveness:** UI actions shall respond within 1 second. Long tasks must show progress without freezing the interface.
- **Security:** User access must be secured with strong credentials and possibly 2FA. Data transmission must be encrypted. Privacy compliance is essential, with minimal PII handling.
- **Compatibility:** The dashboard shall support modern web browsers and adapt to tablets and large screens via responsive design.
- **Maintainability:** System design shall allow annual reuse and simple updates.

Project Milestone Chart





Data Design (ERDs and UMLs)



Data Design

The design is the backbone of our dashboard ecosystem for Melbourne Diwali 2025, ensuring stakeholders, Organizers, Security, Media, Logistics, and Performers access timely, relevant, and user-specific data in a clear, intuitive format. The design consists of three key layers, integrating data from six Google Forms and supporting navigation across five dashboards.



Pain Points in Data Design



- **Data Integration Complexity:** Aggregating data from diverse teams with inconsistent formats and timelines is time-consuming.
- **Real-Time Update Pressure:** High expectations for live metrics and crowd data accuracy can overwhelm system performance, especially with poor connectivity on-site.
- **Dependency on External Inputs:** The dashboard accuracy heavily relies on prompt updates from external teams any lag causes system-wide data inconsistencies.
- **User Overload:** Too many metrics on one interface can overwhelm stakeholders, causing confusion rather than clarity.
- **Downtime Risks:** A crash or data lag on event day could critically affect operations, especially emergency responses or scheduling.
- **Device Incompatibility:** Variability in devices used by stakeholders (mobile, tablet, desktop) may cause rendering issues for dashboard features.

Gain Points in Data Design

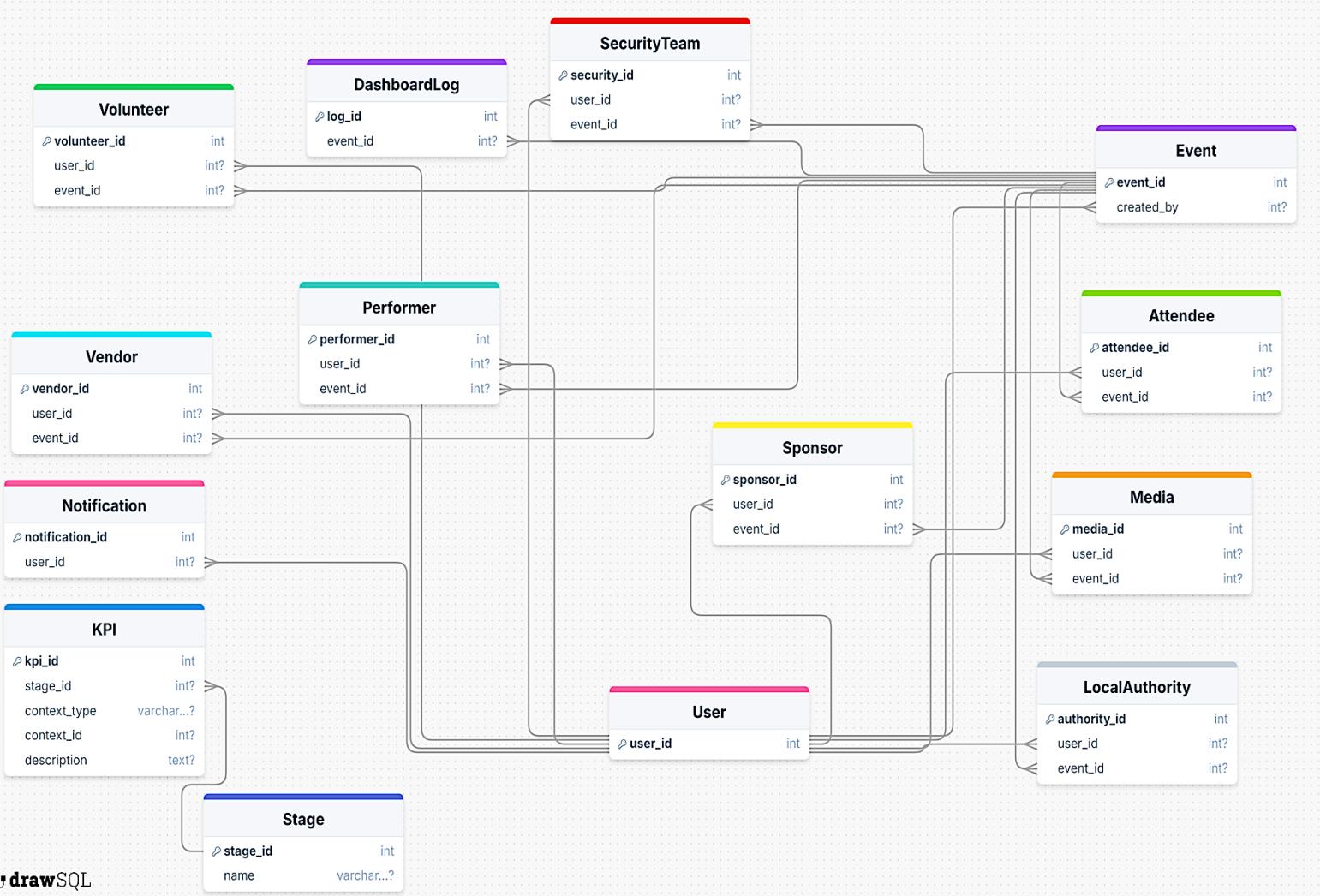


- Centralized Visibility: Enables real-time visibility across all operations, improving coordination and response times.
- Actionable Insights: Post-event reports and heatmaps help improve planning, vendor positioning, and security protocols for future events.
- Enhanced Stakeholder Experience: Tailored dashboards for media, sponsors, and security ensure high engagement and satisfaction.
- Data-Driven Decisions: Live data supports immediate decisions such as rerouting crowds, updating stage schedules, or activating backup plans.
- Sponsorship & PR Value: Dashboards showcasing real-time brand impressions and social media engagement help validate sponsorship ROI.

Entity Relationship Diagram (ERD)



Relational Schema



Core Entities

Table	Primary Key	Relationships
User	user_id	Connected to all persona tables via user_id
Event	event_id	Linked to all persona tables via event_id
Stage	stage_id	Used in KPI to track the event phase
Notification	notification_id	Linked to user_id
Checkin	checkin_id	Links user_id to event_id
Feedback	feedback_id	Links user_id to event_id
DashboardLog	log_id	Logs event-specific activities

Relationships

Parent Table	Child Table	Relationship Type	Join Key
User	Event	One-to-Many	created_by
User	EventOrganizer	One-to-Many	user_id
User	Performer	One-to-Many	user_id
User	Attendee	One-to-Many	user_id
User	Vendor	One-to-Many	user_id
User	Volunteer	One-to-Many	user_id
User	Sponsor	One-to-Many	user_id
User	Media	One-to-Many	user_id
User	SecurityTeam	One-to-Many	user_id
User	LocalAuthority	One-to-Many	user_id
User	Notification	One-to-Many	user_id
Event	DashboardLog	One-to-Many	event_id
Stage	KPI	One-to-Many	stage_id

Dummy Dataset (Attendees)



Attributes:

- attendee_id,
- Gender
- transport_mode
- full_name,
- email,
- ticket_type,
- check_in_status,
- age_group,
- interest_category,

Assumptions Adopted:

- Attendees were categorized by ticket types (General, VIP),
- Check-in status for entry tracking
- 10,000 attendees recognized in line with average Melbourne Diwali attendance.
- Interest categories help personalize event experience
- Data generated to mimic real-time crowd flow.
- Location is captured in longitude and latitude.

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	A	B	C	D	E	F	G	H	I	J	K	L	M	N
1	Attendee_ID	Name	Email	Ticket_Type	Check_in_Time	Feedback_Score	Region	Latitude	Longitude	Age	Gender	Ticket_Format	TransportMode	Group_Size
2	ATT00000	Jodi Cooper	bgarcia@williams.cc	Standard	2025-11-01 10:27:21		Melbourne CBD	-37.8136	144.9631	39	M	Digital	Car	5
3	ATT00001	Taylor Jackson	michele64@yahoo.c	VIP	2025-11-01 19:16:34		3 Prahran	-37.85	144.9833	40	F	QR	Public Transport	1
4	ATT00002	Joseph Chan	dawnwatts@berger.c	Standard	2025-11-01 19:10:44		4 Sunshine	-37.7833	144.8333	34	F	Digital	Bike	2
5	ATT00003	Sarah Gross	dominguezangel@g	Family Pass	2025-11-01 11:11:35		4 Fitzroy	-37.8	144.9833	56	M	Digital	Public Transport	1
6	ATT00004	Christopher Young	heather79@hotmail.	Standard	2025-11-01 15:45:25		Richmond	-37.8185	145.0013	34	F	QR	Car	5
7	ATT00005	Kristen Cain	allenjenifer@mcco	Family Pass	2025-11-01 15:16:26		5 Dandenong	-37.9876	145.2155	41	F	Digital	Public Transport	1
8	ATT00006	Brian Walton	stephanie61@gmail..	VIP	2025-11-01 10:51:32		3 Footscray	-37.7997	144.8996	51	F	Digital	Bike	5
9	ATT00007	Jonathan Carpenter	megan09@acosta.c	Family Pass	2025-11-01 11:53:57		4 St Kilda	-37.8676	144.9805	46	F	Digital	Car	1
10	ATT00008	Harold Henson	bervante@robinson	Family Pass	2025-11-01 16:41:45		3 Southbank	-37.825	144.9645	20	M	QR	Car	3
11	ATT00009	Miguel Hebert	ramirezmatthew@mc	VIP	2025-11-01 19:39:11		3 Sunshine	-37.7833	144.8333	61	M	QR	Walk	4
12	ATT00010	Mary Wilkins	jacqueline62@hotm	VIP	2025-11-01 18:52:42		Fitzroy	-37.8	144.9833	19	F	Digital	Public Transport	1
13	ATT00011	Megan Sanders	haliljoseph@collier-g	Student	2025-11-01 19:13:32		5 Fitzroy	-37.8	144.9833	57	M	Digital	Car	3
14	ATT00012	Stacy Fisher	xheath@palmer.net	VIP	2025-11-01 13:39:46		3 Carlton	-37.8001	144.9646	68	M	QR	Public Transport	2
15	ATT00013	Mark Lee	vdiaz@yahoo.com	Standard	2025-11-01 11:34:26		Southbank	-37.825	144.9645	67	F	Printed	Bike	1
16	ATT00014	Matthew Strickland	warddawn@roy.net	VIP	2025-11-01 15:06:56		Footscray	-37.7997	144.8996	31	M	Printed	Car	5
17	ATT00015	Gary Stewart	moralesbrittany@hot	Family Pass	2025-11-01 13:30:4C		4 Footscray	-37.7997	144.8996	56	F	Printed	Public Transport	1
18	ATT00016	April Oliver	mary40@murphy.biz	Standard	2025-11-01 14:38:45		4 Docklands	-37.814	144.9423	49	M	Digital	Public Transport	3
19	ATT00017	Arthur Soto	ihinton@yahoo.com	Standard	2025-11-01 10:25:46		2 Southbank	-37.825	144.9645	45	F	Printed	Bike	3
20	ATT00018	Kristina Bames	smithtara@gmail.co	Family Pass	2025-11-01 15:03:05		3 Fitzroy	-37.8	144.9833	59	M	QR	Walk	1
21	ATT00019	Joshua Campbell	monroemelinda@gn	Standard	2025-11-01 19:30:18		Fitzroy	-37.8	144.9833	29	F	QR	Public Transport	1
22	ATT00020	Victoria Woodard	paulaustin@hotmail.	Student	2025-11-01 11:28:53		3 Broadmeadows	-37.6833	144.9167	41	F	Digital	Bike	1
23	ATT00021	Sue Bailey	matthew85@ward.cc	Student	2025-11-01 10:09:32		Sunshine	-37.7833	144.8333	44	F	Printed	Car	2
24	ATT00022	Patricia Stewart	teresamccoy@hotmail.	Student	2025-11-01 10:22:15		2 Box Hill	-37.81	145.123	65	M	QR	Walk	3
25	ATT00023	Tyler Johnson	erica58@williams.m	Family Pass	2025-11-01 12:50:03		3 Brunswick	-37.7706	144.9614	60	M	QR	Walk	2
26	ATT00024	Patricia Clay	nicholasalexander@	Standard	2025-11-01 10:28:12		4 Dandenong	-37.9876	145.2155	55	M	Digital	Car	3
27	ATT00025	Melinda Singh	amandahobbs@jaco	Family Pass	2025-11-01 15:01:05		3 Prahran	-37.85	144.9833	23	F	Printed	Car	5
28	ATT00026	Jacob Brown	nancyhansen@kane.	Standard	2025-11-01 17:31:23		2 Dandenong	-37.9876	145.2155	23	Non-binary	QR	Public Transport	5
29	ATT00027	Eric Evans	tjohnson@wise.com	Standard	2025-11-01 11:34:54		3 Melbourne CBD	-37.8136	144.9631	45	F	Printed	Bike	1
30	ATT00028	Vickie Cervantes	petersonalejandra@	Student	2025-11-01 14:46:13		4 Carlton	-37.8001	144.9646	46	F	QR	Car	5
31	ATT00029	Melissa Miller	zcastillo@bender.co	Standard	2025-11-01 15:23:59		5 Carlton	-37.8001	144.9646	55	M	Digital	Car	3
32	ATT00030	Mary Anderson	allison16@hansen.c	Standard	2025-11-01 14:53:56		4 Carlton	-37.8001	144.9646	59	M	QR	Walk	5

Attendees Form -

<https://docs.google.com/forms/d/1lOzjVzmbWUBnJyQITwt3opOJ4vOGPNiyVkJ8eU2eN5s/preview>

Dummy Dataset (Performers)



Attributes:

- performer_id,
- group_name,
- lead_contact,
- performance_type,
- time_slot,
- stage_location,
- special_requirements
- props_submitted
- Green Room Usage

Assumptions Adopted:

- Time slots,
- stages, and requirements used to coordinate stage schedules and technical setups.
- Check-in status for entry tracking
- 400 performers assumed to enroll.
- Different categories of performance.

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A	B	C	D	E	F	G	H	I	J	K	L	M	N	
1	Performer_ID	Group_Name	Performance_Type	Slot_Time	Props_Submitted	Check_in_Status	Performance_Type	Check_in_Status	Props_Submitted	Audience_Votes	Props_Missing_Repo	Green_Room_Usage	Slot_Change_Log	Emergency_Replacement
2	PER0000	Ramos, Young and J	Poetry	2025-11-01 16:17:21	Yes	Checked-in	Music	Checked-in	Yes	323	2	84	Extended	2
3	PER0001	Perez-Spencer	Poetry	2025-11-01 21:46:01	Yes	Checked-in	Drama	Checked-in	No	159	1	23	Rescheduled	0
4	PER0002	Baker and Sons	Dance	2025-11-01 20:06:32	Yes	Checked-in	Music	Checked-in	Yes	216	0	46	None	0
5	PER0003	Davis Group	Dance	2025-11-01 12:48:35	Yes	Checked-in	Speech	No-Show	Yes	124	2	108	Rescheduled	0
6	PER0004	Davis, Rivera and Mc	Poetry	2025-11-01 21:37:18	Yes	Checked-in	Speech	No-Show	No	106	0	48	Rescheduled	1
7	PER0005	Scott and Sons	Dance	2025-11-01 21:16:11	Yes	Checked-in	Music	Checked-in	Yes	150	2	85	None	1
8	PER0006	Duncan-Arnold	Dance	2025-11-01 20:24:44	Yes	Checked-in	Speech	No-Show	Yes	412	2	100	Extended	2
9	PER0007	Brown, Thompson and	Drama	2025-11-01 21:08:36	Yes	Checked-in	Speech	Checked-in	No	378	0	31	Rescheduled	2
10	PER0008	Higgins-Marquez	Dance	2025-11-01 19:42:06	Yes	Checked-in	Music	No-Show	Yes	234	2	102	Extended	2
11	PER0009	Grimes Inc	Cultural Display	2025-11-01 17:28:45	Yes	Checked-in	Music	Checked-in	No	85	1	33	None	2
12	PER0010	Wallace, Harris and I	Music	2025-11-01 19:56:01	Yes	Checked-in	Music	Checked-in	No	415	1	87	Rescheduled	1
13	PER0011	Gross-Gutierrez	Drama	2025-11-01 17:36:36	Yes	Checked-in	Music	Checked-in	Yes	153	1	99	Extended	2
14	PER0012	Griffith PLC	Dance	2025-11-01 15:11:43	Yes	No-Show	Drama	No-Show	Yes	426	2	102	Extended	1
15	PER0013	Parker-Rogers	Dance	2025-11-01 20:38:03	Yes	Checked-in	Drama	No-Show	No	3	2	59	Rescheduled	0
16	PER0014	Mahoney-Pratt	Cultural Display	2025-11-01 19:04:24	No	Checked-in	Speech	Checked-in	No	348	1	71	Rescheduled	2
17	PER0015	Moody-Warren	Poetry	2025-11-01 15:04:36	No	Late	Dance	Checked-in	Yes	319	0	47	Extended	2
18	PER0016	Weeks Ltd	Poetry	2025-11-01 14:56:45	Yes	Checked-in	Drama	Checked-in	No	305	0	35	Extended	0
19	PER0017	Pena Inc	Dance	2025-11-01 13:21:25	Yes	Checked-in	Speech	No-Show	Yes	163	0	73	None	2
20	PER0018	Barn-Evans	Cultural Display	2025-11-01 15:56:41	Yes	Checked-in	Dance	Checked-in	Yes	422	1	50	Rescheduled	1
21	PER0019	Castillo-Thompson	Dance	2025-11-01 13:02:54	Yes	Checked-in	Dance	Checked-in	No	333	1	74	Extended	1
22	PER0020	Valdez LLC	Music	2025-11-01 16:38:26	Yes	Checked-in	Drama	Checked-in	No	138	1	48	Rescheduled	2
23	PER0021	Collins-Holloway	Drama	2025-11-01 18:26:32	Yes	Checked-in	Music	Checked-in	No	206	0	25	Cancelled	1
24	PER0022	Flores-Nguyen	Poetry	2025-11-01 17:26:36	Yes	Checked-in	Speech	Checked-in	Yes	433	2	58	Rescheduled	0
25	PER0023	Strong PLC	Poetry	2025-11-01 21:54:54	Yes	Checked-in	Speech	Checked-in	No	147	1	31	Rescheduled	2
26	PER0024	Hampton, Harris and	Dance	2025-11-01 21:32:56	Yes	Checked-in	Music	Checked-in	No	388	0	86	None	0
27	PER0025	Thompson, Jones and	Dance	2025-11-01 21:31:57	Yes	Checked-in	Drama	Checked-in	No	273	2	65	Extended	1
28	PER0026	Nelson-Chavez	Music	2025-11-01 14:20:55	Yes	Checked-in	Speech	No-Show	No	227	2	38	Rescheduled	1
29	PER0027	Roach and Sons	Cultural Display	2025-11-01 13:54:06	No	Checked-in	Speech	Checked-in	Yes	491	2	44	None	1
30	PER0028	Gonzales-Molina	Poetry	2025-11-01 17:00:20	Yes	Checked-in	Drama	Checked-in	Yes	465	0	63	Extended	0
31	PER0029	Copeland-Berg	Dance	2025-11-01 14:53:07	Yes	Checked-in	Dance	No-Show	No	500	0	42	None	0

Performers Form-

https://docs.google.com/forms/d/1LhgXdxqM6jOzl4U8U2UZtilDa1aCRHC_8SsbVifC4/preview

Dummy Dataset (Organizers)



Attributes:

- organizer_id,
- fullname,
- email,
- role,
- assigned_zone,
- available_shift,
- Tasks assigned
- Responsiblty_area

Assumptions Adopted:

- Divided by zones and teams with shift availability; used for rostering and task planning.
- Check-in status for entry tracking
- 100 organizers recognized in line with average Melbourne Diwali attendance.
- Data generated to mimic real-time crowd flow.
- Location is captured in longitude and latitude.

expanded_100_melbourne_diwali_organizers.csv

	A	B	C	D	E	F	G	H	I	J	K	L	M	N
1	Organizer_ID	Organizer_Name	Role_Title	Department_Name	Tasks_Assigned	Tasks_Completed	Responsibility_Area	Task_Completion_Ti	Tasks_Delayed_Cou	Collaboration_From	Collaboration_To_D	Meetings_Held_Cou	Task_ID	Task_Status
2	ORG001	Jill Young	Manager	Media/PR	27	40	Performer Managem	2025-04-15 19:06:00	5	Logistics	Hospitality	4	c48a724f-f978-406b	Completed
3	ORG002	Rachel Greene	Supervisor	Logistics	47	28	Performer Managem	2025-04-15 15:48:00	1	Logistics	Volunteers	7	907664af-fb7b-4c10	Completed
4	ORG003	David Hudson	Supervisor	Ticketing	19	27	Ticket Verification	2025-04-15 12:25:00	1	Media/PR	Ticketing	2	7aea7024-1891-4bb	Pending
5	ORG004	Jamie Ramos	Coordinator	Ticketing	40	43	Ticket Verification	2025-04-15 17:57:00	0	Security	Volunteers	9	c668daac-ace4-4f9c	In Progress
6	ORG005	Christine Thomas	Supervisor	Hospitality	14	30	Vendor Coordination	2025-04-15 20:34:00	1	Security	Hospitality	1	0f94adea-0115-4b3	Delayed
7	ORG006	Matthew Foley	Coordinator	Logistics	15	42	Safety	2025-04-15 14:52:00	2	Security	Ticketing	6	8e83fa80-e340-482c	Delayed
8	ORG007	Jessica Wilson	Supervisor	Security	32	27	Safety	2025-04-15 8:12:00	4	Media/PR	Ticketing	0	9e2390b6-4bd0-4bc	Pending
9	ORG008	Tammy Fritz	Coordinator	Ticketing	24	11	Vendor Coordination	2025-04-15 16:15:00	3	Media/PR	Ticketing	0	00b55c0a-15c1-453	Pending
10	ORG009	Jordan Hall	Supervisor	Volunteers	29	8	Vendor Coordination	2025-04-15 22:48:00	2	Security	Hospitality	0	ed817fad-e05e-40a	Completed
11	ORG010	Debra Wells	Assistant	Ticketing	24	39	Ticket Verification	2025-04-15 14:12:00	2	Media/PR	Volunteers	1	40ec1204-04d5-485	In Progress
12	ORG001	Jill Young	Assistant	Media/PR	6	17	Safety	2025-04-15 16:35:00	0	Media/PR	Hospitality	0	ac67de2d-8f0b-4ed	In Progress
13	ORG002	Rachel Greene	Supervisor	Volunteers	39	45	Safety	2025-04-15 9:58:00	0	Security	Hospitality	10	44139bcc-627a-489	Pending
14	ORG003	David Hudson	Manager	Logistics	17	3	Safety	2025-04-15 16:43:00	5	Security	Hospitality	6	cabd446a-9cbc-48e	Pending
15	ORG004	Jamie Ramos	Supervisor	Security	48	16	Safety	2025-04-15 8:27:00	1	Security	Hospitality	6	e7740e21-f86-4067	In Progress
16	ORG005	Christine Thomas	Assistant	Ticketing	47	30	Publicity	2025-04-15 12:41:00	3	Security	Volunteers	2	954e94d4-524a-452	Completed
17	ORG006	Matthew Foley	Coordinator	Logistics	26	32	Safety	2025-04-15 11:18:00	1	Security	Hospitality	7	d6366f47-e350-483	Delayed
18	ORG007	Jessica Wilson	Coordinator	Hospitality	32	7	Publicity	2025-04-15 11:27:00	2	Security	Ticketing	6	739bf8ee-c6ce-4724	Pending
19	ORG008	Tammy Fritz	Manager	Logistics	13	16	Performer Managem	2025-04-15 19:50:00	2	Security	Volunteers	9	af335c15-addb-4be	Delayed
20	ORG009	Jordan Hall	Assistant	Security	31	9	Ticket Verification	2025-04-15 15:24:00	5	Media/PR	Volunteers	5	16e1f664-932c-448	In Progress
21	ORG010	Debra Wells	Supervisor	Hospitality	39	24	Vendor Coordination	2025-04-15 19:53:00	1	Security	Hospitality	1	d68c273b-b1d4-4b1	Delayed
22	ORG001	Jill Young	Manager	Security	17	10	Ticket Verification	2025-04-15 18:06:00	0	Security	Hospitality	0	0779065b-f4ca-48e	In Progress
23	ORG002	Rachel Greene	Coordinator	Volunteers	48	28	Publicity	2025-04-15 12:47:00	2	Media/PR	Ticketing	8	1df976fc-c8af-400f	In Progress
24	ORG003	David Hudson	Assistant	Hospitality	9	13	Publicity	2025-04-15 17:29:00	0	Logistics	Ticketing	0	077de439-7fc4-466	Delayed
25	ORG004	Jamie Ramos	Coordinator	Volunteers	15	22	Vendor Coordination	2025-04-15 8:05:00	4	Logistics	Hospitality	6	10220d15-9433-4b	Pending
26	ORG005	Christine Thomas	Manager	Hospitality	25	14	Ticket Verification	2025-04-15 15:59:00	2	Logistics	Ticketing	8	a5e213e0-9ff9-4aae	In Progress
27	ORG006	Matthew Foley	Supervisor	Ticketing	34	48	Ticket Verification	2025-04-15 22:36:00	5	Logistics	Hospitality	10	6455fe60-9b6e-41c	In Progress
28	ORG007	Jessica Wilson	Manager	Ticketing	9	49	Ticket Verification	2025-04-15 18:23:00	1	Logistics	Hospitality	0	9eb58df-c564-44fd	Pending

Organisers Form-

<https://docs.google.com/forms/d/1gR2iuOmeC8sm7uwYRyHAqJno9K5ggCmPNH3wIGQqo/preview>

Dummy Dataset (Media)

Attributes:

- media_id,
- organization,
- representative_name,
- media_type,
- pass_type,
- interview_slots,
- coverage_area

Assumptions Adopted:

- Passes include press/photo/video with allocated zones and interview windows.
- Check-in status for entry tracking
- 300 media personnel, including journalists as well as social media influencers.
- Data generated to mimic real-time crowd flow.
- Location is captured in longitude and latitude.

	A	B	C	D	E	F	G	H	I	J	K	L	M	N
1	Media_ID	Outlet_Name	Media_Type	Pass_Issued	Coverage_Type	Check_in_Status	Media_Type	Pass_Status	QR_Code_Verification_Status	Media_Checkin_Status	Coverage_Type	Media_Checkin_Time	Interviews_Schedule	Social_Media_Mention
2	MED0000	Hurley, Gonzalez and Influencer	Influencer	No	Video	No-Show	Radio	Approved	Success	Checked-in	Videos	2025-04-15 13:52:00	2	43 #
3	MED0001	Pearson Ltd	Journalist	Yes	Article	Checked-in	Radio	Approved	Failed	Not Checked-in	Photos	2025-04-15 16:07:00	2	81 #
4	MED0002	Kelly PLC	Photographer	Yes	Photo Album	Checked-in	TV	Approved	Success	Checked-in	Photos	2025-04-15 10:32:00	4	14 #
5	MED0003	Hernandez, Bradley	Photographer	Yes	Article	Checked-in	Online	Approved	Success	Checked-in	Photos	2025-04-15 12:09:00	2	65 #
6	MED0004	Lester, Cohen and O	Photographer	Yes	Article	Checked-in	Online	Denied	Failed	Not Checked-in	Videos	2025-04-15 12:44:00	3	57 #
7	MED0005	Ewing-Wilson	Journalist	Yes	Video	Checked-in	TV	Denied	Success	Checked-in	Photos	2025-04-15 15:30:00	1	7 #
8	MED0006	Brady-Adams	Influencer	Yes	Article	Checked-in	Print	Denied	Failed	Not Checked-in	Articles	2025-04-15 15:55:00	3	69 #
9	MED0007	Scott-Gutierrez	Blogger	Yes	Live Stream	Checked-in	Radio	Denied	Failed	Not Checked-in	Articles	2025-04-15 13:50:00	2	33 #
10	MED0008	Knapp, Conley and F	Blogger	Yes	Live Stream	Checked-in	Online	Approved	Success	Checked-in	Articles	2025-04-15 16:23:00	4	97 #
11	MED0009	Silva, Savage and M	Influencer	Yes	Article	Checked-in	Print	Approved	Failed	Checked-in	Articles	2025-04-15 15:56:00	0	73 #
12	MED0010	Miller, Rice and Fort	Journalist	Yes	Article	Checked-in	TV	Denied	Success	Not Checked-in	Photos	2025-04-15 12:04:00	3	26 #
13	MED0011	Leonard Inc	Influencer	Yes	Photo Album	Checked-in	Online	Approved	Success	Not Checked-in	Photos	2025-04-15 17:19:00	1	76 #
14	MED0012	Wolf-Fernandez	Journalist	No	Article	Checked-in	Radio	Approved	Success	Checked-in	Photos	2025-04-15 10:14:00	2	92 #
15	MED0013	Blankenship Ltd	Photographer	Yes	Live Stream	Checked-in	Print	Approved	Failed	Checked-in	Articles	2025-04-15 7:11:00	1	96 #
16	MED0014	Elliott, Williams and	Blogger	Yes	Photo Album	Checked-in	Online	Approved	Success	Checked-in	Photos	2025-04-15 15:06:00	1	2 #
17	MED0015	Miller Group	Blogger	Yes	Video	Checked-in	Online	Approved	Success	Checked-in	Articles	2025-04-15 8:26:00	3	45 #
18	MED0016	Jones Ltd	Influencer	Yes	Article	Checked-in	Online	Approved	Failed	Not Checked-in	Articles	2025-04-15 11:09:00	4	59 #
19	MED0017	Wilson, Scott and Tc	Influencer	Yes	Article	Checked-in	TV	Approved	Success	Not Checked-in	Articles	2025-04-15 15:11:00	4	8 #
20	MED0018	Day-Chavez	Journalist	Yes	Live Stream	Checked-in	TV	Approved	Failed	Checked-in	Videos	2025-04-15 9:11:00	2	1 #
21	MED0019	Massey Inc	Photographer	Yes	Photo Album	Checked-in	Radio	Denied	Success	Not Checked-in	Videos	2025-04-15 8:19:00	1	30 #
22	MED0020	Walker Ltd	Photographer	Yes	Live Stream	No-Show	Radio	Denied	Success	Checked-in	Articles	2025-04-15 16:34:00	1	6 #
23	MED0021	Davis, Morrison and C	Photographer	Yes	Video	Checked-in	TV	Denied	Failed	Not Checked-in	Articles	2025-04-15 13:15:00	4	82 #
24	MED0022	Torres Group	Influencer	Yes	Article	Checked-in	TV	Approved	Success	Not Checked-in	Photos	2025-04-15 14:15:00	0	21 #
25	MED0023	Murphy Ltd	Influencer	Yes	Video	No-Show	Print	Denied	Failed	Not Checked-in	Photos	2025-04-15 14:38:00	2	20 #
26	MED0024	Spence Group	Photographer	Yes	Article	No-Show	TV	Approved	Success	Not Checked-in	Videos	2025-04-15 7:36:00	0	32 #
27	MED0025	Hernandez-Green	Photographer	Yes	Photo Album	No-Show	Print	Approved	Failed	Not Checked-in	Articles	2025-04-15 10:26:00	1	0 #
28	MED0026	Hill-Rush	Journalist	Yes	Live Stream	Checked-in	Print	Approved	Success	Not Checked-in	Articles	2025-04-15 12:10:00	5	29 #
29	MED0027	Mcdonald, Price and	Photographer	Yes	Photo Album	Checked-in	Radio	Denied	Failed	Not Checked-in	Articles	2025-04-15 10:14:00	0	23 #
30	MED0028	Daniels, Martinez and	Influencer	Yes	Video	Checked-in	Radio	Denied	Success	Checked-in	Photos	2025-04-15 17:35:00	3	7 #
31	MED0029	Rosales and Sons	Journalist	Yes	Video	Checked-in	Print	Denied	Failed	Checked-in	Photos	2025-04-15 7:53:00	0	12 #

Media Form -

<https://docs.google.com/forms/d/1CimmDNeama117COPao1uM3tpRyeR52uPHI8zogFoQY/preview>

Dummy Dataset (Security)

Attributes:

- security_id, fullname,
- certification,
- patrol_area,
- shift_time,
- emergency_contact,
- check_in_status
- Incidents handled
- Incident_type
- Gate_Monitored

Assumptions Adopted:

- Check-in status for entry tracking
- 300 media personnel, including journalists as well as social media influencers.
- Data generated to mimic real-time crowd flow.
- Location is captured in longitude and latitude.

X expanded_100_melbourne_diwali_security.csv Open with ▾

	A	B	C	D	E	F	G	H	I	J	K	L	M	N
1	Security_ID	Name	Assigned_Area	Shift_Start	Shift_End	Incidents_Handled	Assigned_Zone	Incidents_Handled	Incident_Types	Latitude	Longitude	Gate_Monitored	Emergency_Exit_Status	Patrol_Checkin_Time
2	SEC0000	Karen Parish	Parking Area	2025-11-01 14:50:16	2025-11-01 20:39:19	1	VIP Zone	3	Crowd Breach	-37.8001	144.9646	Entry B	Clear	2025-04-15 15:21:00
3	SEC0001	James Trevino	Entry Gate	2025-11-01 10:15:46	2025-11-01 16:38:17	0	Parking	4	Lost Child	-37.8676	144.9805	Entry A	Blocked	2025-04-15 22:55:00
4	SEC0002	Jacqueline Serrano	Lost & Found	2025-11-01 14:36:36	2025-11-01 22:08:40	2	VIP Zone	0	Equipment Issue	-37.81	145.123	Entry A	Blocked	2025-04-15 13:27:00
5	SEC0003	Stephanie Brown	Main Stage	2025-11-01 7:10:47	2025-11-01 16:50:32	0	VIP Zone	3	Crowd Breach	-37.8676	144.9805	Entry A	Clear	2025-04-15 9:22:00
6	SEC0004	Bryan Todd	Entry Gate	2025-11-01 9:27:45	2025-11-01 22:34:06	2	Stage Area	8	Medical Emergency	-37.814	144.9423	Entry B	Clear	2025-04-15 8:48:00
7	SEC0005	Felicia Moore	Parking Area	2025-11-01 12:48:25	2025-11-01 17:50:08	3	Food Court	9	Crowd Breach	-37.8001	144.9646	Entry A	Clear	2025-04-15 19:07:00
8	SEC0006	Marvin Heath	Main Stage	2025-11-01 7:27:59	2025-11-01 17:01:38	0	Parking	0	Medical Emergency	-37.8676	144.9805	Exit C	Under Watch	2025-04-15 21:49:00
9	SEC0007	Thomas Hall	Main Stage	2025-11-01 8:39:21	2025-11-01 18:14:36	0	Stage Area	4	Medical Emergency	-37.8676	144.9805	Entry B	Clear	2025-04-15 13:40:00
10	SEC0008	Linda Andrade	Parking Area	2025-11-01 10:23:37	2025-11-01 19:39:36	0	Gate A	2	Equipment Issue	-37.8001	144.9646	Entry A	Under Watch	2025-04-15 11:07:00
11	SEC0009	Jeremy Glenn	Vendor Zone	2025-11-01 9:27:14	2025-11-01 22:32:45	0	Gate A	9	Crowd Breach	-37.8001	144.9646	Entry A	Blocked	2025-04-15 22:44:00
12	SEC0010	Nicholas Beard	Vendor Zone	2025-11-01 12:59:12	2025-11-01 19:27:50	0	VIP Zone	4	Crowd Breach	-37.825	144.9645	Exit C	Clear	2025-04-15 22:03:00
13	SEC0011	Cynthia Cooper	Lost & Found	2025-11-01 14:07:06	2025-11-01 19:16:12	2	Food Court	4	Lost Child	-37.7997	144.8996	Exit C	Blocked	2025-04-15 6:49:00
14	SEC0012	Carl Burns	Lost & Found	2025-11-01 12:07:23	2025-11-01 21:09:53	0	Food Court	10	Crowd Breach	-37.8185	145.0013	Entry B	Blocked	2025-04-15 21:19:00
15	SEC0013	Tasha Trevino	Lost & Found	2025-11-01 13:50:06	2025-11-01 21:08:55	0	Parking	0	Crowd Breach	-37.7997	144.8996	Exit C	Blocked	2025-04-15 17:55:00
16	SEC0014	Jeffrey Castro	Entry Gate	2025-11-01 13:16:00	2025-11-01 22:32:06	0	Gate A	4	Crowd Breach	-37.8001	144.9646	Entry A	Clear	2025-04-15 17:00:00
17	SEC0015	Melanie Kelley	Main Stage	2025-11-01 12:15:25	2025-11-01 21:36:34	0	Food Court	1	Equipment Issue	-37.81	145.123	Entry B	Clear	2025-04-15 17:40:00
18	SEC0016	Amy Wood	Vendor Zone	2025-11-01 7:45:22	2025-11-01 19:14:26	0	VIP Zone	5	Equipment Issue	-37.8676	144.9805	Exit C	Blocked	2025-04-15 22:09:00
19	SEC0017	Catherine Rios	Entry Gate	2025-11-01 9:55:19	2025-11-01 18:42:16	0	VIP Zone	0	Medical Emergency	-37.825	144.9645	Entry A	Clear	2025-04-15 9:33:00
20	SEC0018	Timothy Washington	Main Stage	2025-11-01 9:23:02	2025-11-01 20:29:10	1	VIP Zone	7	Lost Child	-37.825	144.9645	Entry B	Clear	2025-04-15 9:11:00
21	SEC0019	Erica Cobb	Vendor Zone	2025-11-01 10:08:24	2025-11-01 19:26:24	1	Gate A	9	Medical Emergency	-37.8001	144.9646	Exit C	Under Watch	2025-04-15 11:22:00
22	SEC0020	Jacqueline Dorsey	Entry Gate	2025-11-01 11:18:14	2025-11-01 17:35:20	0	VIP Zone	10	Equipment Issue	-37.814	144.9423	Entry B	Under Watch	2025-04-15 9:28:00
23	SEC0021	Juan Shaw	Parking Area	2025-11-01 13:48:52	2025-11-01 20:10:22	1	VIP Zone	1	Crowd Breach	-37.825	144.9645	Exit C	Under Watch	2025-04-15 20:27:00
24	SEC0022	Mr. Paul Austin	Lost & Found	2025-11-01 8:28:54	2025-11-01 20:27:53	0	Parking	7	Equipment Issue	-37.8185	145.0013	Entry B	Under Watch	2025-04-15 13:16:00
25	SEC0023	Joseph Roberson	Parking Area	2025-11-01 9:34:17	2025-11-01 21:01:40	3	VIP Zone	0	Lost Child	-37.7997	144.8996	Entry A	Clear	2025-04-15 20:51:00
26	SEC0024	Douglas Roberson	Vendor Zone	2025-11-01 7:49:21	2025-11-01 18:49:04	0	Parking	5	Suspicious Activity	-37.8185	145.0013	Exit C	Clear	2025-04-15 21:10:00
27	SEC0025	Tanner Livingston	Parking Area	2025-11-01 11:57:42	2025-11-01 19:20:37	0	Food Court	4	Medical Emergency	-37.81	145.123	Entry A	Blocked	2025-04-15 10:56:00
28	SEC0026	Tara Wolfe	Entry Gate	2025-11-01 11:17:37	2025-11-01 22:32:26	0	Parking	8	Equipment Issue	-37.8185	145.0013	Entry A	Under Watch	2025-04-15 11:45:00
29	SEC0027	Samantha Thornton	Lost & Found	2025-11-01 10:16:02	2025-11-01 20:46:13	0	VIP Zone	10	Crowd Breach	-37.825	144.9645	Entry B	Clear	2025-04-15 17:44:00
30	SEC0028	Ronald Alvarez	Vendor Zone	2025-11-01 9:06:12	2025-11-01 21:33:42	0	Food Court	1	Medical Emergency	-37.8185	145.0013	Exit C	Under Watch	2025-04-15 21:37:00
31	SEC0029	Timothy Allen	Entry Gate	2025-11-01 11:20:04	2025-11-01 22:06:57	0	VIP Zone	2	Medical Emergency	-37.8676	144.9805	Exit C	Blocked	2025-04-15 20:58:00

Security Forms-

<https://docs.google.com/forms/d/1hl5OMsjlV4ifK61OlnoZsIX3AoqgeiKeEx9b0gtug/preview>

Dummy Dataset (Vendors)



Attributes:

- vendor_id,
- business_name,
- contact_name,
- category,
- stall_number,
- payment_status,
- setup_time

Assumptions Adopted:

- Stalls assigned numerically, setup time approximated based on event day logistics.
- Check-in status for entry tracking
- 300 media personnel, including journalists as well as social media influencers.
- Data generated to mimic real-time crowd flow.
- Location is captured in longitude and latitude.

expanded_50_melbourne_diwali_vendors.csv

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	A	B	C	D	E	F	G	H	I	J	K	L	M	N
1	Vendor_ID	Vendor_Name	Category	Stall_Location	Revenue_Generated	Feedback_Score	Vendor_Category	Latitude	Longitude	Revenue	Feedback_Score	Setup_Scheduled_T	Setup_Actual_Time	Sales_Volume
2	VEN000	Salinas LLC	Jewelry	Zone A	19111.85	1	Handicraft	-37.814	144.9423	38487	3	2025-04-15 7:00:00	2025-04-15 8:00:00	1978
3	VEN001	Taylor Ltd	Handicraft	Zone A	14821.82	4	Entertainment	-37.814	144.9423	32112	1	2025-04-15 7:00:00	2025-04-15 8:00:00	4239
4	VEN002	Graves, Watson and	Jewelry	Zone A	18863.65	4	Technology	-37.8676	144.9805	38526	1	2025-04-15 7:00:00	2025-04-15 7:00:00	368
5	VEN003	Vazquez-Odom	Clothing	Zone D	6744.79	2	Retail	-37.8001	144.9646	7211	1	2025-04-15 7:00:00	2025-04-15 9:00:00	524
6	VEN004	Evans, Bryant and Hi	Jewelry	Zone B	14291.83	4	Food	-37.825	144.9645	45322	1	2025-04-15 7:00:00	2025-04-15 9:00:00	1634
7	VEN005	Peters, Shaw and Gr	Art	Zone A	18461.29	3	Handicraft	-37.8001	144.9646	33037	3	2025-04-15 7:00:00	2025-04-15 8:00:00	3025
8	VEN006	Huynh, Rodriguez ar	Clothing	Zone B	18619.68	3	Handicraft	-37.81	145.123	18474	3	2025-04-15 7:00:00	2025-04-15 8:00:00	4871
9	VEN007	Garcia, Smith and J	Clothing	Zone C	6375.05	4	Technology	-37.825	144.9645	3075	2	2025-04-15 7:00:00	2025-04-15 7:00:00	968
10	VEN008	Walters-Moore	Handicraft	Zone A	5082.44	3	Entertainment	-37.8185	145.0013	42890	1	2025-04-15 7:00:00	2025-04-15 9:00:00	4179
11	VEN009	Young Ltd	Clothing	Zone A	19899.78	3	Food	-37.8001	144.9646	25715	2	2025-04-15 7:00:00	2025-04-15 9:00:00	4950
12	VEN010	Diaz, Rivera and Bur	Jewelry	Zone D	18785.15	2	Handicraft	-37.814	144.9423	47926	3	2025-04-15 7:00:00	2025-04-15 9:00:00	1271
13	VEN011	Bauer, Davis and Del	Food Stall	Zone D	17844.23	2	Food	-37.8001	144.9646	27371	4	2025-04-15 7:00:00	2025-04-15 8:00:00	4550
14	VEN012	Smith Group	Handicraft	Zone C	16882.64	2	Handicraft	-37.81	145.123	12883	2	2025-04-15 7:00:00	2025-04-15 8:00:00	764
15	VEN013	Smith Inc	Handicraft	Zone D	12481.66	3	Technology	-37.814	144.9423	6409	4	2025-04-15 7:00:00	2025-04-15 8:00:00	4627
16	VEN014	Brewer, Carter and C	Jewelry	Zone C	15164.94	5	Technology	-37.825	144.9645	19629	4	2025-04-15 7:00:00	2025-04-15 9:00:00	3
17	VEN015	Preston-Soto	Clothing	Zone A	19266.02	3	Entertainment	-37.7997	144.8996	31145	5	2025-04-15 7:00:00	2025-04-15 8:00:00	64
18	VEN016	Wallace-Manning	Jewelry	Zone C	8945.09	5	Entertainment	-37.7997	144.8996	5165	3	2025-04-15 7:00:00	2025-04-15 7:00:00	834
19	VEN017	Gardner Ltd	Jewelry	Zone C	12554.42	3	Food	-37.81	145.123	16626	3	2025-04-15 7:00:00	2025-04-15 9:00:00	1132
20	VEN018	Ross, Johnson and B	Art	Zone C	13723.79	5	Technology	-37.825	144.9645	37047	5	2025-04-15 7:00:00	2025-04-15 7:00:00	4627
21	VEN019	Howell, Hill and Harr	Clothing	Zone A	4646.94	2	Handicraft	-37.7997	144.8996	7419	1	2025-04-15 7:00:00	2025-04-15 7:00:00	1229
22	VEN020	Dennis PLC	Jewelry	Zone C	3547.03	4	Retail	-37.8185	145.0013	39060	1	2025-04-15 7:00:00	2025-04-15 7:00:00	2123
23	VEN021	White, Wells and Ro	Handicraft	Zone C	9320.12	4	Entertainment	-37.81	145.123	39310	1	2025-04-15 7:00:00	2025-04-15 9:00:00	1642
24	VEN022	Jones Ltd	Art	Zone A	5612.73	3	Retail	-37.825	144.9645	42306	4	2025-04-15 7:00:00	2025-04-15 7:00:00	4113
25	VEN023	Rivera-Young	Art	Zone C	12806.35	5	Entertainment	-37.8185	145.0013	47330	5	2025-04-15 7:00:00	2025-04-15 9:00:00	3017
26	VEN024	Smith-Russell	Clothing	Zone B	14315.21	3	Retail	-37.8676	144.9805	4629	3	2025-04-15 7:00:00	2025-04-15 7:00:00	2641
27	VEN025	Belli, Colon and Cruz	Food Stall	Zone D	1287.46	3	Technology	-37.7997	144.8996	40020	3	2025-04-15 7:00:00	2025-04-15 8:00:00	3097
28	VEN026	Benson and Sons	Food Stall	Zone D	10859.57	1	Entertainment	-37.8676	144.9805	3505	4	2025-04-15 7:00:00	2025-04-15 7:00:00	115
29	VEN027	Lawson Inc	Jewelry	Zone C	18281.44	3	Retail	-37.7997	144.8996	21518	2	2025-04-15 7:00:00	2025-04-15 8:00:00	4256
30	VEN028	Brady Inc	Handicraft	Zone C	8208.81	2	Handicraft	-37.814	144.9423	39498	2	2025-04-15 7:00:00	2025-04-15 7:00:00	4377

Vendor Form -

<https://docs.google.com/forms/d/1UmnzIBnTN2BMrRRKkJTQjtZavtGUzaKhFmheeUXEv8/preview>

Dummy Dataset (Sponsors)

Attributes:

- sponsor_id,
- company_name,
- contact_person,
- sponsorship_amount,
- package_level,
- logo_url,
- visibility_zones

Assumptions Adopted:

- Sponsorship amounts are tiered (Gold, Silver, Bronze),
- Check-in status for entry tracking
- 300 media personnel, including journalists as well as social media influencers.
- visibility zones determine ad reach during event.
- Data generated to mimic real-time crowd flow.
- Location is captured in longitude and latitude.

X expanded_20_melbourne_diwali_sponsors.csv Open with ▾

A	B	C	D	E	F	G	H	I	J	K	L	M	N
Sponsor_ID	Company_Name	Tier	Booth_Assigned	Brand_Visibility_Scc	Sponsor_Feedback	Sponsor_Name	Sponsor_Tier	Booth_Assigned	Brand_Visibility_Scc	Engagement_Score	Feedback_Rating	Impressions_Count	Social_Media_Ment_B
SPN000	White PLC	Silver	Yes	71.74	1	Floyd, Stout and Tor	Gold	No	81	85	5	1688	338
SPN001	Whitney-Aguilar	Gold	No	82.16	4	Rivera Inc	Bronze	No	68	93	3	11653	356
SPN002	Woods, Harrison and	Silver	Yes	70.15	2	Leonard-Webb	Gold	No	65	72	5	21195	207
SPN003	Contreras PLC	Silver	No	75.24	4	Shannon, York and	Silver	No	95	73	3	12413	270
SPN004	Parsons-Warren	Gold	No	90.34	2	Lindsey and Sons	Bronze	No	92	56	2	30269	436
SPN005	Garcia-Carter	Gold	Yes	97.72	4	Espinosa, Simmons	Silver	No	61	87	3	8127	354
SPN006	Reed Group	Silver	Yes	80.52	3	White, Roy and Holl	Bronze	Yes	73	56	3	11009	386
SPN007	Sandoval Group	Gold	Yes	94.19	5	Gilbert-Brooks	Bronze	No	68	64	3	6870	251
SPN008	Thomas, Lewis and	Gold	Yes	95.04	3	Quinn, Coleman and	Silver	No	77	73	3	45599	330
SPN009	Russell and Sons	Silver	Yes	93.23	4	Alexander, Cooper and	Gold	No	66	96	4	24405	92
SPN010	Wolf, Camacho and	Silver	No	79.13	3	Bailey-Gutierrez	Silver	No	74	76	1	9297	71
SPN011	Ryan, Clarke and Ne	Silver	Yes	73.75	2	Fernandez-Frey	Gold	Yes	97	63	5	25045	484
SPN012	Delacruz, Garcia and	Gold	Yes	99.75	5	McDaniel LLC	Silver	No	99	92	4	47855	210
SPN013	Smith Group	Bronze	Yes	73.49	4	Schmitt-Welch	Silver	No	71	88	4	47237	158
SPN014	O'Donnell-Gordon	Gold	Yes	93.89	5	MackPLC	Bronze	Yes	70	54	5	41407	389
SPN015	Chung-James	Gold	Yes	73.02	5	Kim, Summers and	Gold	Yes	77	81	1	36395	199
SPN016	Williams-Thompson	Bronze	No	87.36	3	Green-Smith	Silver	No	61	55	3	16181	376
SPN017	Reyes Inc	Silver	Yes	71.81	4	Mitchell LLC	Gold	Yes	88	90	2	32432	359
SPN018	Miller and Sons	Bronze	Yes	84.82	4	Ford, Stevens and	Silver	No	90	78	4	34109	54
SPN019	King Diana	Silver	No	70.04	2	Malch and Sons	Silver	No	70	00	5	20170	440

Sponsors Form-

https://docs.google.com/forms/d/16eB_xMkZrOba6cxOF9re7XCwYlcsH7T8zlZ2VVnmDk/preview



Implementation on Looker Studio



Why Google Looker? (vs Power BI)

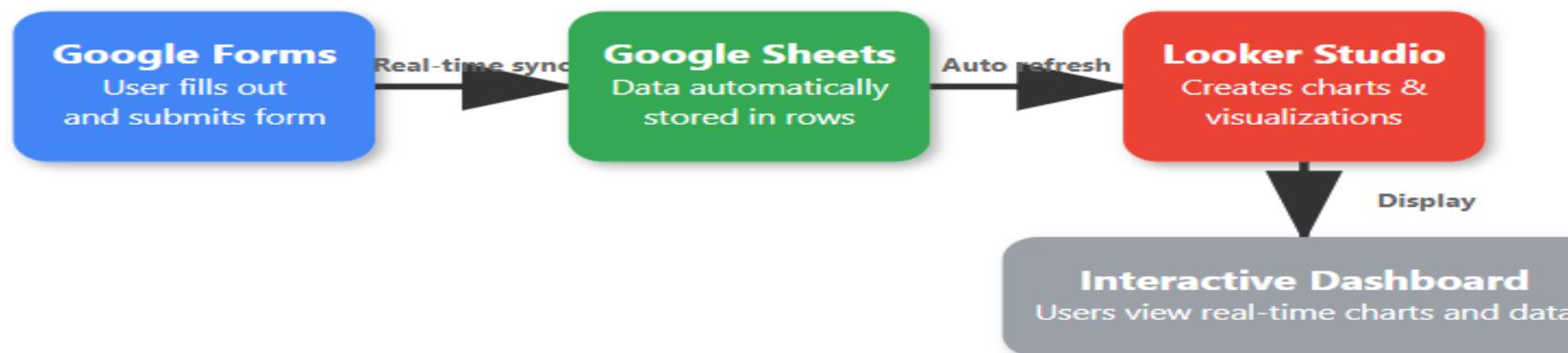


1. Seamless Integration with Google Ecosystem (Stakeholder Preference): Stakeholder specifically requested a Google-first architecture. Looker Studio offers native integration with:
 - Google Sheets (used as the primary data entry tool),
 - Google Drive for storage,
 - Google BigQuery and Firebase for scalable backend options,(Phase 2)
 - and even Google Forms for attendee input —ensuring end-to-end compatibility.
2. Real-time, Collaborative Access
3. Cost-Effective and Scalable
4. Database Simplicity with Google Sheets.
5. Embedded Dashboard Options Looker dashboards can be embedded directly on a website, making it easy to create public views with Google Sign-In permissions if needed.

Implementation

We developed five real-time dashboards for Melbourne Diwali 2025 using Google Looker Studio, integrated with six Google Forms and Google Sheets for dynamic, stakeholder-specific data updates. The implementation ensures seamless data flow, intuitive navigation, and robust testing for all dashboards: Organizers, Security, Media, Logistics, and Performers.

Form-to-Dashboard Pipeline



Process Flow: Form Submission → Sheet Update → Dashboard Refresh → Live Visualization

Dashboard-Attendee



MELBOURNE DIWALI 2025

Organisers

Security

Media

Logistics

Performers

Security Operations and Incident Response Dashboard

Total Incidents
100

Medical Emergencies
245

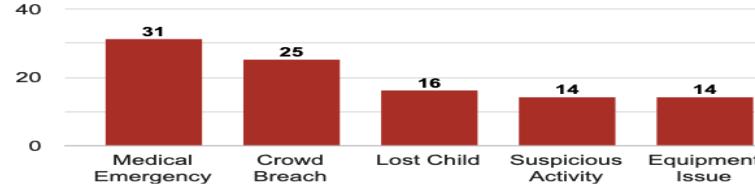
Emergency Service Calls
95

Dangerous Items Confiscated
75

Restricted Zone Violations
142

Incidents By Type

■ Number Of Incidences

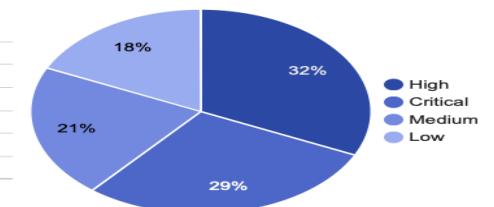


Incident Count by Zone

■ Incident Types



Risk Level Distribution

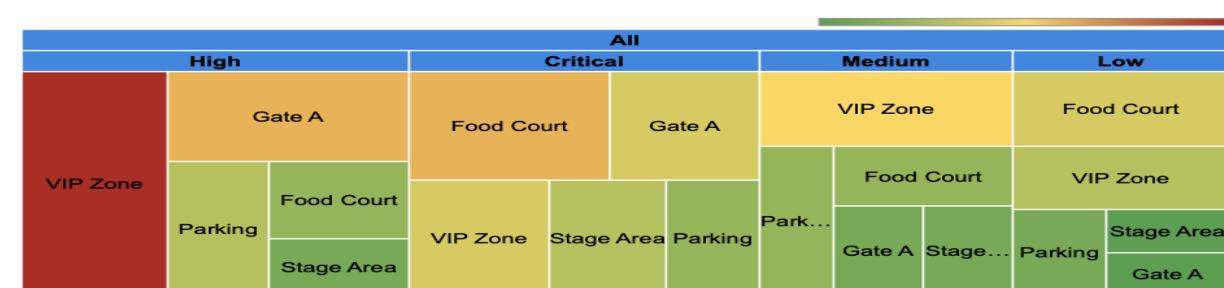


Medical Emergencies by Location

■ Medical Emergencies Handled



Security Risk Hierarchy



Dashboard-Media



MELBOURNE DIWALI 2025

Organisers

Security

Media

Logistics

Performers

Media Engagement Dashboard

Total Media Persons
300

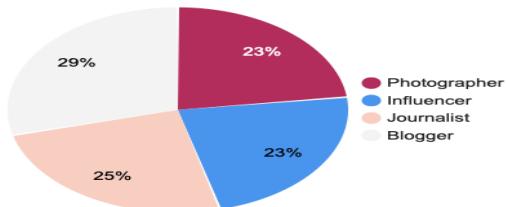
Total Interviews Conducted
769

Total Press Released
300

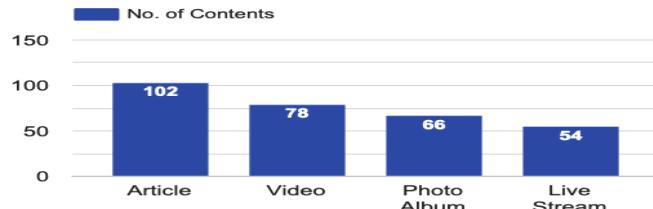
Hashtags Used
74

Total Event Attendees
10K

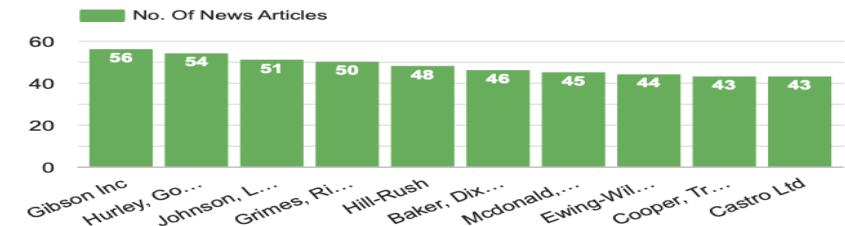
Media Personnel Distribution by Type



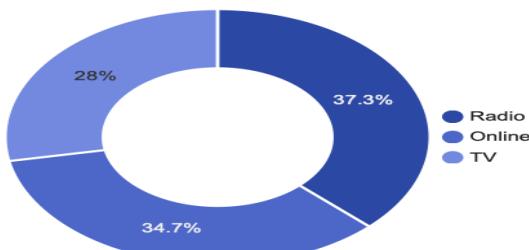
Content Type Distribution



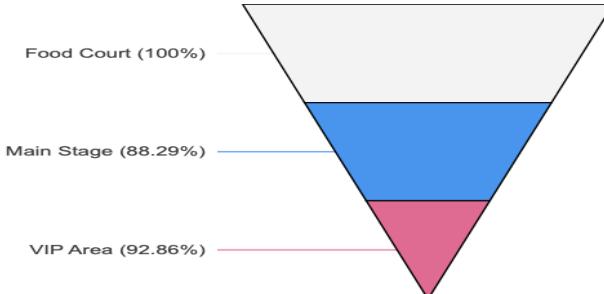
News Article Count by Media Outlet



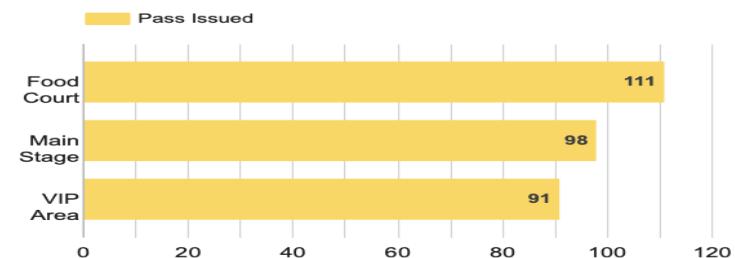
Content Distribution by Channel



Media Coverage by Event Zone



Media Pass Issued by Zones



Dashboard-Organisers



MELBOURNE DIWALI 2025

Organisers

Security

Media

Logistics

Performers

Operational Efficiency Dashboard

Total Attendees
10K

Total Volunteers
503

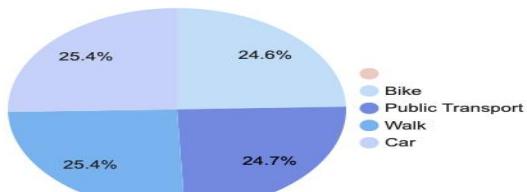
Total Vendors
50

Total Performers
400

Total Incidences
100

Total Security
100

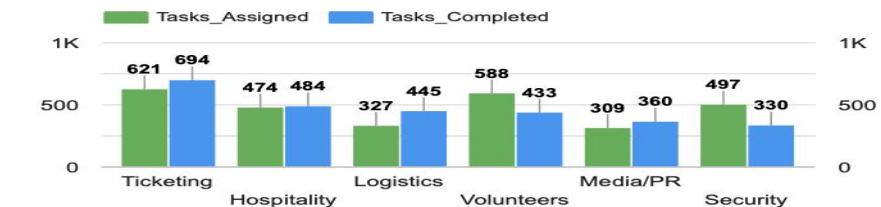
Transport Mode Distribution



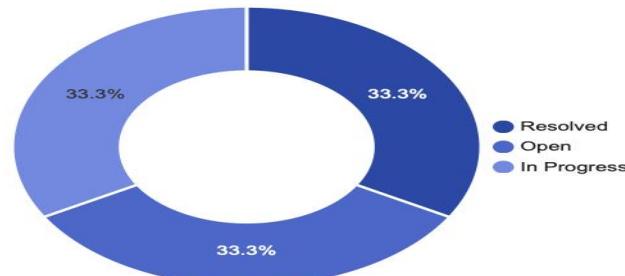
Ticket Sales By Type



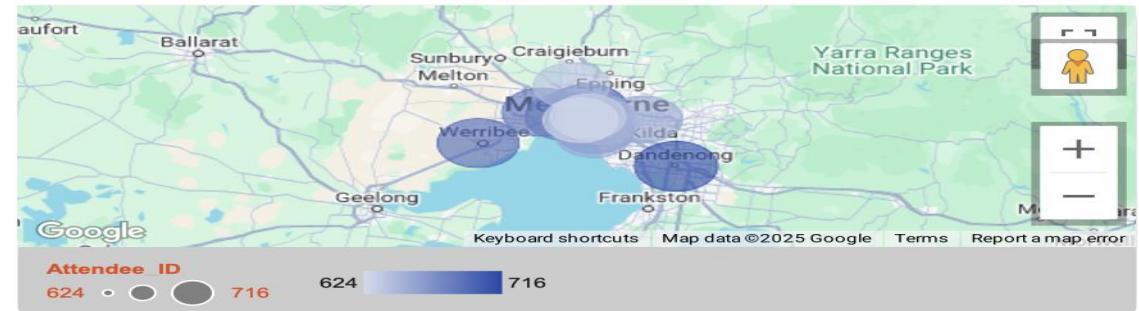
Task Completion Overview



Incident Status Distribution



Attendees By Region



Dashboard-Performers



MELBOURNE DIWALI 2025

Organisers

Security

Media

Logistics

Performers

Performers Insight Dashboard

Total Attendees
10K

Total Performers
400

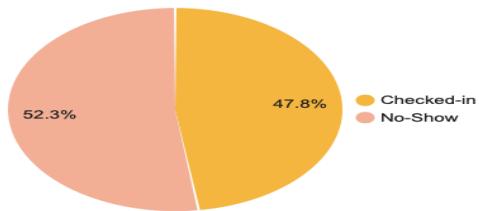
Total Feedbacks
141

Props Missing
383

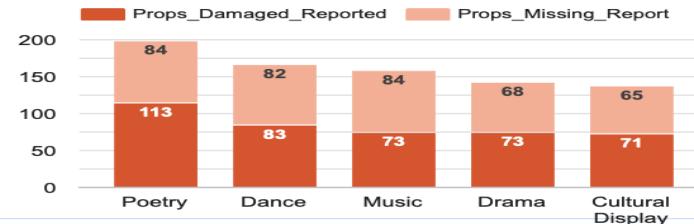
Green Room Usage (Hrs)
11

Props Damaged
413

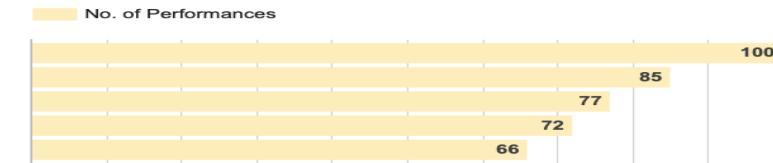
Performers Status



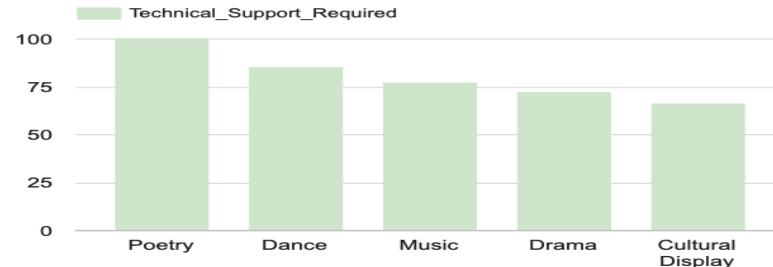
Props Issues by Performance Type



Performance Type Distribution



Technical Support Required by Performance Type



Top Performances By Audience Votes

Group_Name	Audience_Votes
1. Harris and Sons	811
2. Rodriguez Group	755
3. Thomas Ltd	637
4. Henderson PLC	549
5. Copeland-Berg	500
6. Shelton Inc	499
7. Tate PLC	499
8. Thompson PLC	498
9. Swanson Group	498
10. Harris Group	493

Dashboard-Logistics



MELBOURNE DIWALI 2025

Organisers

Security

Media

Logistics

Performers

Operational Oversight Dashboard

Attendee_ID
10K

Total Volunteers
503

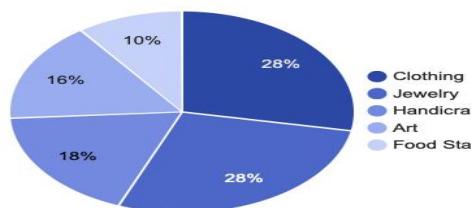
Total Vendors
50

Total Sponsors
20

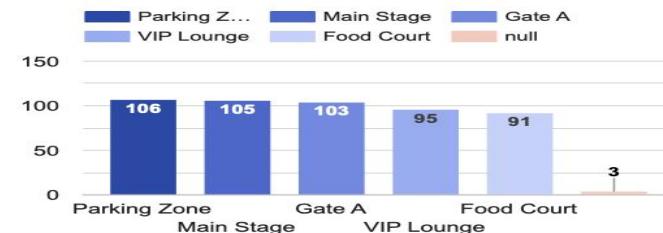
Total Performers
400

Media Persons
100

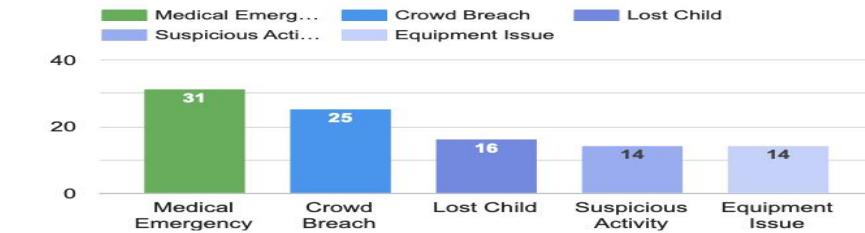
Vendors By Category



Volunteers Assigned By Zones



Incidents Count



Performance Types Distribution: Melbourne Diwali 2025



Attendees Density by Location





Recommendations & Conclusion



Results

- Successfully developed and deployed specific dashboards using Google Looker Studio.
- Dashboards presented **real-time simulated data** for crowd flow, incidents, and sponsor engagement.
- Provided **intuitive visualizations** like interactive maps, charts, and filters tailored for event users.
- Stakeholder feedback (mock/test users) confirmed that the dashboards were easy to navigate, informative, and aligned with their information needs.
- Established a scalable and reusable template for future events and similar public functions.

Impact



The Melbourne Diwali 2025 dashboard ecosystem, built with Google Looker Studio, successfully delivered five real-time dashboards tailored for Organizers, Security, Media, Logistics, and Performers. Powered by six Google Forms and integrated with Google Sheets, the system provided actionable insights, intuitive navigation, and stakeholder satisfaction, establishing a scalable template for future events.

Dashboard Deployment:

deployed five interconnected dashboards

- **Organizers:** Monitored ticketing, vendor coordination, and volunteer tasks.
 - **Security:** Tracked incidents and crowd safety.
 - **Media:** Measured press coverage and sponsor visibility.
 - **Logistics:** Optimized transport and resource allocation.
 - **Performers:** Managed performance schedules and stage logistics.
-
- Enabled real-time updates via Google Forms feeding data to Google Sheets and Looker Studio.
 - Received positive stakeholder feedback for user-friendliness and actionable insights.
 - Established a foundation for data-driven event management, promoting cultural engagement and community connection.

Embed Looker in a Website



Embed Inside the Website (iFrame method)

Steps:

1. Same as above: Share your Looker report publicly.
2. Then inside your Looker report:
 - Click **File > Embed report**.
 - Turn on "**Enable embedding**".
 - Copy the iFrame embed code provided.

On your website:

- Paste the iFrame code inside your HTML page:

```
html
```

```
<iframe  
    width="100%"  
    height="800"  
    src="https://lookerstudio.google.com/embed/reporting/abcdef123456/page/1M"  
    frameborder="0"  
    style="border:0"  
    allowfullscreen>  
</iframe>
```

Embed as Button / Hyperlink

If you prefer just a simple button that opens Looker separately:

```
html
```

```
<button onclick="window.open('https://lookerstudio.google.com/u/0/reporting/abcdef123456/page/1M')>  
    Open Diwali Dashboard  
</button>
```

Embed Looker in a Mobile Applications



Option 1: If your mobile app uses WebView (like most apps)

- ✓ **WebView** = A mobile app "browser inside an app".

You can **directly embed** the Looker Studio dashboard **using iFrame or open it in the WebView**.

How:

- Inside your app code (Flutter, React Native, Android Java/Kotlin, Swift iOS):
 - Load Looker Studio Public URL inside the WebView.

Option 2: If your mobile app is Native (Not WebView)

- ✓ You can open the dashboard in the device's **external browser** using a "Button" or "Intent".

Example for Android (Java/Kotlin):

```
java
Intent browserIntent = new Intent(Intent.ACTION_VIEW, Uri.parse("https://
startActivity(browserIntent);")
```

Example for Swift (iOS):

```
swift
if let url = URL(string: "https://lookerstudio.google.com/embed/reportin
UIApplication.shared.open(url)
}
```

Key Achievements

- **Developed Five Dashboards:** Tailored for Organizers, Security, Media, Logistics, and Performers, addressing the needs of all key stakeholders.
- **Enabled Real-Time Insights:** Integrated six Google Forms to feed data into Google Sheets, updating dashboards in near-real-time.
- **Visualized Critical Metrics:**
 - Organizers: Monitored 10,000+ ticket sales and 50+ vendors.
 - Security: Tracked 100+ incidents across zones.
 - Media: Measured 769 interviews and 300 press releases for sponsor visibility.
 - Logistics: Optimized transport (33.3% distribution across three modes) and 95% task completion.
 - Performers: Managed schedules for 20+ performances.

Recommendations

- **Migration from Google Sheets to BigQuery:** Shift data storage to Google BigQuery to handle scalability, performance, and secure role-based access.
- **Mobile Dashboard Access & Alerts:** Enable mobile-optimized views and push/email notifications for critical updates
- **Feedback & Sentiment Analysis :** Integrate Google Forms + Natural Language Processing (NLP) to analyze attendee feedback, categorize complaints, and generate sentiment heatmaps.
- **QR Code Check-In Analytics:** Deploy QR-based check-in systems and integrate logs into Looker to visualize arrival patterns, entry congestion, and stage-wise attendance.
- **CCTV Integration and Crowd Monitoring:** future dashboard could ingest real-time data from surveillance tools or crowd sensors to dynamically track safety thresholds.
- **API Layer for Partner Access:** develop an API gateway for media agencies, government agencies, and sponsors to securely query relevant dashboards or summary reports.

- Delivered a robust Google Looker Studio dashboard aligned with stakeholder preference for a Google-native system.
- Applied advanced modelling: ERDs, UML class diagrams, contextual and use case diagrams to represent system logic and data relationships clearly.
- Covered all festival entities: Attendees, Performers, Volunteers, Vendors, Media, Security, Organizers, Sponsors — with structured, normalized datasets.
- Enabled real-time, role-based insights for live decision-making across logistics, security, crowd management, and performance tracking.
- Designed for collaborative access, mobile usability, and public stakeholder transparency (via embedded dashboards and access controls).
- A replicable model for smart-city cultural event governance, promoting data-driven inclusivity and operational excellence.

Conclusion



Thank you

