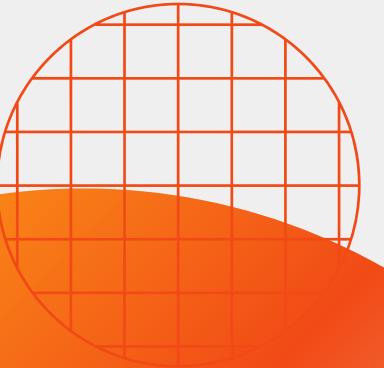


Team 6

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 | 0.04166666665 |

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

AI vs. Independent Insights



Big Picture Insights

(Top performers, monthly revenue, etc.)



Gemini



McBRAINSEY
& CO.

More Granular Insights

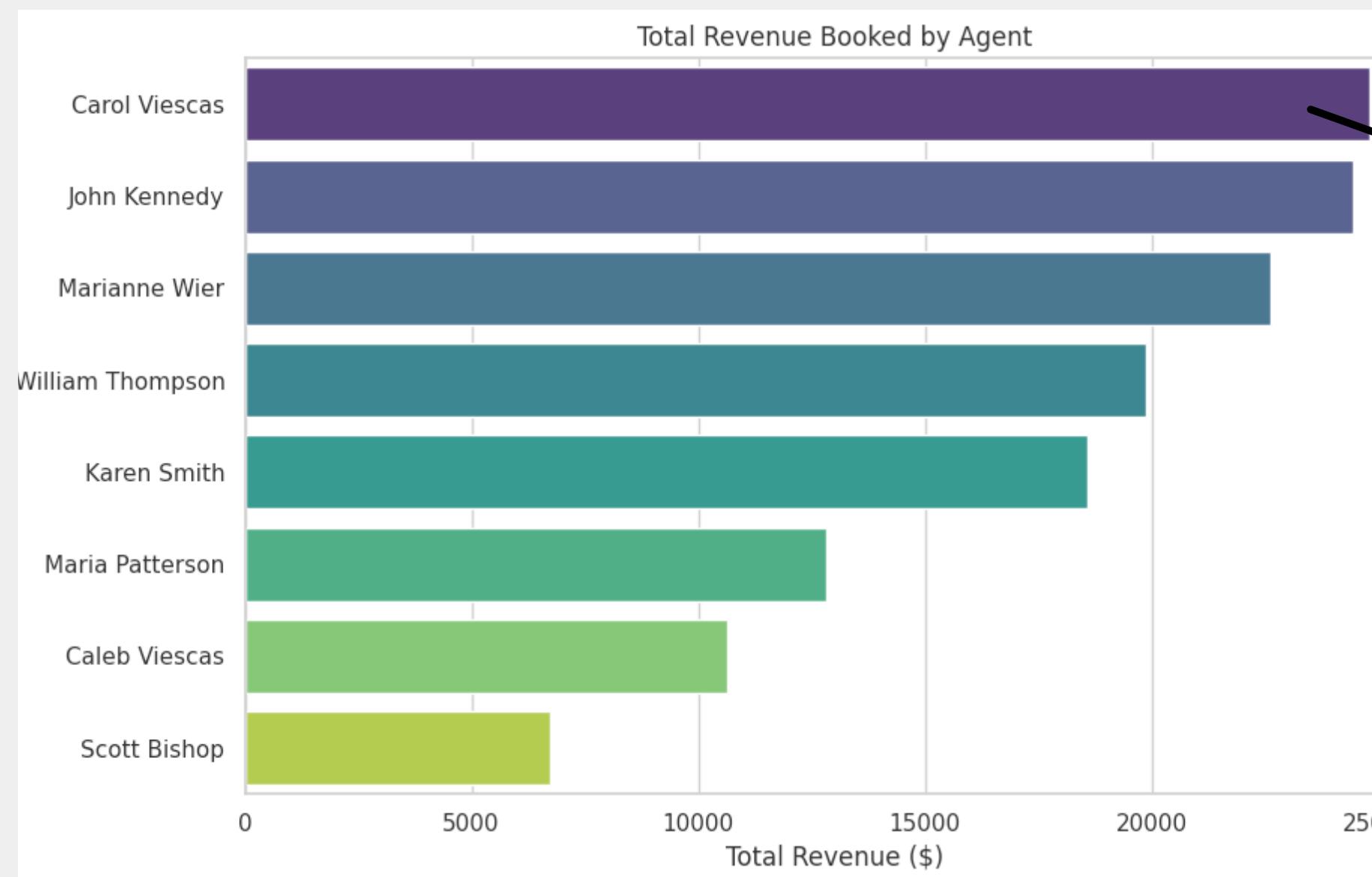
(Agents' cost efficiency, which type of acts
are more profitable, untapped resources)



McBRAINSEY
& CO.

AI Insight vs Human Insight

Top Agent (by Total Revenue)



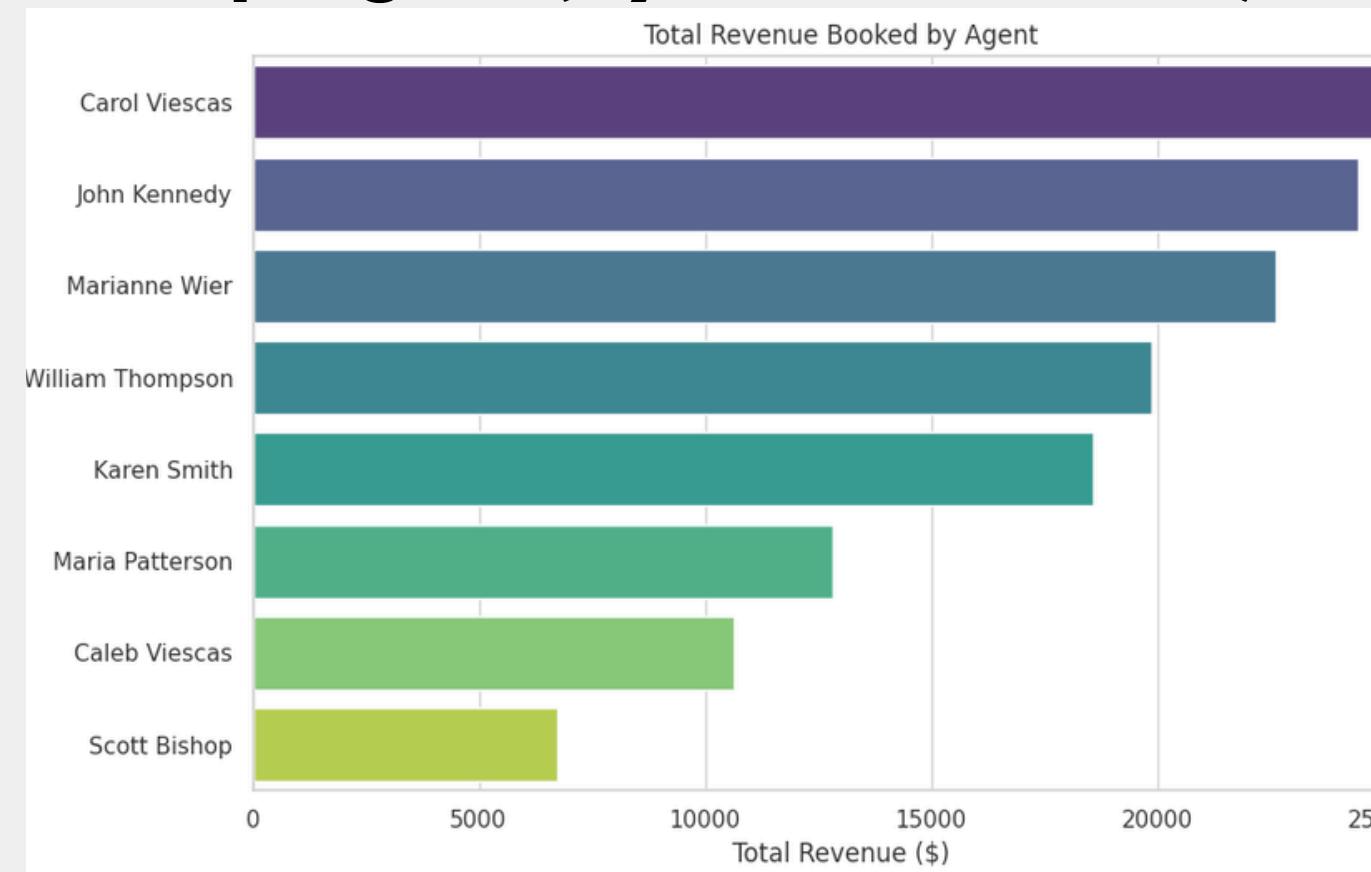
Carol Viescas appears to be the top with \$24,800 total revenue

However,

Human Insight:
High Revenue ≠ High Cost Efficiency

AI Insight vs Human Insight

Top Agent (by Total Revenue)

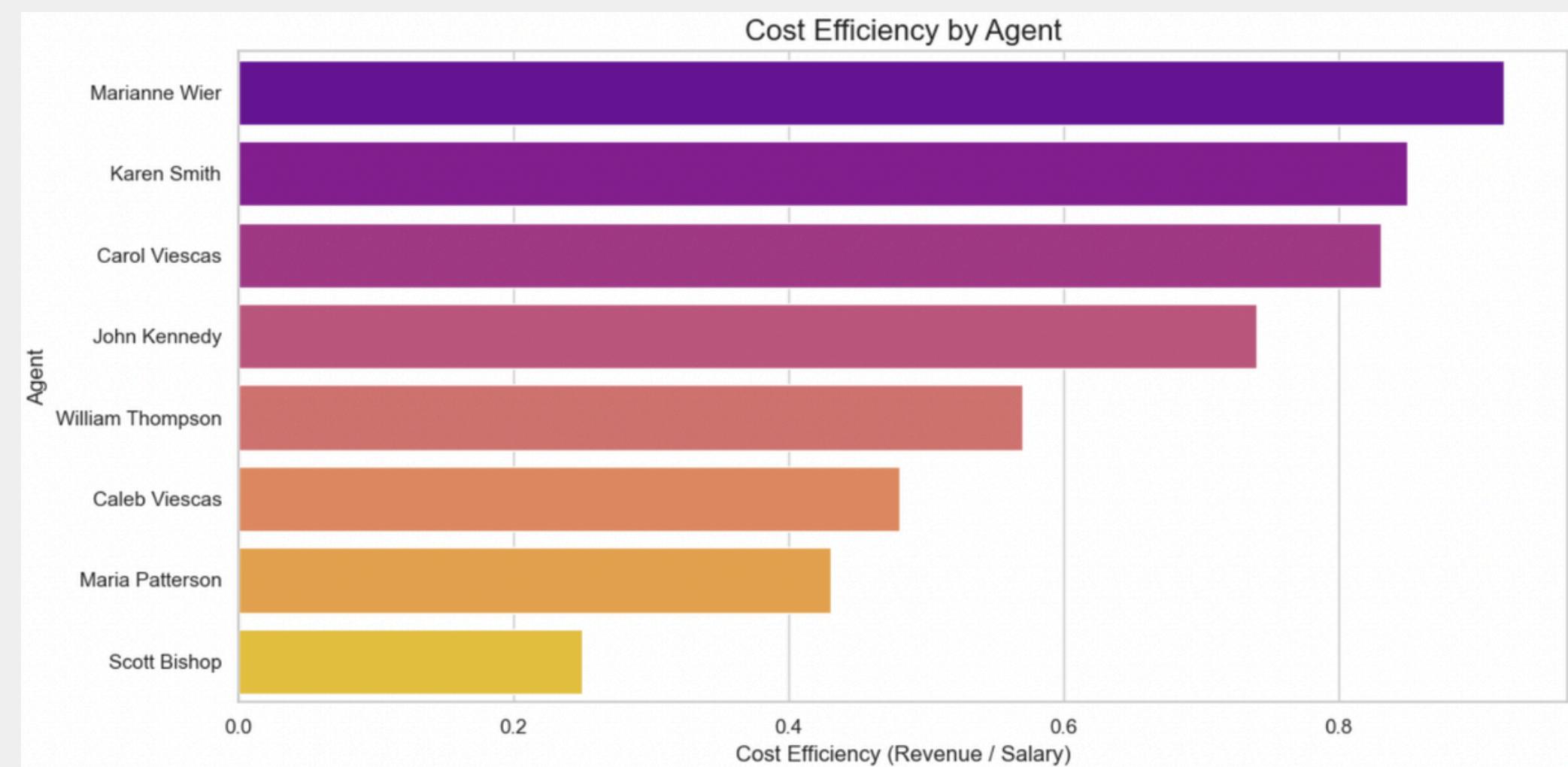


Revenue-only decisions overlook
cost efficiency

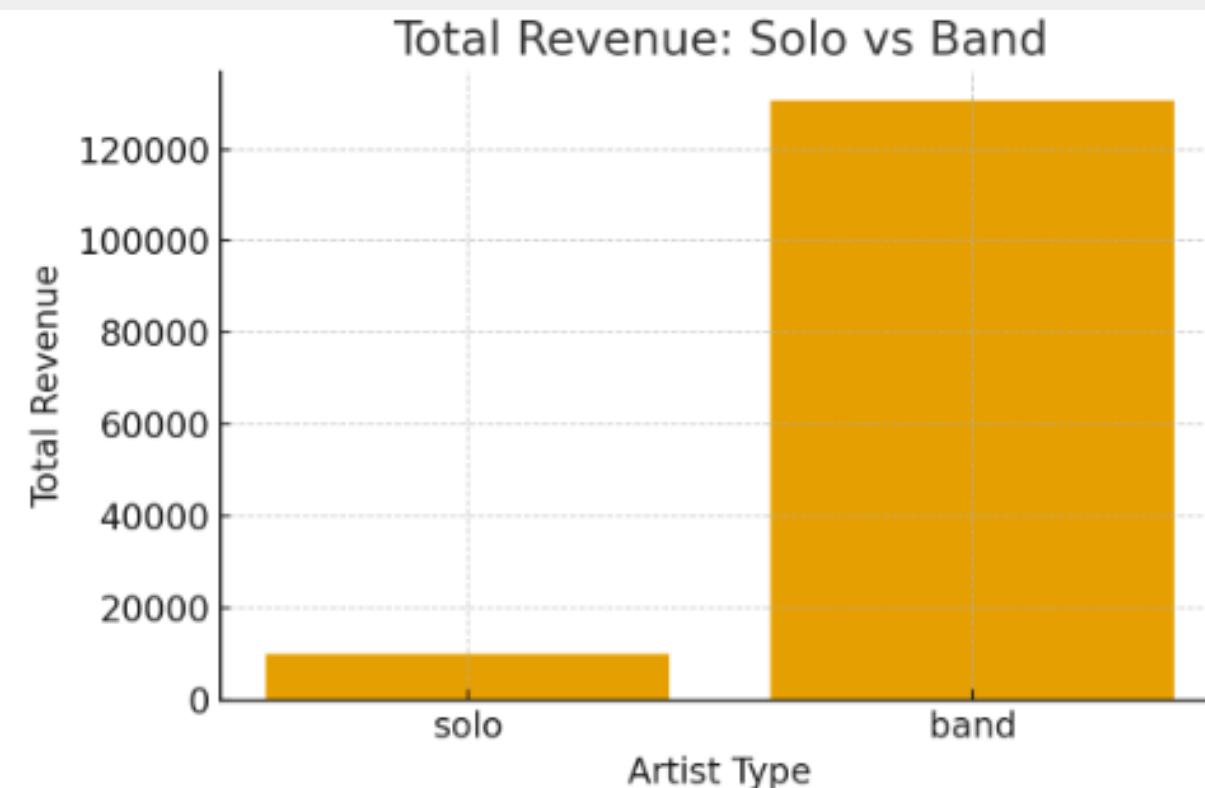
: the metric real companies
value most

💡 Human Insight:
High Revenue ≠ High ROI

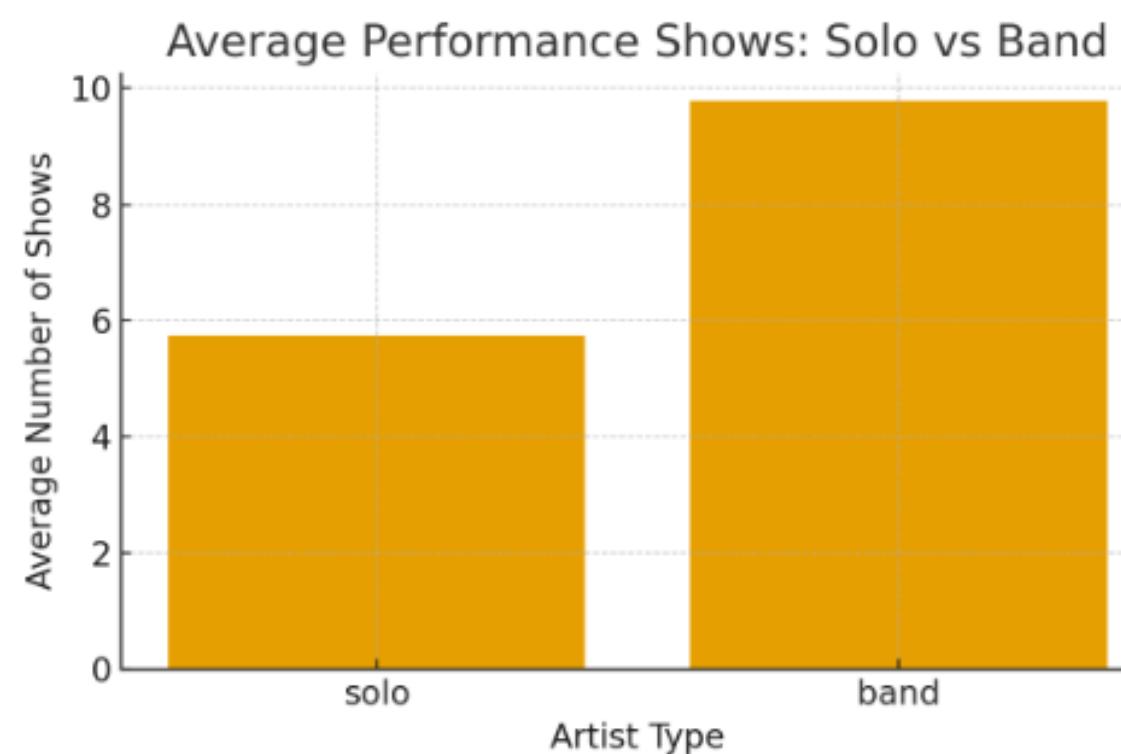
Cost Efficiency by Agent



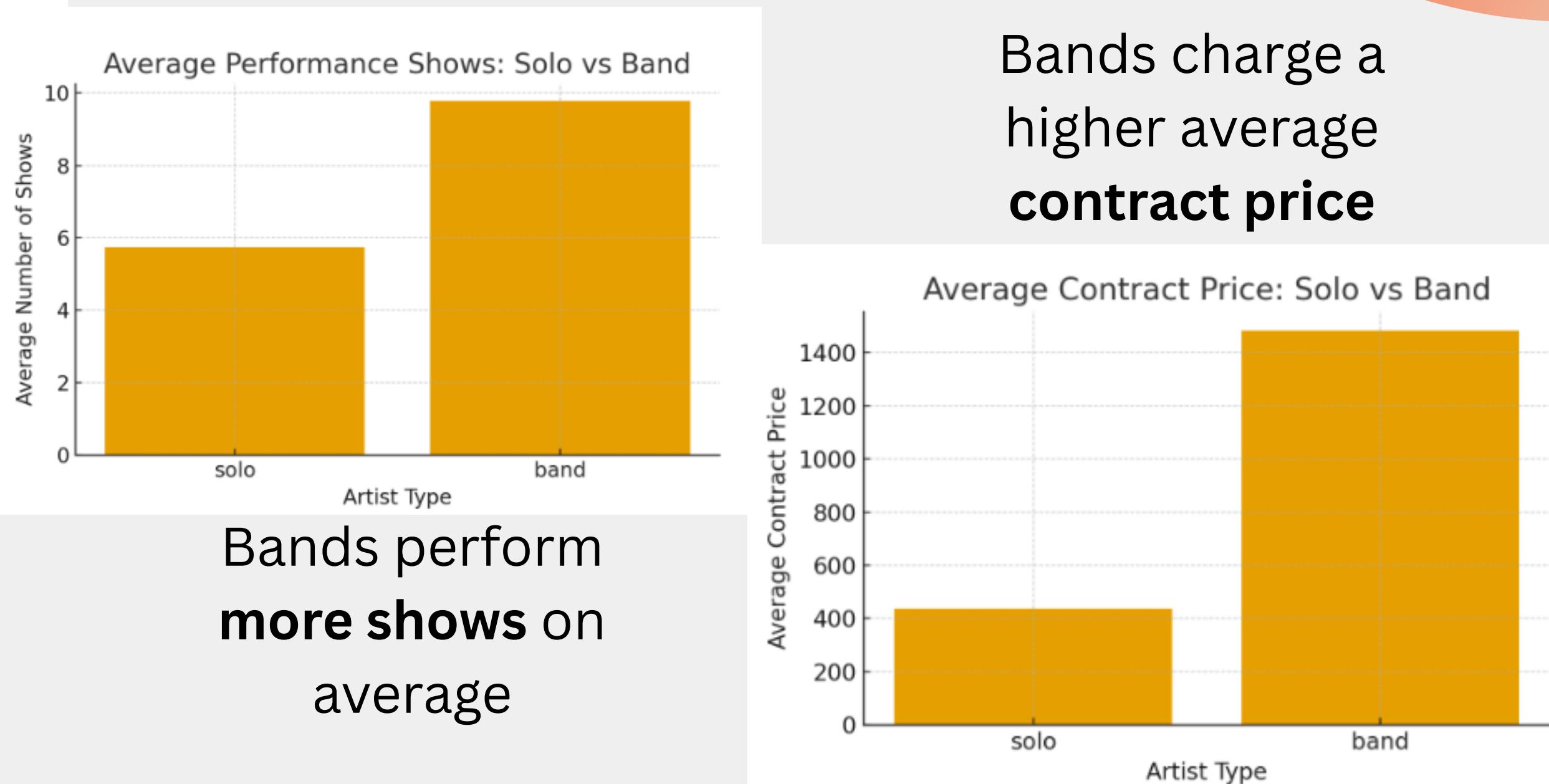
Solo Artists vs Bands



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



Bands perform **more shows** on average

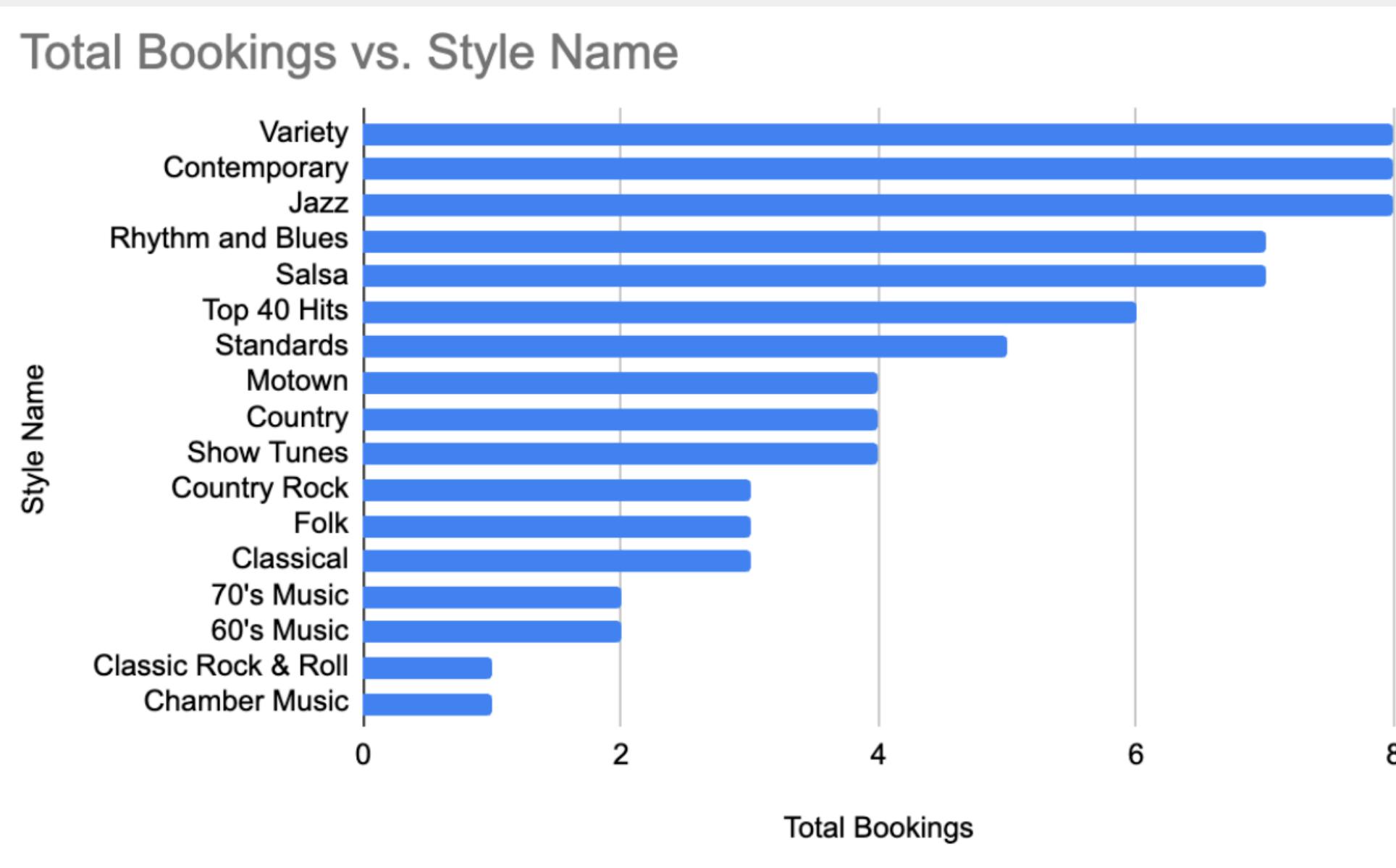


Revenue difference is driven by **both price and volume**

Bands charge a higher average **contract price**

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

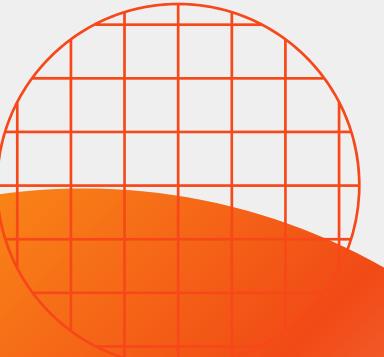
Music Preference

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

End

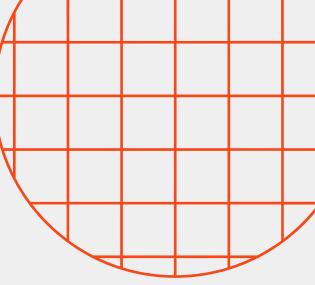
Thank you

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