

**CONCERTS BY  
THE NUMBERS:**

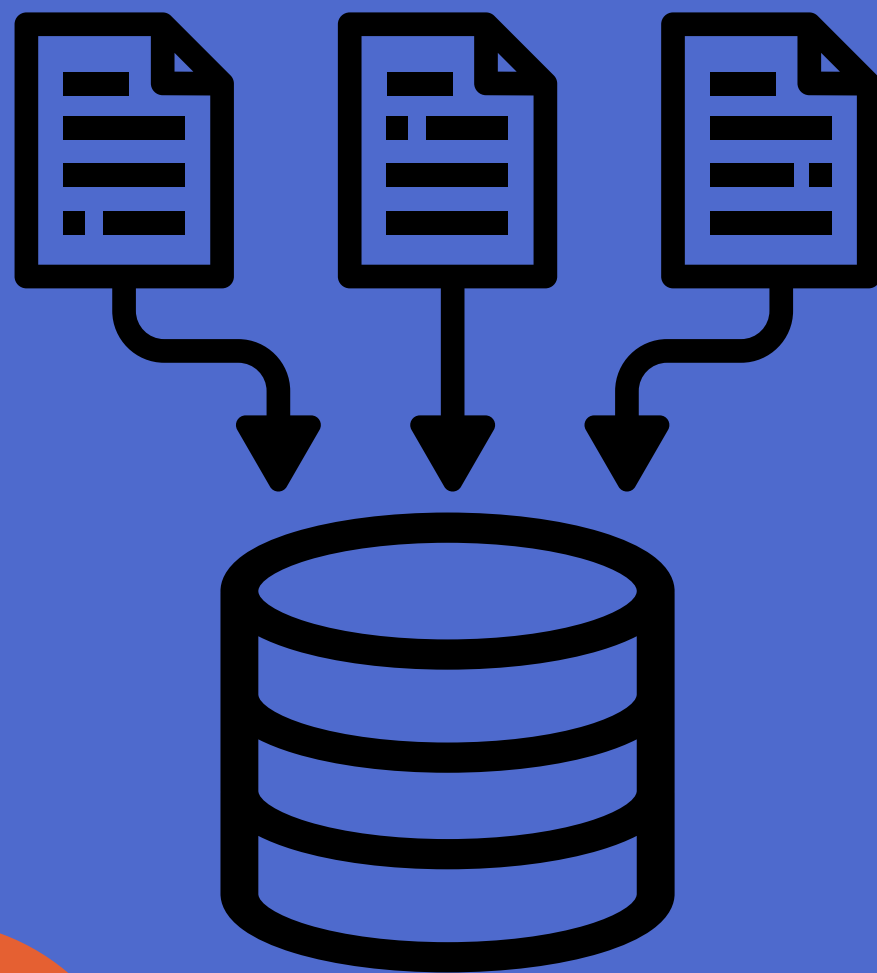
# **A DATA DRIVEN ENCORE**

---

**BY CLEO POLLINGER**



# BACKSTAGE WITH THE DATA



- **HELPING CONCERT DATA TEAMS**
- **SOLVING POOR VENUE ENGAGEMENT**
- **IDENTIFY HIGH-PERFORMING VENUES**
- **ANALYZE PATTERNS ACROSS CITIES**
- **INFORM MARKETING AND SCHEDULING**



# THE ROLE THAT HITS ALL THE RIGHT NOTES

## TRANSLATE DATA INTO CLEAR STORIES

- Learn to analyse data, create presentations, and deliver insights to internal clients.
  - Develop strong communication, presentation, and writing skills.
  - Enhance your storytelling skills using tools such as Microsoft PowerPoint, Excel, SQL, and Amazon QuickSight.
- Design, build, and format dynamic dashboards in Amazon QuickSight to visualize key business metrics.
  - Optimize data visualizations for clarity, usability, and impact across multiple client use cases.
  - Collaborate with analysts and consultants to ensure dashboards align with business objectives.
  - Work with large datasets, ensuring efficient data processing and visualization performance.
  - Assist in dashboard customization, user experience improvements, and automation.
  - Provide documentation and training materials for clients and internal users on dashboard functionality.

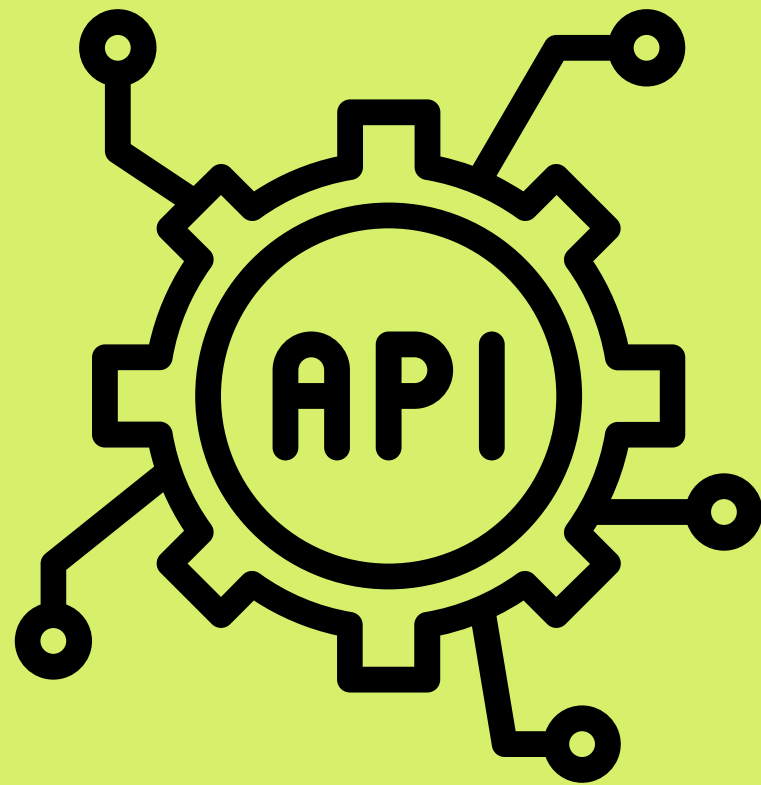


## FLUENT IN SQL AND STORYTELLING

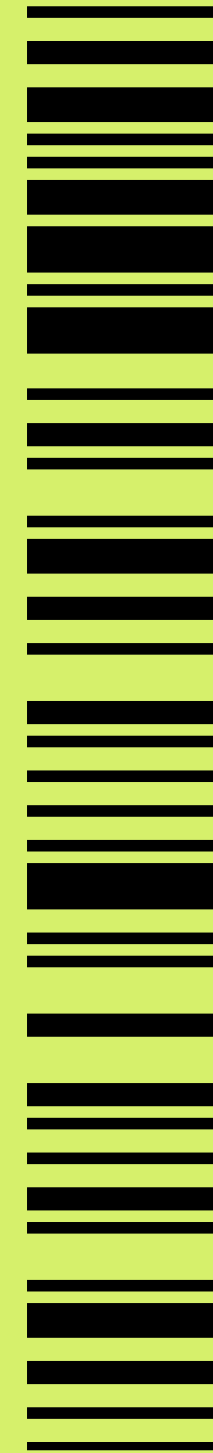
- Are currently enrolled in a post-secondary program in Analytics or Business Intelligence or a related field and that requires participation in a co-op/internship placement as part of the curriculum to graduate.
- Excellent communication, presentation, and writing skills.
- Basic proficiency in using SQL, Data Visualization software(s) and Microsoft Office Suite products such as PowerPoint, Word, and Excel.
- Strong analytical and problem-solving skills.
- Demonstrated ability to work independently and manage multiple tasks and priorities.
- Experience with market research, data analysis, or client management is a plus!



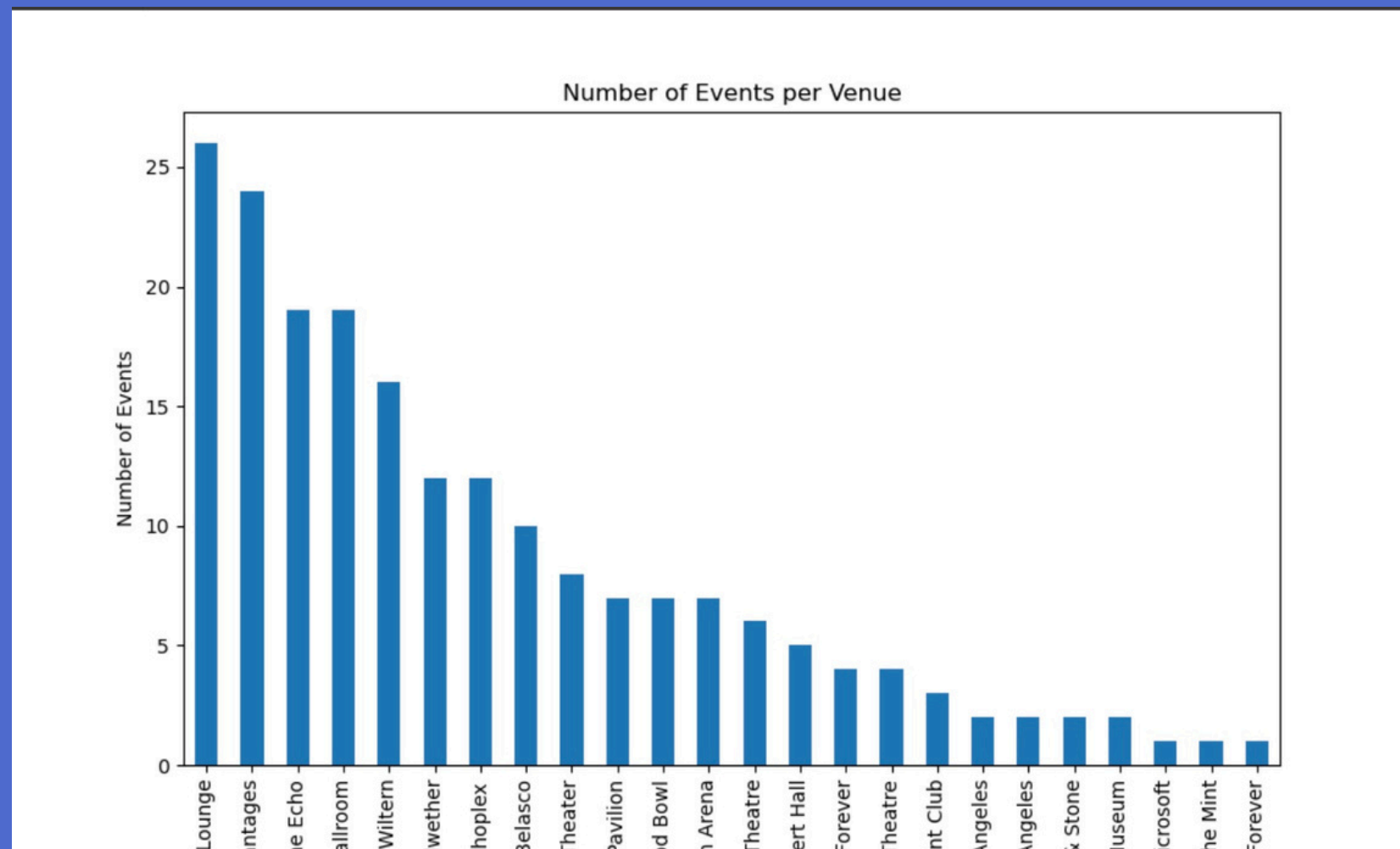
# FRONT ROW ACCESS TO EVENT DATA



- VENUE, ARTIST, DATE, GENRE
- SPOTLIGHT ON L.A. SHOW SCENE
- TRACKS REAL FAN BEHAVIOR PATTERNS
- GUIDES SMARTER EVENT PLACEMENTS
- PIPELINE: PYTHON + SQL MAGIC

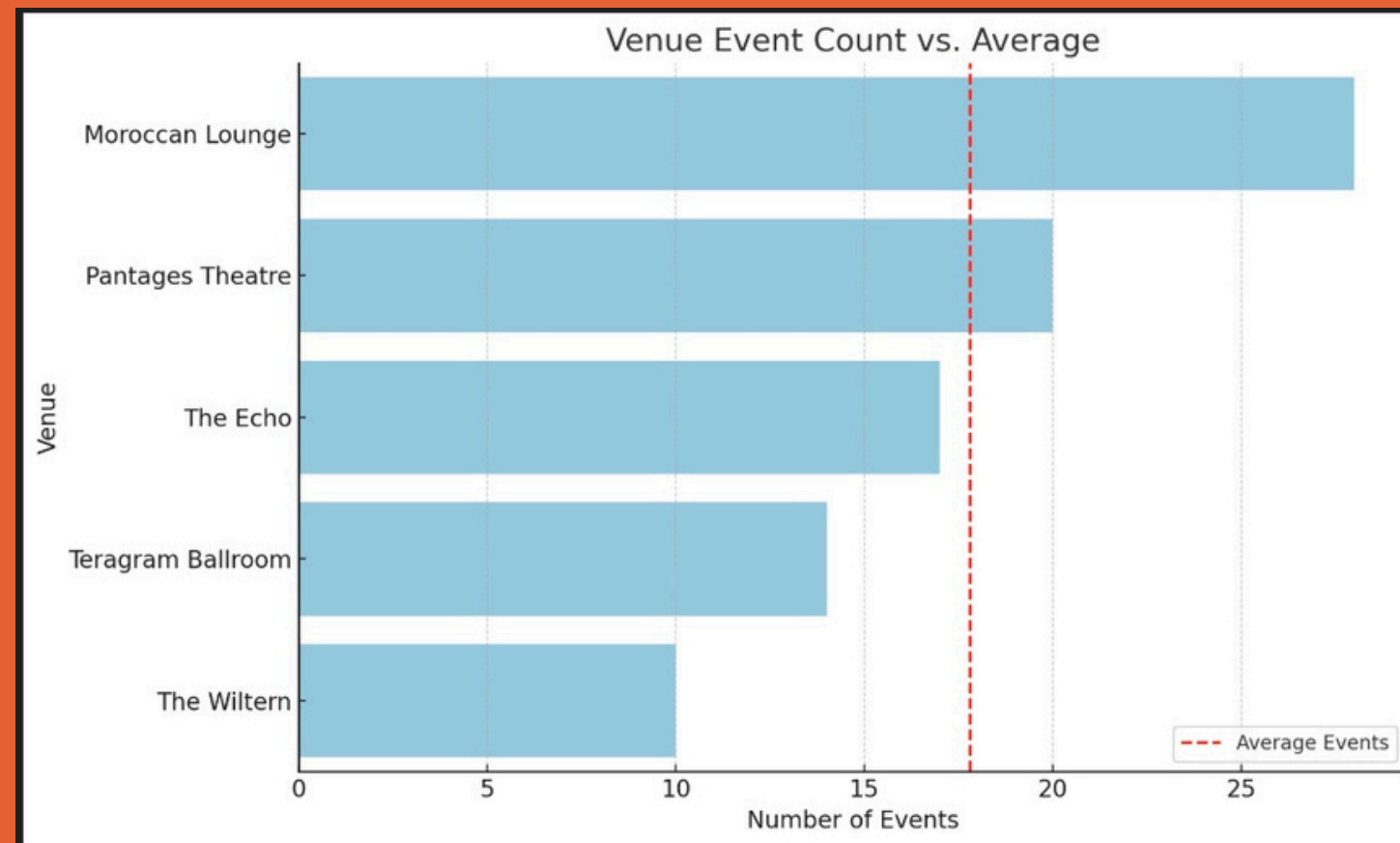


# WHO'S OWNING THE SPOTLIGHT?



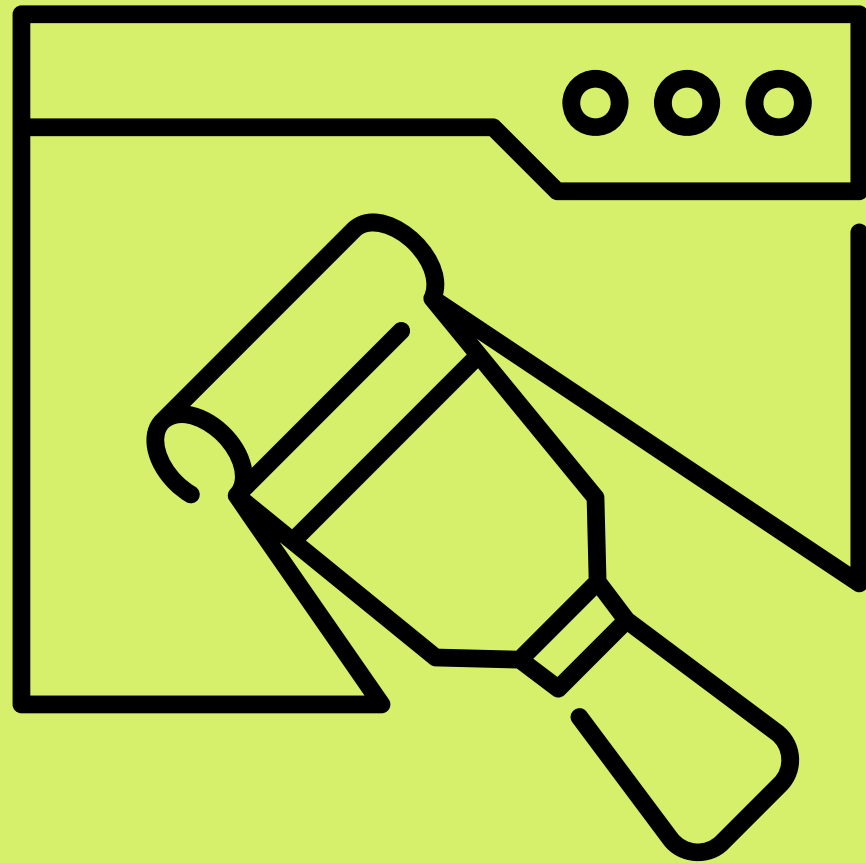
- **QUERY: VENUE EVENT COUNTS**
- **INSIGHT: TOP 5 VENUES**
- **VISUAL: BAR CHART BY VENUE**
- **QUESTION: WHO LEADS IN SHOWS? MOROCCAN LOUNGE**
- **REC: PRIORITIZE TOP PARTNERSHIPS**

# UNCOVERING MISSED VENUE POTENTIAL



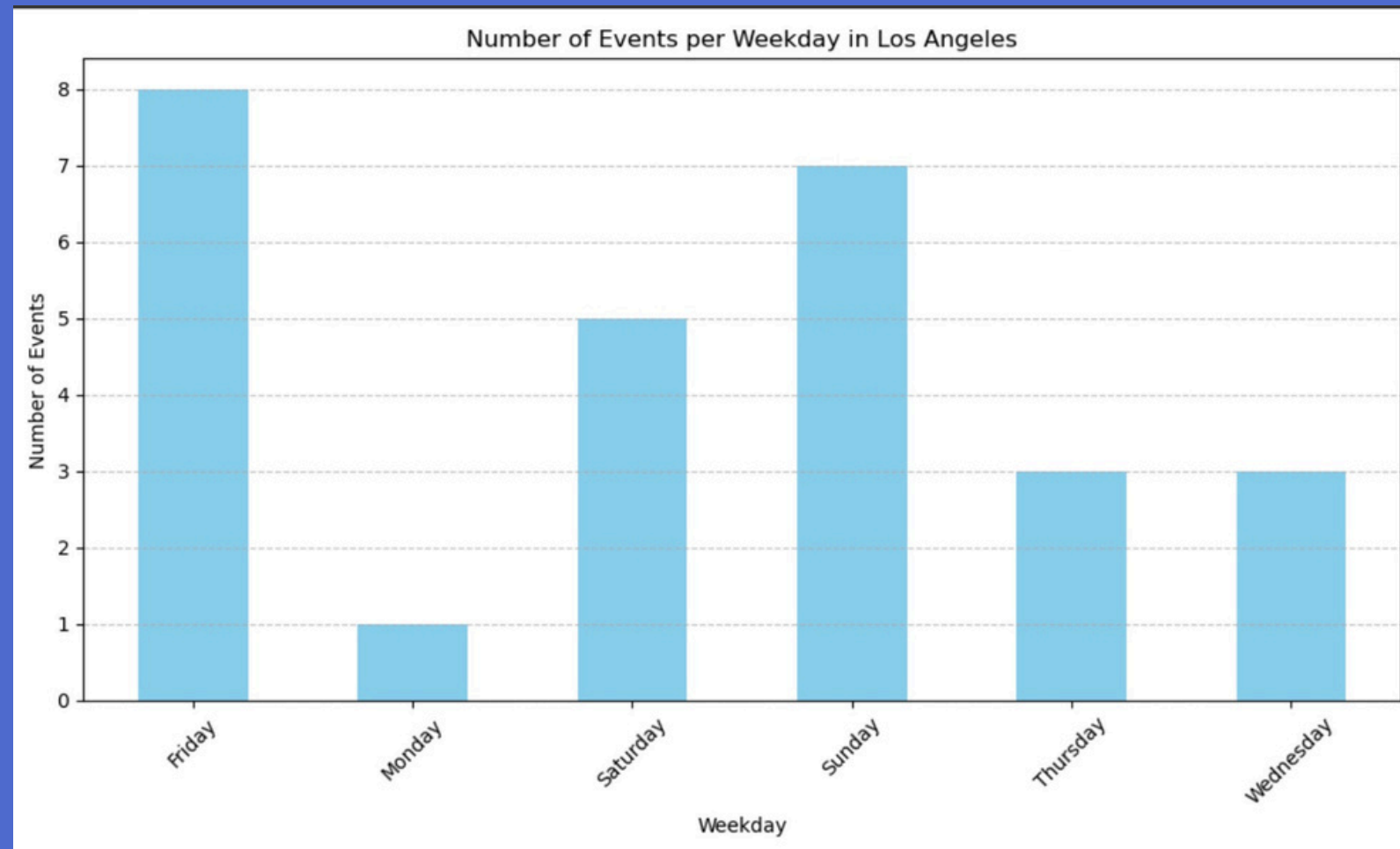
- **QUERY: COMPARE TO EVENT AVG**
- **INSIGHT: MOST VENUES TRAIL BEHIND**
- **VISUALIZATION: EVENTS VS. AVG CHART**
- **QUESTION: WHERE'S THE GAP?**
- **REC: PROMOTE MID-TIER SPACES**

# **SONGKICK SCRAPING: LIVE LA CONCERT PULSE**



- **SOURCE: SONGKICK CONCERT LISTINGS**
- **DATA: VENUE, CITY, EVENT COUNTS**
- **CAPTURES FAN-DRIVEN EVENT TRENDS**
- **HIGHLIGHTS WEEKEND PEAK ATTENDANCE**
- **PIPELINE: SCRAPING + SQL QUERIES**

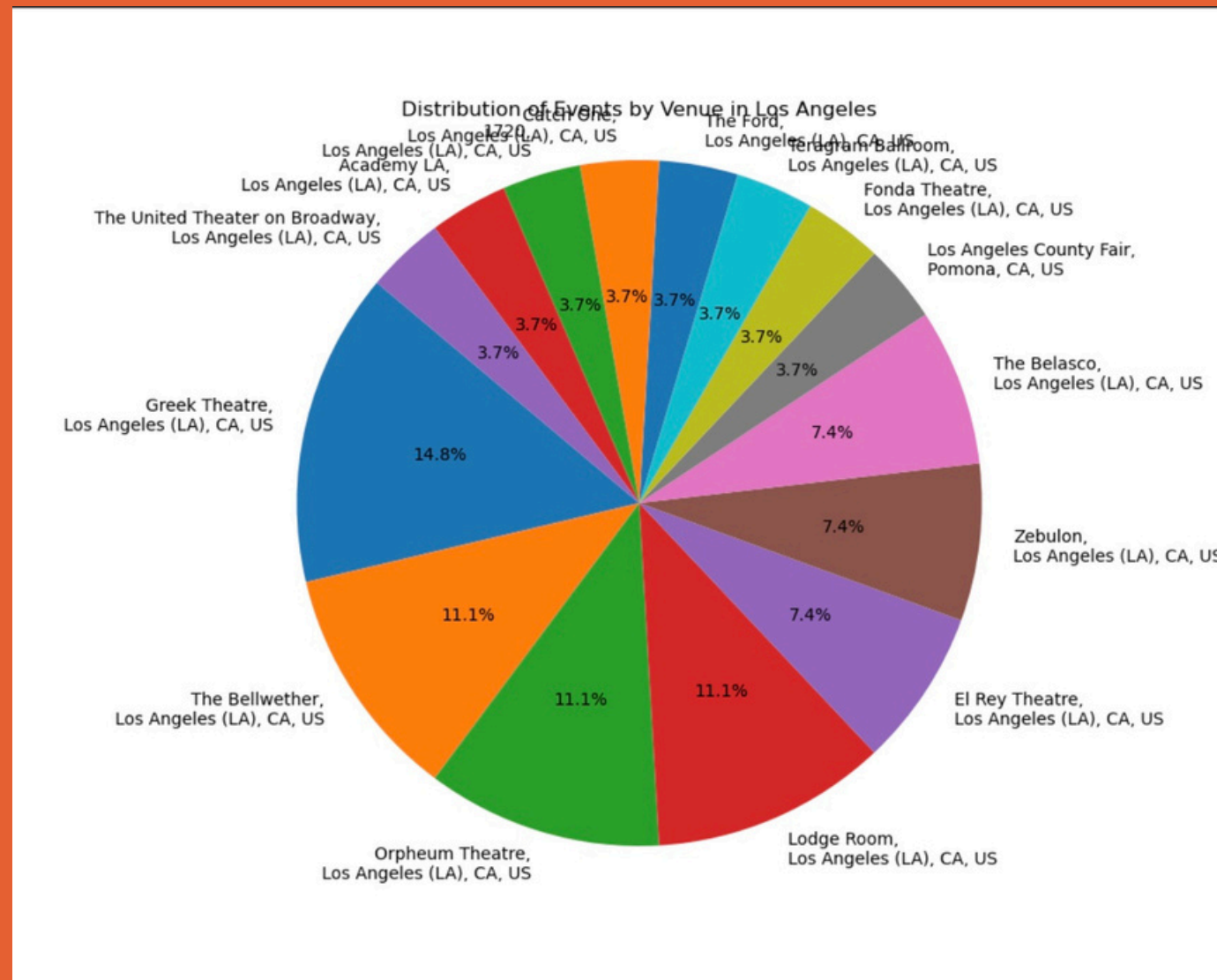
# WHO'S OWNING THE SPOTLIGHT?



- **SOURCE:**  
**SONGKICK.COM**
- **KEY FIELDS:** EVENT DATE, LOCATION, ARTIST
- **METRIC SHOWN:** EVENTS BY WEEKDAY
- **WHY IT MATTERS:** IDENTIFY EVENT TRENDS
- **USE CASE:** OPTIMIZE CONCERT SCHEDULING



# UNCOVERING MISSED VENUE POTENTIAL



- **SCRAPED & QUERIED WITH SQL**
- **WHAT'S LA'S CONCERT HOTSPOT?**
- **GREEK THEATRE STEALS THE SHOW**
- **SEE THE VENUE PIE CHART**
- **BOOK MID-SIZED ARTIST'S SHOWS THERE**

# **READY TO ROCK LIVEANALYTICS!**



- **MASTERED SQL AND DATA STORYTELLING**
- **BUILT REAL PIPELINES, REAL INSIGHTS**
- **UNEARTHED VENUE TRENDS AND OPPORTUNITIES**
- **ALIGNED SKILLS WITH JOB GOALS**
- **EAGER TO AMPLIFY FAN ENGAGEMENT**