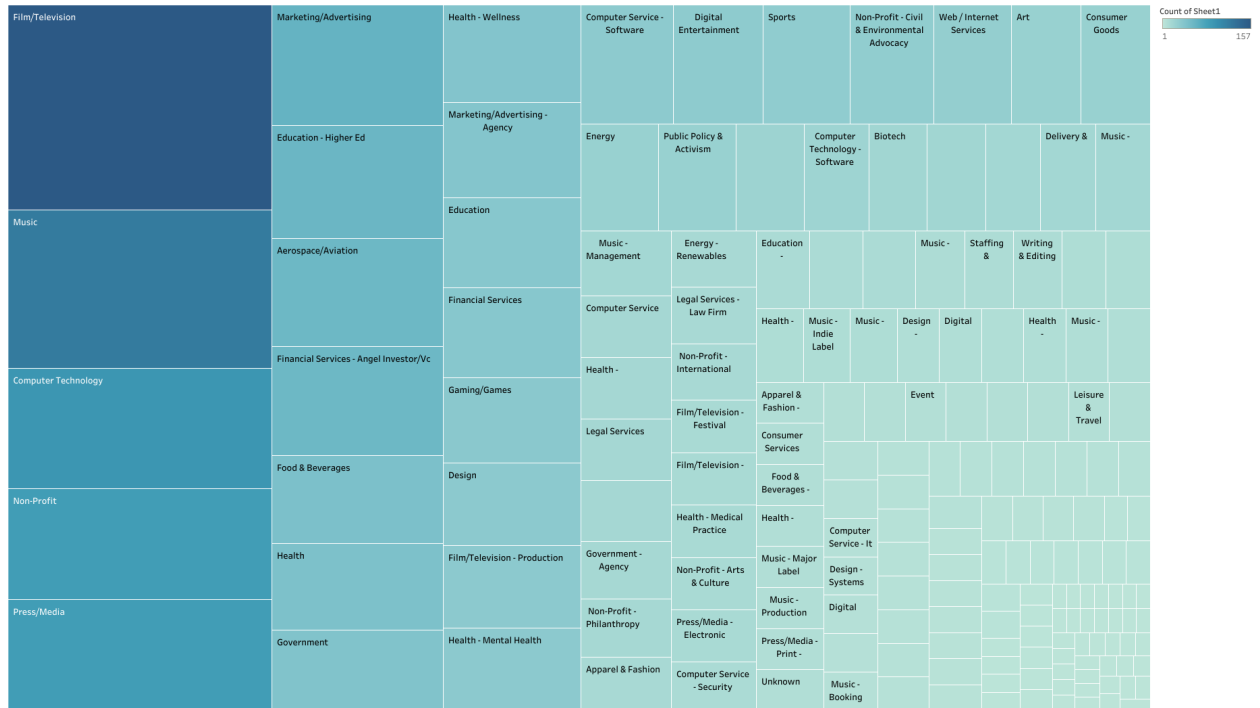


**Exploring Industry Relevance and Investor Attendance at SXSW: A Data Story for
Small Companies to Make Informed Decisions.**

By Emilio Cardenas

Data visualization:

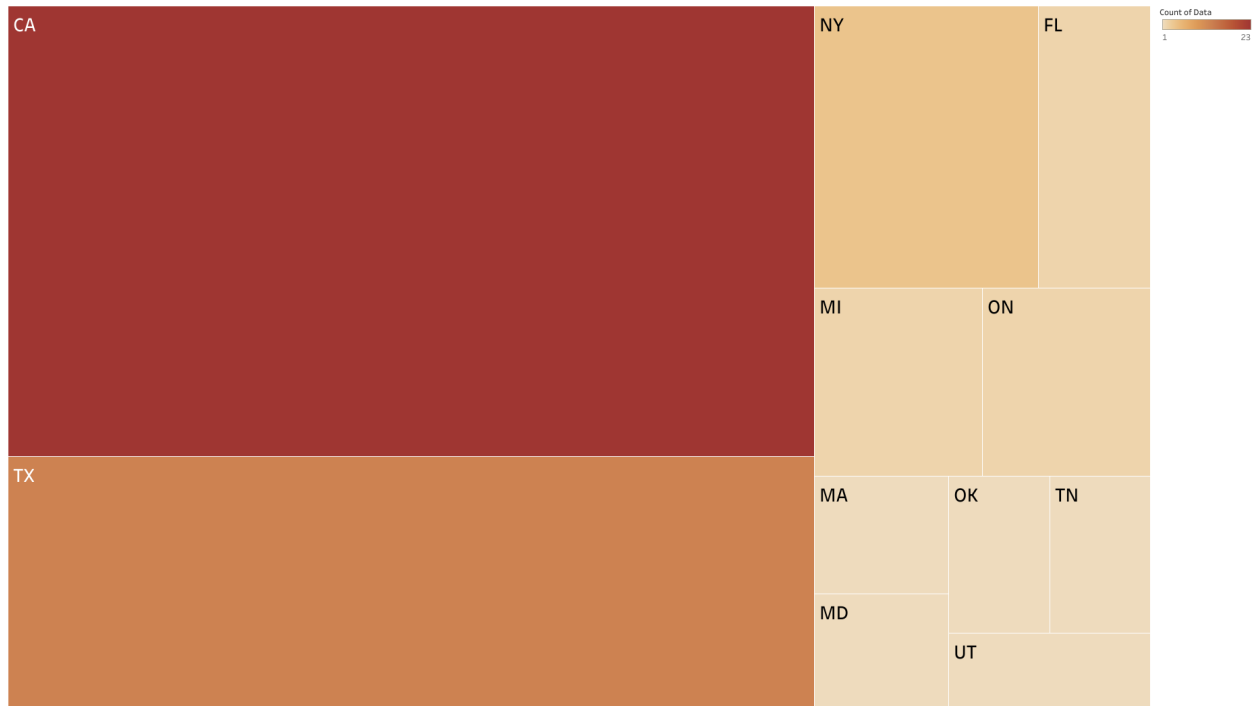
Speaker Business Industry Relevance



Speaker Attendance By Business Industry

[Link](#) to interactive data viz (hover over different areas to see industry occurrence count labels)

Investor Attendance by State



Investors/VCs Attendance by State

[Link](#) to interactive data viz (hover over different areas to see investor count per state)

Story:

As smaller companies continue to grow within their industry, it is important for them to understand the emerging trends and popular industries that are driving innovation in the world. This data visualization explores different speaker's business industries (from [SXSW data set](#)) and which ones are the most relevant in our current economy. Additionally, the second data visualization represents all of the angel investors and venture capitalists that will be attending the event, organized by state. Thus, small companies like startups can make an informed decision on attending SXSW, potentially positioning themselves for success. They can gain more insights on their respective industry if the industry seems to be fairly relevant in the event. Not only that but they could network and create connections to bigger, better established companies. Maybe even get acquired or gain funding (from interested investors/ venture capitalists) as a result of getting noticed by attending SXSW. On the other hand, if their respective industry does not seem to be relevant in the event, they can save time and resources by looking at this data visualization first, and consequently make an informed decision.

Note: Data Diary and Data Dictionary are present in the same workbook as the data.