**Letter of Engagement**

Located in the heart of City Park, Denver Zoo is a non-profit conservation organization dedicated to providing authentic, loving homes for the 3,000+ animals under their care. Since it opened in 1896, Denver Zoo has set the gold standard for wild animal care and wellness, centering their care around nutrition, enrichment, and veterinary care. Passionate employees at the zoo love their jobs and they love sharing their work with the many customers who walk through their gates. The Denver Zoo attracts over 2.2 million visitors per year and on average, donates $2.2 million to wildlife conservation. Visitors revel at the wide variety of animals and even adults walk away with a sense of childhood wonder. As of now, the zoo’s primary revenue streams consist of donations, ticket sales, concessions, and merchandise. The zoo has recently started collecting data on ticket sales and Bert Vescolani, President and CEO of Denver Zoo, has hired us to analyze these ticket sales. Vescolani is particularly interested in analyzing ticket sales for the following reasons:

* ~70% of the zoo’s support and revenue is reinvested into the animals. Maximizing ticket sales at the Denver Zoo would increase their revenue which would directly improve the quality of care the zoo could provide to their animals, as well as the conservation efforts they prioritize in their operations.
* A better understanding of the relationship between ticket sales, events, and basic customer demographics can allow zoo management to better tailor their business to maximize marketing efforts and create engaging events.
* Donations, concessions, and merchandise are highly correlated to the number of tickets sold. Thus, focusing on ticket sales is the most cost-effective way to organically increase all other revenue streams.

In addition to creating a DataMart for the zoo to utilize going forward, some questions Vescolani has proposed to frame the data exploration include:

* How do our members differ from our non-members in sales and demographics?
* Who attends our events? Are our events more popular among certain demographic groups? Is there any relationship between membership status and events attended?
* Which days generate the most sales? Do holidays affect this?
* To what extent are each ticket categories being utilized?