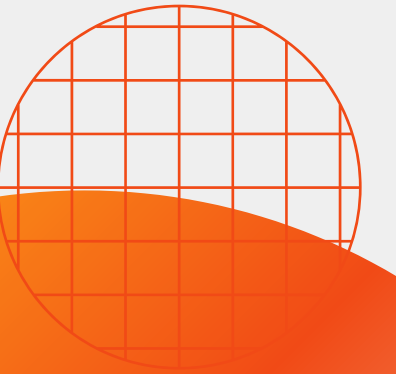


Team 6

Baker, Joshua; Ling, Junie; Mai, Kexiajie; Nair, Rohit  
Satish; Oh, Soojung(Krystal); Tang, Alexander; Xu, Yan

# TuneWorks' Growth Strategy



# Background & Data Quality Check

Data-driven insights

Key Findings

Recommendations

Overall:

- **No duplicates**    **No invalid entries**    **No formatting inconsistencies**

null_webpage	5
null_email	6

**Missing values** in the email and website columns of the entertainers table.

min_salary	50
avg_salary	24,850
max_salary	35,000
min_commission	0.01
avg_commission	0.0416666665

**Outliers** one agent's salary and commission rate are unusually low.

# AI vs. Independent Insights

## Big Picture Insights

(Top performers, monthly revenue, etc.)



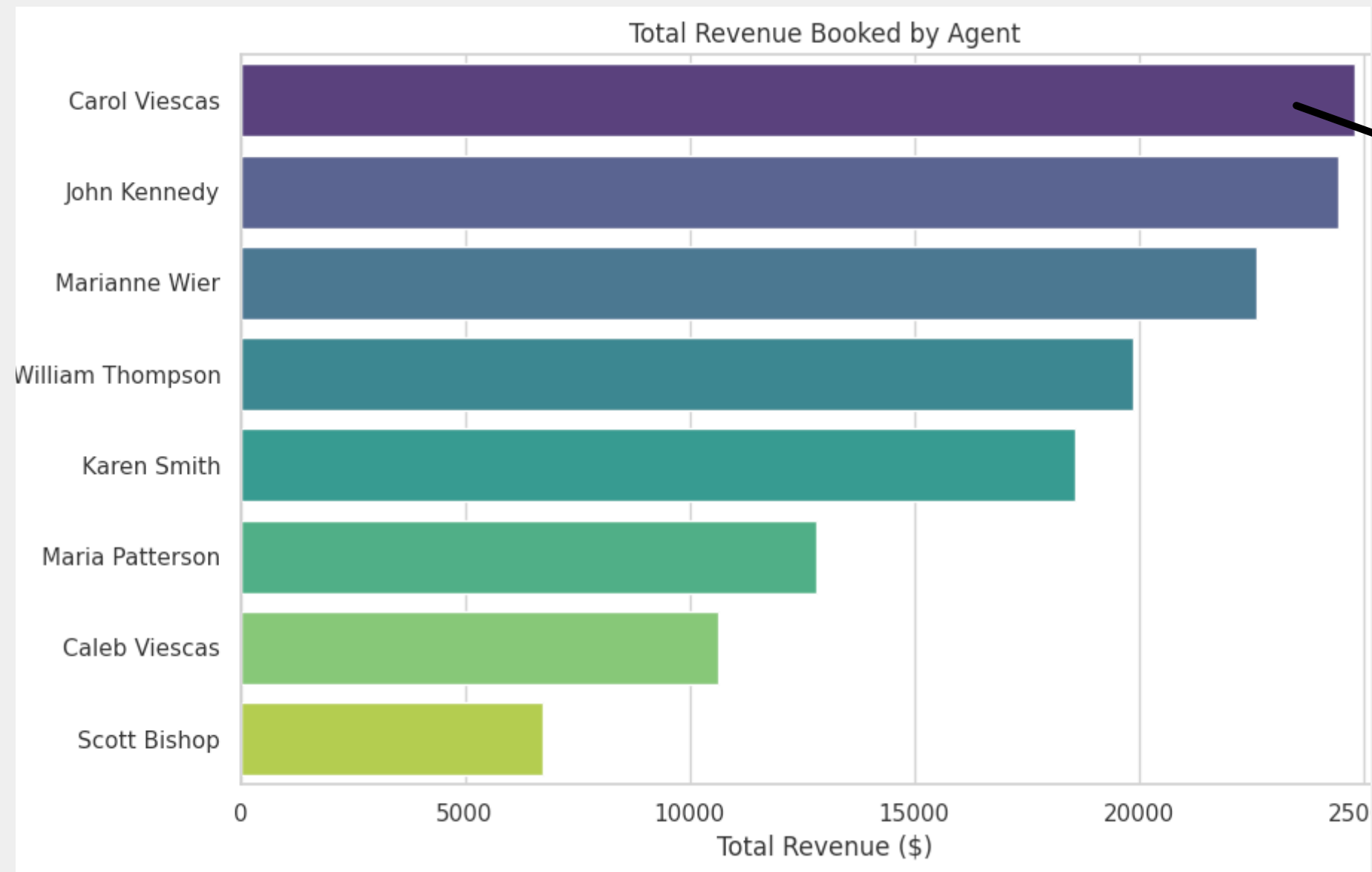
## More Granular Insights

(Agents' cost efficiency, which type of acts are more profitable, untapped resources)



# AI Insight vs Human Insight

## Top Agent (by Total Revenue)



**Carol Viescas** appears to be the top with \$24,800 total revenue

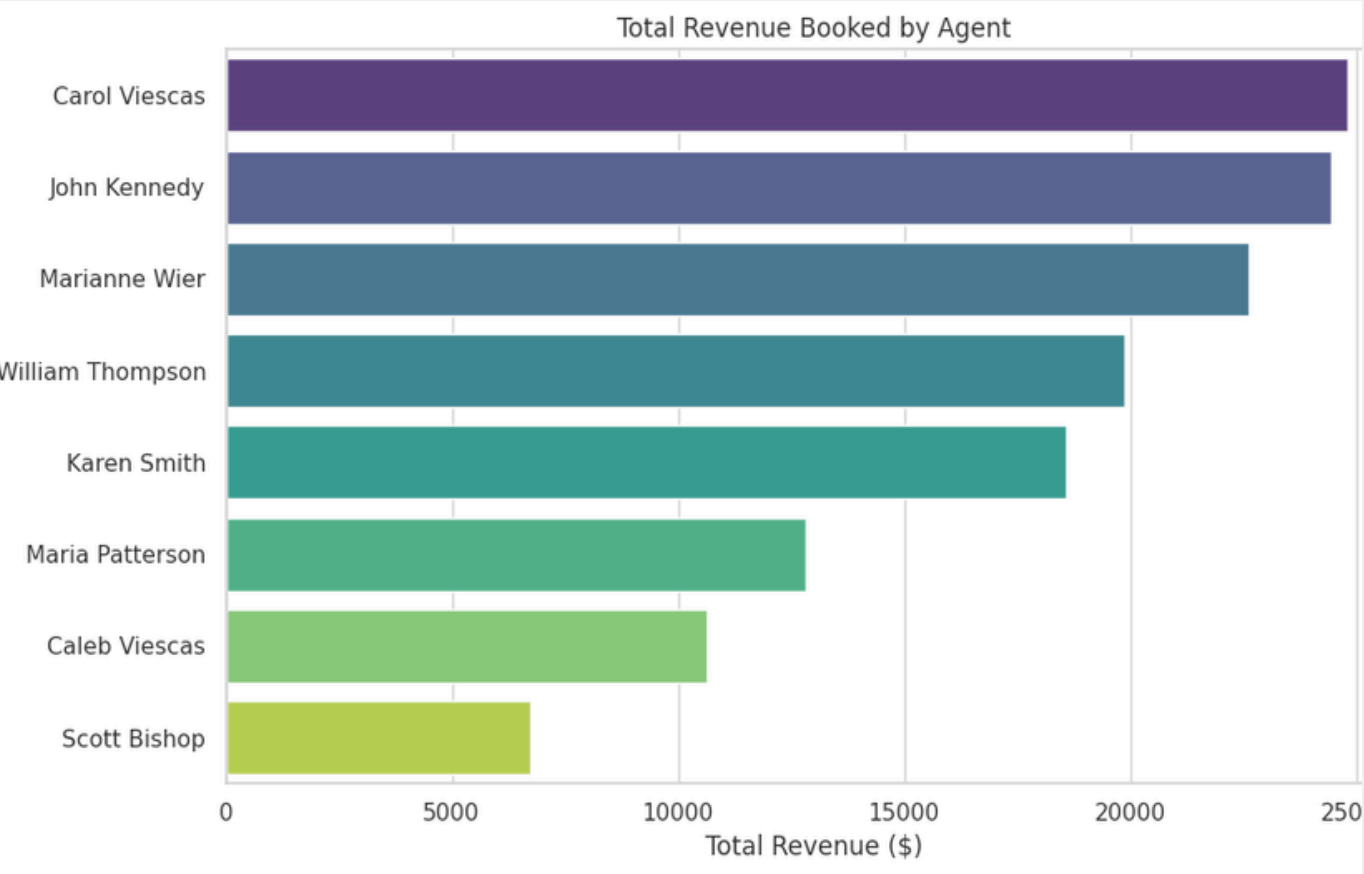
**However,**

💡 Human Insight:  
**High Revenue ≠ High Cost Efficiency**



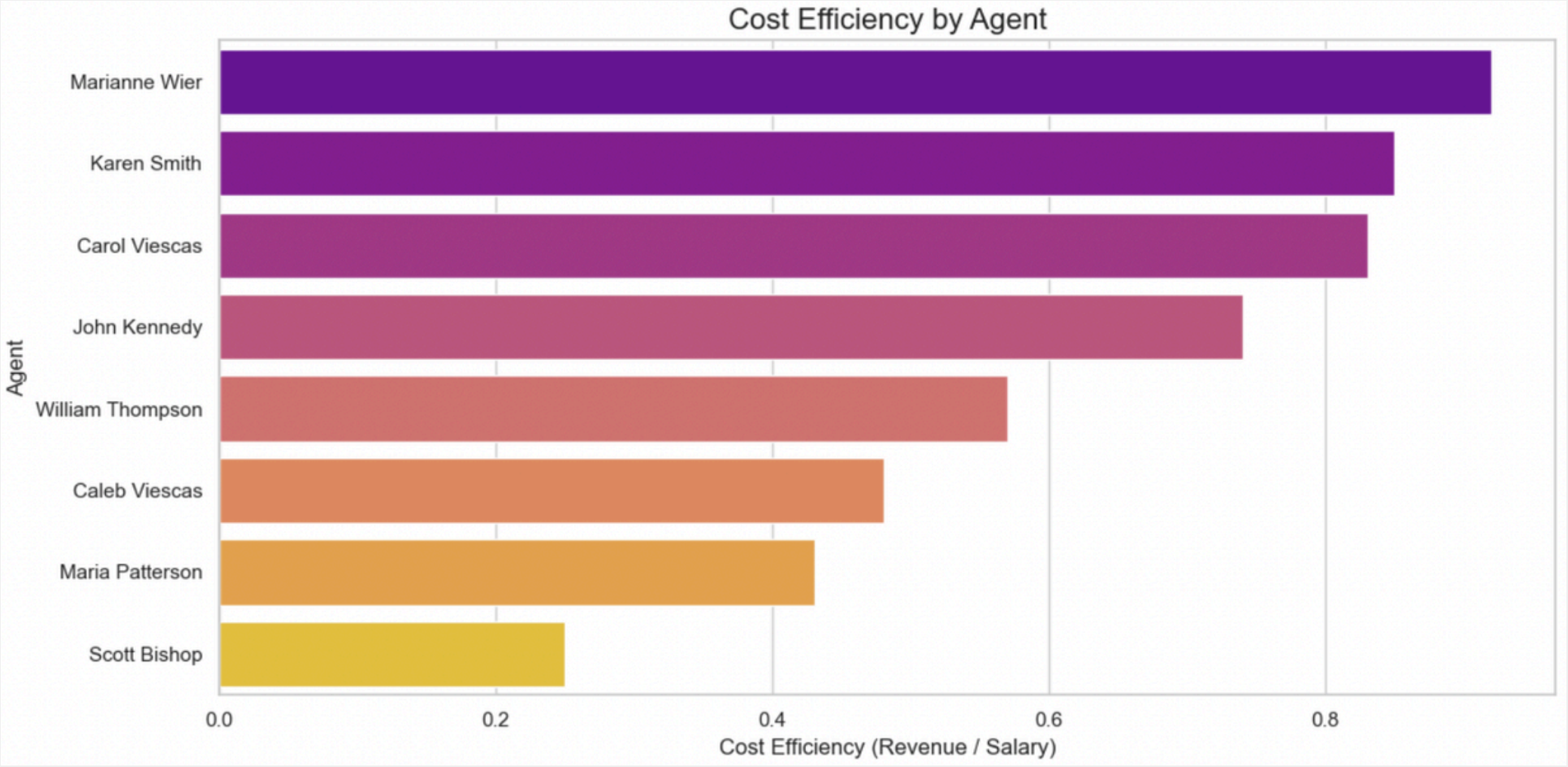
# AI Insight vs Human Insight

## Top Agent (by Total Revenue)



Human Insight:  
**High Revenue ≠ High ROI**

## Cost Efficiency by Agent



Revenue-only decisions overlook  
**cost efficiency**

: the metric real companies  
**value most**

# Solo Artists vs Bands

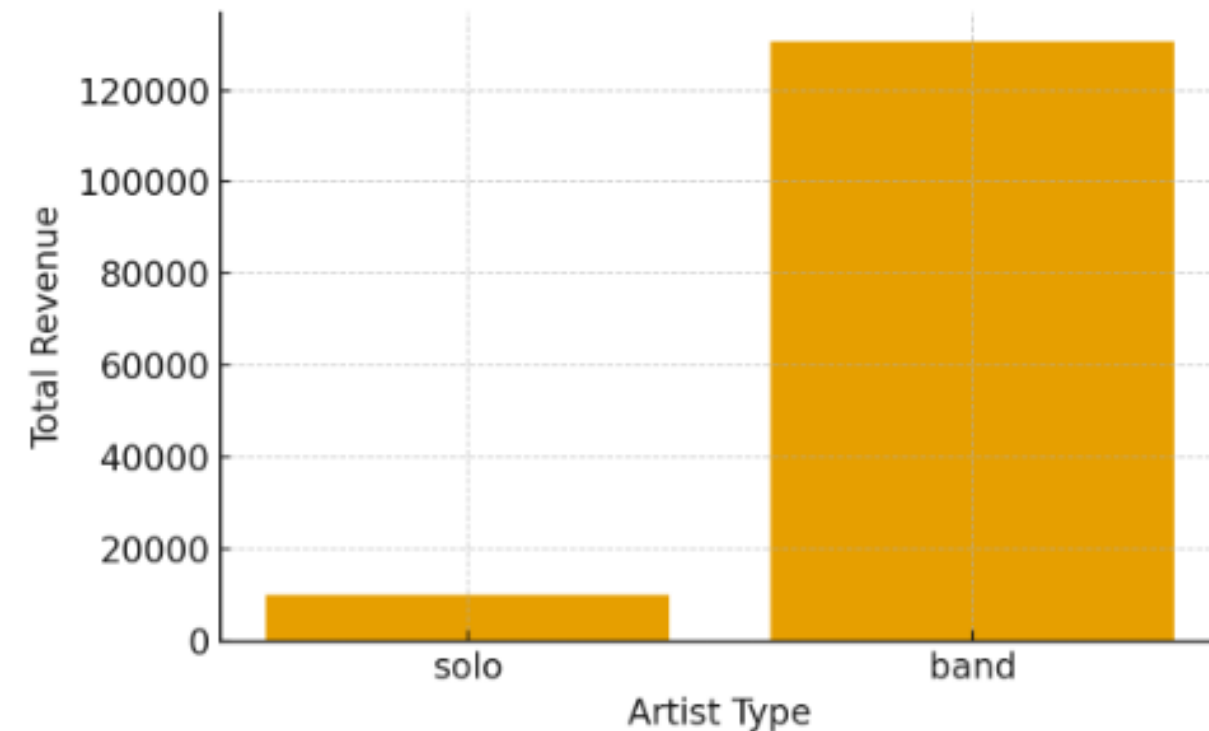
💡 Key Insights:  
Revenue difference is  
driven by **both price**  
**and volume**

Bands charge a  
higher average  
**contract price**

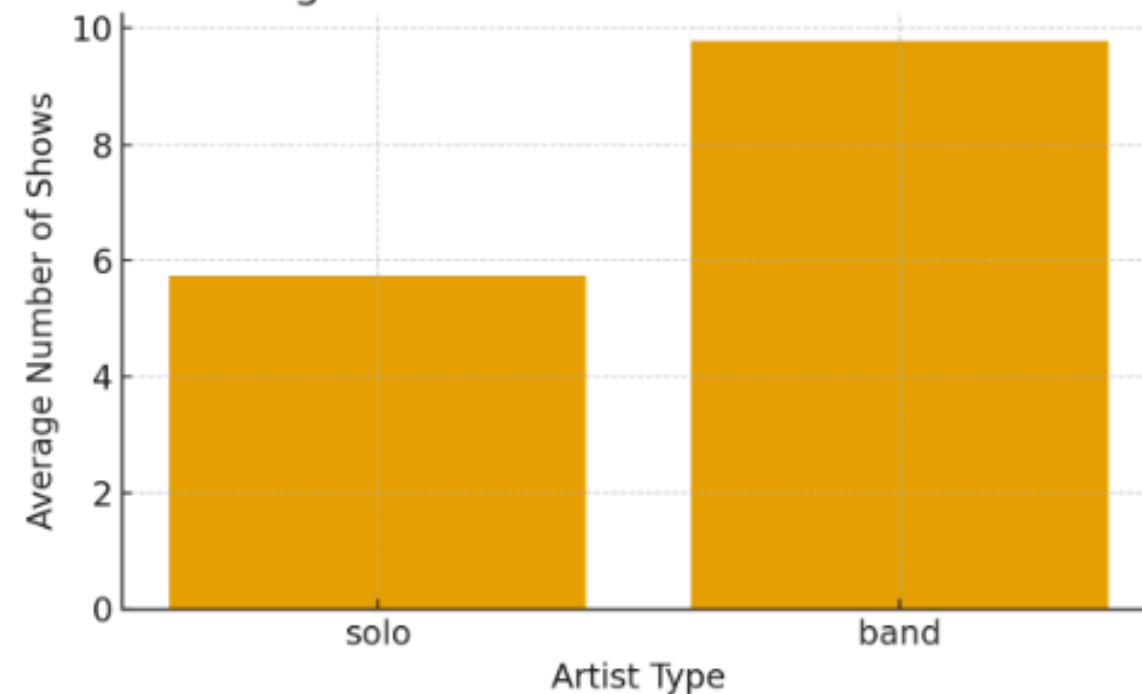
Bands generate far  
higher **total revenue**  
than solo artists

Bands perform  
**more shows** on  
average

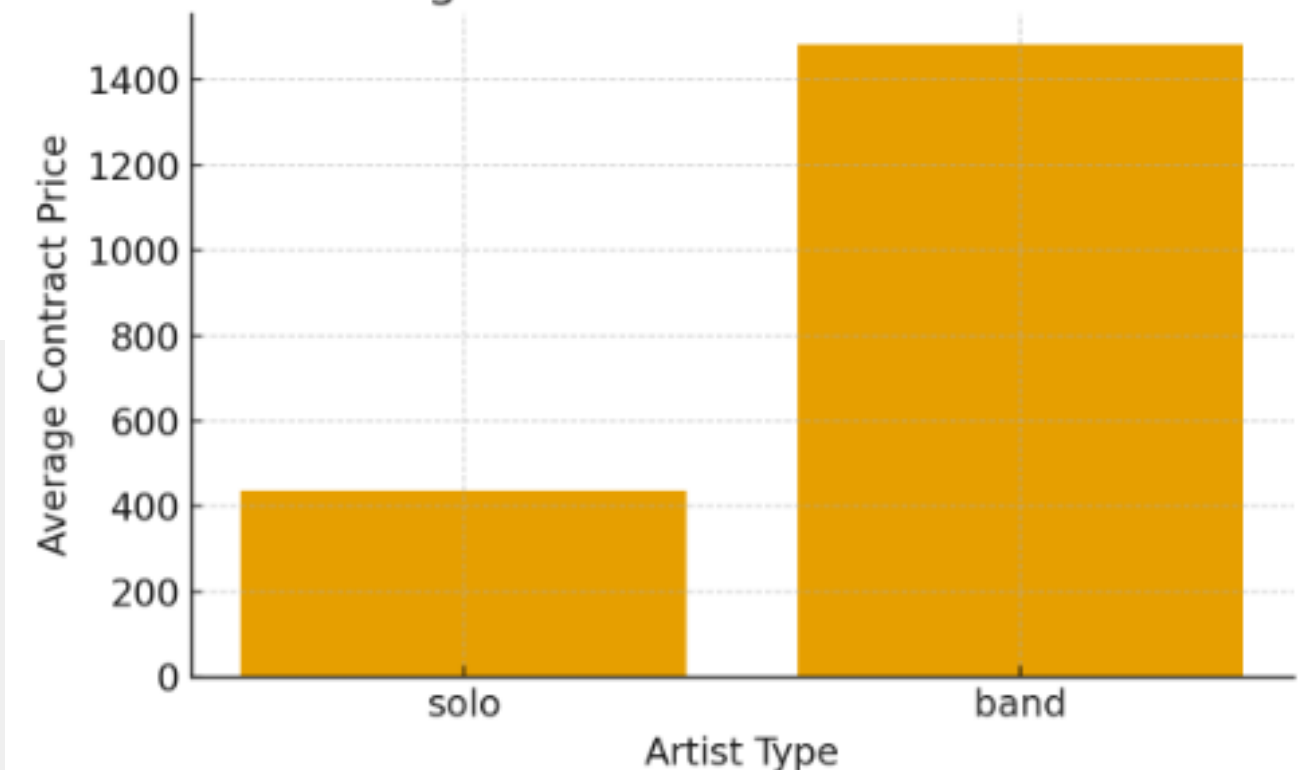
Total Revenue: Solo vs Band



Average Performance Shows: Solo vs Band

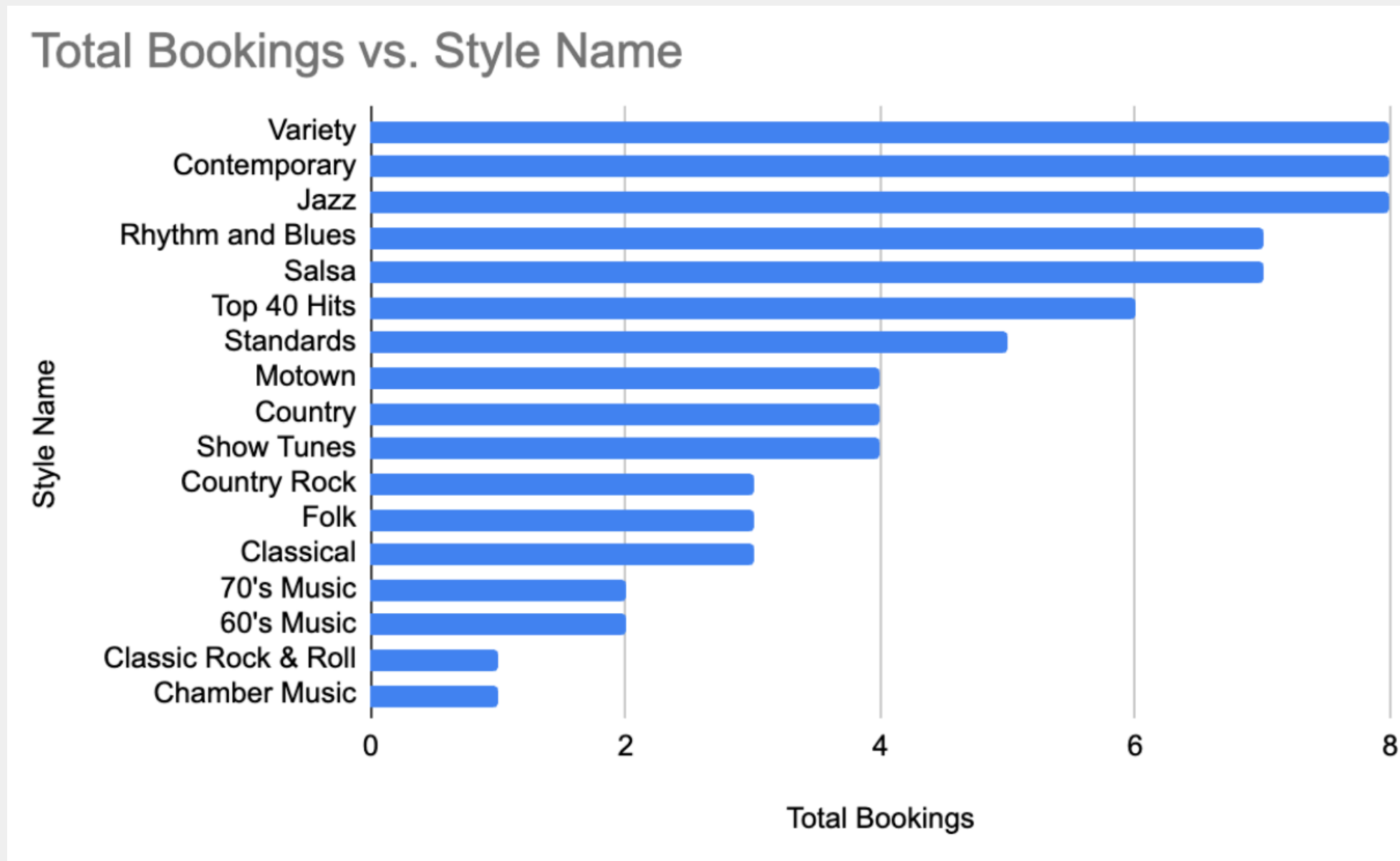


Average Contract Price: Solo vs Band



# The Preference Paradox

## Do Customers Book What They "Like"?



- Customer self-reported “Jazz” interest doesn’t translate into Jazz bookings.
- Actual purchasing behavior diverges sharply from stated tastes.
- This gap signals a risk: strategy built on survey data alone can miss what truly drives revenue.

# Recommendations

---

1

## Align Resources

- Prioritize high-return agents for key engagements
- Provide targeted support and development to boost efficiency among low-cost agents
- Align commissions and incentives to reward efficiencies

2

## Band vs. Solo

- Focus on Bands with multiple members as this brings in the most value per engagement

3

## Music Preference

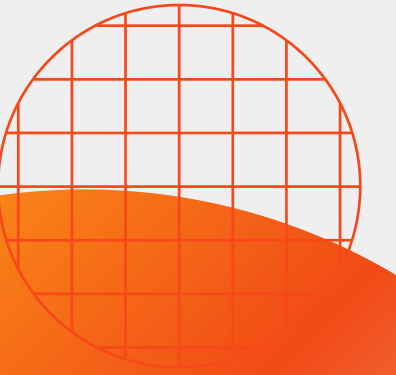
- Improve upon the music preference system to accommodate consumers with multiple genre interests
- Effectively connect users with artists, boosting engagement and discovery



End

# Thank you

Do you have any questions?





# Member Contributions

## **Joshua B.**

Executive Presentation, Independent Report  
(Univariate Analysis)

## **Krystal O.**

Independent Report (Multivariate Analysis),  
Executive Presentation

## **Junie L.**

AI Report, Key Takeaways, Executive Presentation

## **Alexander T.**

AI Report, Key Takeaways, Executive Presentation

## **Mike M.**

Independent Report (Univariate Analysis),  
Executive Presentation

## **Yan X.**

Independent Report (Data Quality Checks),  
Executive Presentation

## **Rohit N.**

Independent Report (Key Business Questions), Executive Presentation