

Get Started

BrandPulse, a leading consumer electronics company, has invested in multiple sponsorships across various high-profile events in India. These sponsorships aimed to drive product signups directly at the event venues. The company's goal is to analyze the performance of each event sponsorship in terms of signups achieved and compare this performance against the sponsorship amount spent.

Objective

EventType Analysis: Assess how different types of events performed in terms of the number of signups and the sponsorship amounts spent to achieve those signups

City-wise Analysis: Assess how different cities performed in terms of the number of signups and the sponsorship amounts spent to achieve those signups.

Data

Event Sponsorship Data: This dataset provides details of each sponsored event, including the event type, city, sponsorship amount, and the number of signups achieved.

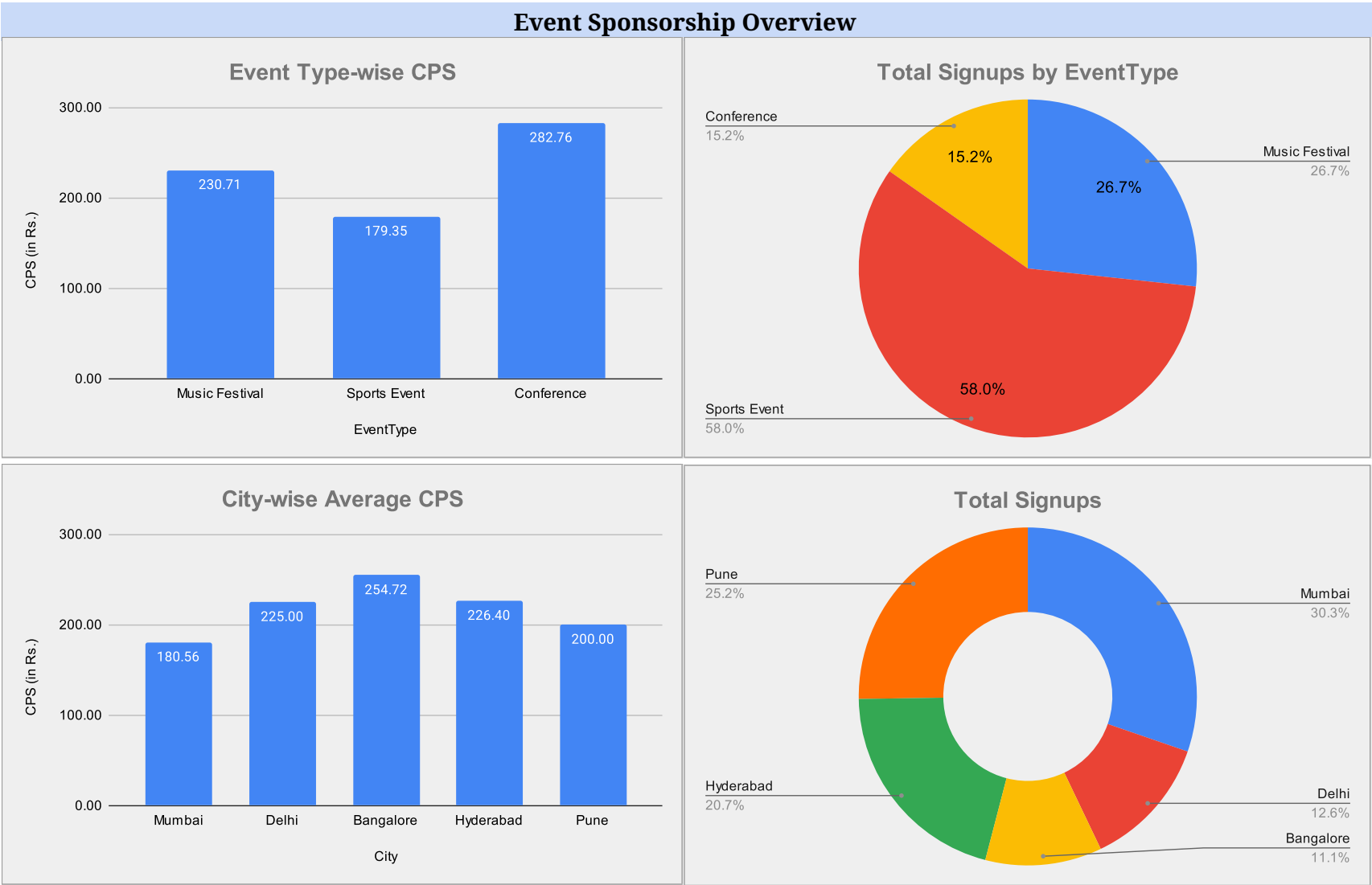
Event ID	Event Name	Event Type	City	Sponsorship Amount (in Rs.)	Product Signups
SN-MU-A1	Sonu Nigam Tour	Music Festival	Mumbai	500000	2000
KL-SP-A2	Kabbadi League	Sports Event	Delhi	700000	3500
TC-CF-A3	Tech Conference	Conference	Bangalore	400000	1200
RW-MU-A4	Retro Waves	Music Festival	Bangalore	450000	1400
BW-SP-A5	Badminton World Championship	Sports Event	Mumbai	600000	4200
DS-CF-A6	Developer Summit	Conference	Delhi	300000	1000
MF-MU-A7	Metal Fest	Music Festival	Hyderabad	350000	1500
PL-SP-A8	Pro League Football	Sports Event	Pune	650000	3700
FS-MU-A9	Folk Sound Festival	Music Festival	Pune	300000	1300
WT-CF-A10	Web Tech Conference	Conference	Hyderabad	250000	900
FF-MU-A11	Fusion Fiesta	Music Festival	Hyderabad	480000	2200
CW-SP-A12	Cricket World Cup Final	Sports Event	Mumbai	900000	5000
IS-CF-A13	Innovation Summit	Conference	Pune	350000	1400
AG-SP-A14	Athletics Grand Prix	Sports Event	Bangalore	500000	2700
CS-MU-A15	Classical Strings	Music Festival	Pune	250000	1100
HJ-CF-A16	Health & Wellness Summit	Conference	Hyderabad	400000	1250
BB-SP-A17	Basketball Finals	Sports Event	Hyderabad	750000	4000
LE-CF-A18	Leadership Excellence	Conference	Delhi	350000	1500
BB-MU-A19	Bollywood Bash	Music Festival	Mumbai	600000	3200
RW-SP-A20	Hockey World Cup	Sports Event	Pune	850000	4500

Overview of Event Sponsorships	
Total Amount Spent on Event Sponsorship (in Rs.)	9,930,000
Number of Events Sponsored	20
Total Signups	47,550
Average Sponsorship Amount Spent per Event	496,500
Average Signups per Event	2378
Cost per Signup (CPS)	209

Event ID	Event Name	Event Type	City	Sponsorship Amount (in Rs.)	Product Signups	Cost per Signup (CPS in Rs.)
SN-MU-A1	Sonu Nigam Tour	Music Festival	Mumbai	500000	2000	250
KL-SP-A2	Kabbadi League	Sports Event	Delhi	700000	3500	200
TC-CF-A3	Tech Conference	Conference	Bangalore	400000	1200	333
RW-MU-A4	Retro Waves	Music Festival	Bangalore	450000	1400	321
BW-SP-A5	Badminton World Championship	Sports Event	Mumbai	600000	4200	143
DS-CF-A6	Developer Summit	Conference	Delhi	300000	1000	300
MF-MU-A7	Metal Fest	Music Festival	Hyderabad	350000	1500	233
PL-SP-A8	Pro League Football	Sports Event	Pune	650000	3700	176
FS-MU-A9	Folk Sound Festival	Music Festival	Pune	300000	1300	231
WT-CF-A10	Web Tech Conference	Conference	Hyderabad	250000	900	278
FF-MU-A11	Fusion Fiesta	Music Festival	Hyderabad	480000	2200	218
CW-SP-A12	Cricket World Cup Final	Sports Event	Mumbai	900000	5000	180
IS-CF-A13	Innovation Summit	Conference	Pune	350000	1400	250
AG-SP-A14	Athletics Grand Prix	Sports Event	Bangalore	500000	2700	185
CS-MU-A15	Classical Strings	Music Festival	Pune	250000	1100	227
HJ-CF-A16	Health & Wellness Summit	Conference	Hyderabad	400000	1250	320
BB-SP-A17	Basketball Finals	Sports Event	Hyderabad	750000	4000	188
LE-CF-A18	Leadership Excellence	Conference	Delhi	350000	1500	233
BB-MU-A19	Bollywood Bash	Music Festival	Mumbai	600000	3200	188
RW-SP-A20	Hockey World Cup	Sports Event	Pune	850000	4500	189

EventType Performance Analysis				
EventType	Number of Events	Sponsorship Amount (in Rs.)	Total Signups	CPS (in Rs.)
Music Festival	7	2,930,000	12,700	230.71
Sports Event	7	4,950,000	27,600	179.35
Conference	6	2,050,000	7,250	282.76

City-wise Performance Analysis				
City	Number of Events	Sponsorship Amount (in Rs.)	Total Signups	CPS (in Rs.)
Mumbai	4	2,600,000	14,400	180.56
Delhi	3	1,350,000	6,000	225.00
Bangalore	3	1,350,000	5,300	254.72
Hyderabad	5	2,230,000	9,850	226.40
Pune	5	2,400,000	12,000	200.00



Insights from Analysis		
Event Type Performance		
Details	Type of Event	CPS (in Rs.)
Event Type with Lowest CPS	Sports Event	179.35
Event Type with Highest CPS	Conference	282.76
City-wise Performance		
Details	City	CPS (in Rs.)
City with Lowest CPS	Mumbai	180.56
City with Highest CPS	Bangalore	254.72

Report for Management

1 Sports Events has worked best for us with CPS of Rs.179.35 which is the lowest for all event types

2 Conference as events has not performed well for us. It has CPS of Rs. 282.76 which is the highest for all event types

3 Events held in Mumbai have performed well, with the CPS of Rs. 180.56, the lowest for any city

4 Events held in Bengaluru, have not performed well for us, with the CPS of Rs. 254.72, the highest for any city