**SXSW Project: Cletus Ajim, Edgar Reyes, Jake Feldman, John Ballison**

**What effect does SXSW have on airport traffic and airport revenue?**

* We found that during the month of SXSW (March) revenues and total number of passengers to and from the Austin-Bergstrom International Airport both increase.
* We also saw that the amount of revenue and total passengers decreases in the following month (April) and starts to increase again in May during summer.
* The amount of total passengers and revenue continues to rise until it begins to decrease again in August.
* However, we can not definitely say that SXSW causes this increase. UT-Austin spring break occurs during this month as well. DFW Airport sees the same increase in march in total passengers and also the same decrease in April. College spring breaks in the area could be another factor causing the increase in total passengers

**Do traffic incidents rise during SXSW?**

* Based on the data provided by the City of Austin, it was difficult to determine a correlation between SXSW and traffic incidents.
* The data set which we used was very limited and only included data during SXSW for two years in a row.
* According to our data, there does appear to be a jump in traffic incidents between the month before SXSW and the month of SXSW. T
* he festival could affect this jump, however, the amount of traffic incidents continues to rise afterwards.
* This leads us to the conclusion that although SXSW may contribute to the amount of traffic incidents, there are obviously other factors, which contribute as well.

**Could weather be a potential factor in the amount of traffic incidents?**

* We chose to attempt to identify another possible factor, temperature, which would lead to a rise in traffic incidents.
* With the average monthly temperatures around SXSW, there is some slight correlation between rise in temperature and amount of incidents.
* In February, temperature and incidents were both lower in 2018 than 2019, and in March, temperature and incidents were both higher in 2018.
* April does not continue this pattern but generally it appears that traffic incidents do rise as temperature rises.
* Other weather factors such as rain, mist, humidity could also contribute to traffic incidents.
* Given what we have seen, we cannot make a determination that SXSW makes a significant impact on traffic incidents and we assume there are many seasonal factors which also have an effect such as holidays, summer break, and tourism.

**How is crime affected during SXSW?**

* SXSW does influence social aspects in the city of Austin.
* The data observed information observed for the different crimes in the city show a significant correlation with the weeks that SXSW occur.
* The weeks that SXSW occurred during those years, also coincides with the following events which also influences these records:
  + College Spring break
  + Rodeo Austin
* To conclude, we can not say decisively say that SXSW is the sole reason for the rise, or decline, of theft, robbery, aggravated assault, in the city of Austin.