



Overview: This project focuses on deliverables that are representative of two main functions of LAFC's Business & Data Strategy department; data analysis and strategic recommendations, and the technical side of accurately pulling data. The output specifics are meant to be partly open-ended to allow a showcase of your critical thinking and creative problem-solving abilities. LAFC is looking for well-thought out, effectively communicated and professionally presented ideas. You can choose one (1) of the two (2) parts below to complete.

Part 1

For the data set below, you are an LAFC analyst presenting findings and strategic recommendations to the CFO.

[LAFC Food & Beverage Sales Sample Data Set](#) (let LAFC know if this link doesn't work; please download before editing)

- Prepare a presentation of up to 5 slides/pages (in any format) that discusses different insights into LAFC's food and beverage sales. We are looking for you to creatively provide a meaningful look at data aspects such as timing, product trends, pricing, areas of improvement (does not need to be these specifically) and clearly present what you see and what actions you would recommend – don't hold back.
 - While conducting your evaluation, please also think of additional data or information that could enhance or supplement your analysis (in your findings, explain what data set or information would be beneficial to utilize and why).
- Feel free to leverage any useful analysis/visualization software tools (e.g. Excel, Tableau, SPSS, R, Python) to help tell the story of the data. Include graphs, charts, tables, statistical tests etc. if applicable, to further illustrate your findings and recommendations.

Part 2

Please use the below 5 tables to write SQL queries that have an output that would answer each of the questions below. It is more important that the SQL query is accurate and properly demonstrates the approach one would take to answer the question – the actual values in the output are less important.

You are encouraged to use whatever software you would like, but it is not a requirement that you ingest the data into a relational database to write the queries. Please download the tables before editing.

Table Descriptions:

- [lafc_sql_test_tickets.csv](#) – contains all ticket purchases. Successful transactions have a status of A or Active
 - acct_id corresponds to acct_id in merch files
- [lafc_sql_test_manifest.csv](#) – shows the total number of seats available for MLS Regular Season matches at Banc of CA Stadium
 - Section, row and seat combination correspond to the same fields in the ticket table
- [lafc_sql_test_events.csv](#) – detailed information on upcoming and past events
 - event_id corresponds to same field in the tickets table
- [lafc_sql_test_2022merch.csv](#) – contains all merchandise transactions that have occurred in 2022
- [lafc_sql_test_2021merch.xlsx](#) – contains all merchandise transactions that have occurred in 2021

Questions (note – we are looking for one query for each response, not a script):

1. Please write a query that shows all 2022 member (season ticket holder) account IDs and the unique sections that the member has seats in. There should be one row per account and member tickets are flagged with the plan event prefix 22FS.
2. Please write a query that aggregates total 2021 ticket spend, 2022 ticket spend and merchandise spend by account ID. There should be one row for each unique account ID
3. Please write a query that shows the earliest purchase date for every account ID (the first purchase can be either from tickets or merchandise)
4. Please write a query that shows the ticket sell through rate by section for the last match of the 2022 regular season (sell through rate = total sales/total manifest seats)