



# Event Management Data Hackathon

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## About Event Management Data Hackathon

The **Event Management Data Hackathon**, organized by **KSR DATAVIZON**, focuses on analyzing **eight years (2017–2025)** of event data across various Indian cities. The dataset includes event categories, locations, organizers, registrations, attendance, pricing, and feedback.

### Task:

Analyze the comprehensive dataset to uncover actionable insights on event trends, category performance, regional patterns, and financial outcomes to support strategic decision-making for organizers and stakeholders. The goal is to transform data into a compelling visual story that helps improve event planning, maximize ROI, and enhance attendee experience.

Through detailed analysis of categories, cities, states, organizers, and formats, this report highlights patterns, top performers, and strategic opportunities for future events.



Use the top menu to explore overall *event trends and insights*.



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Event Format

Hybrid

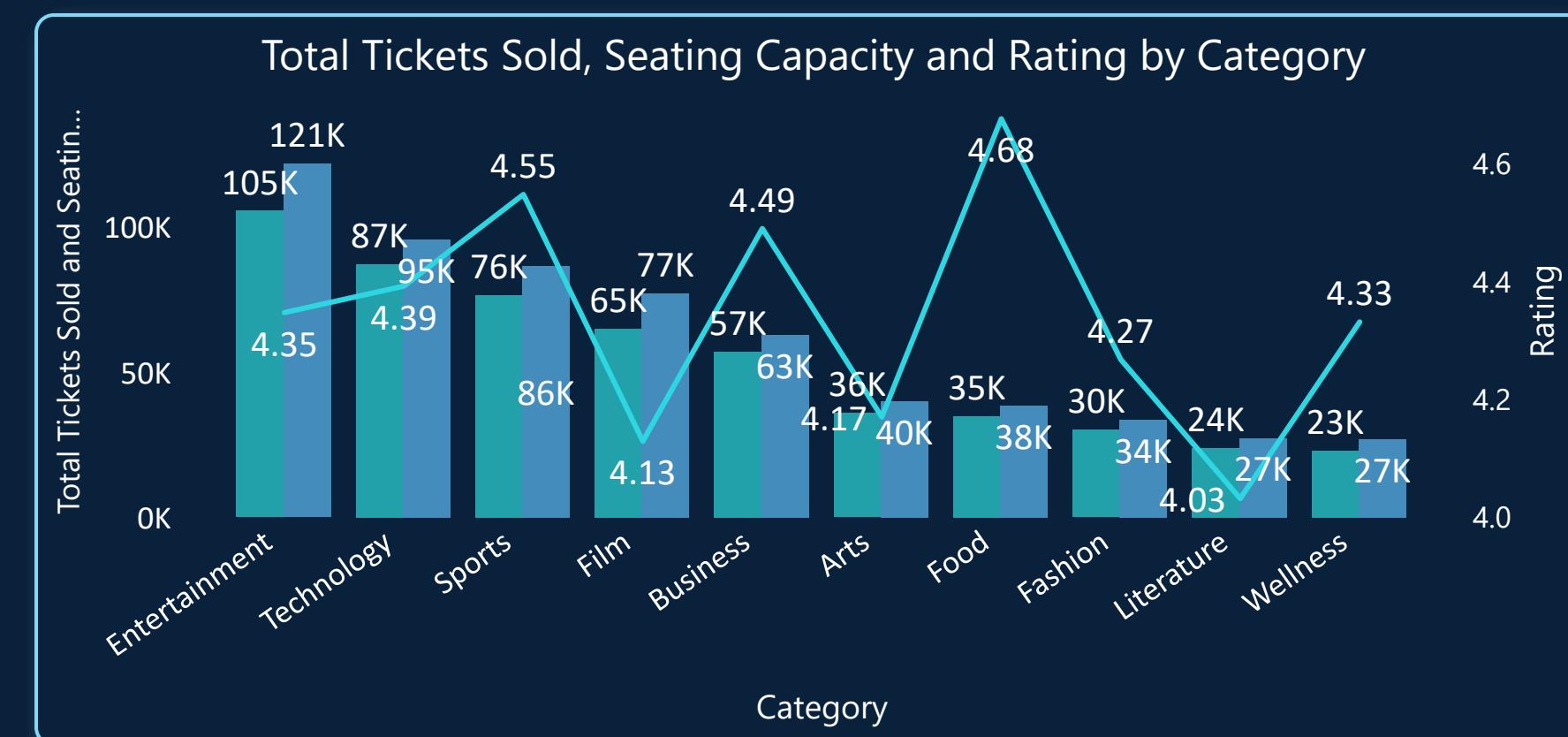
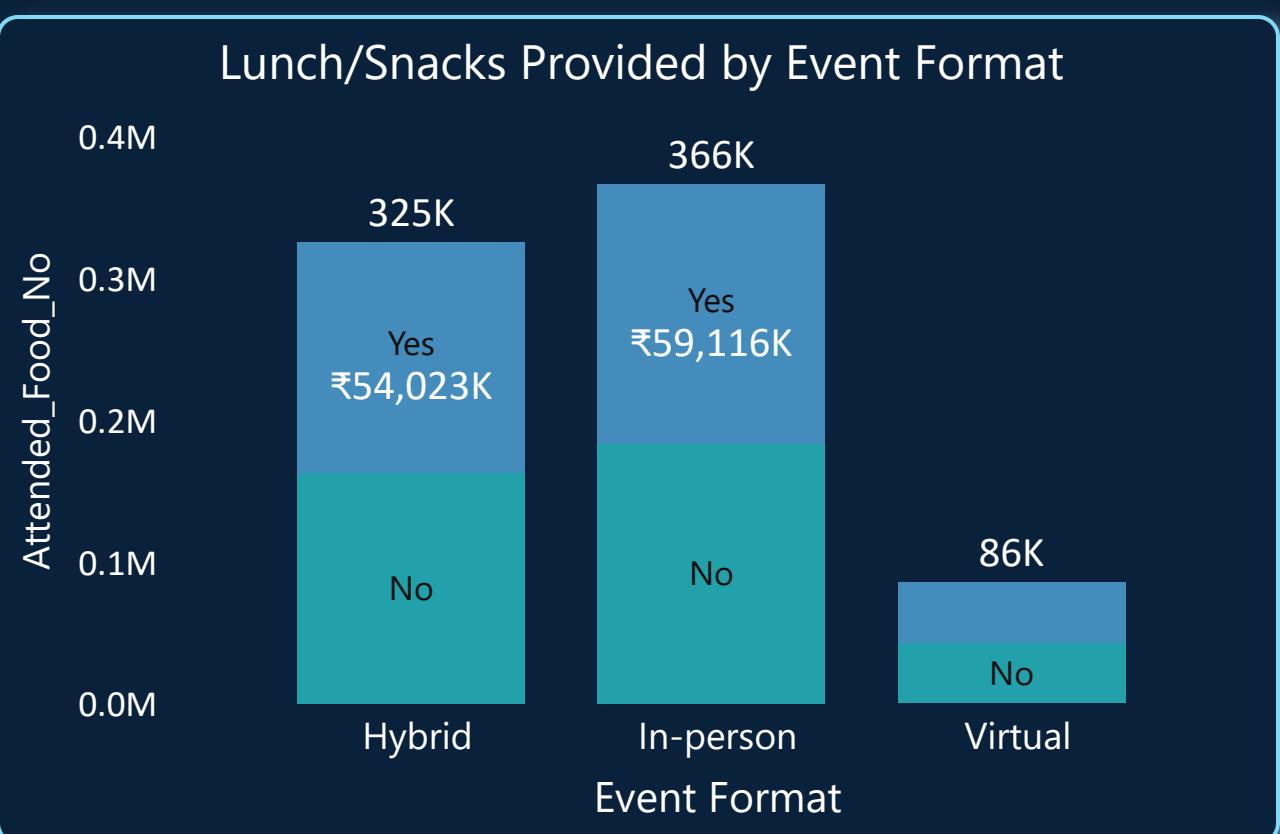
In-person

Virtual

Event Type

Free

Paid





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Total Revenue

Rolling12MRevenue

Last Year Revenue

Last 6M Revenue

Last 3 YearsRevenue



Total Registrations

537K



Total Attendance

486K



Total Investment

₹4M



Total Revenue

₹325M



Total Profit

₹321M



Total Events

10K



YTD Attendance

14K



ROI

₹7.71K



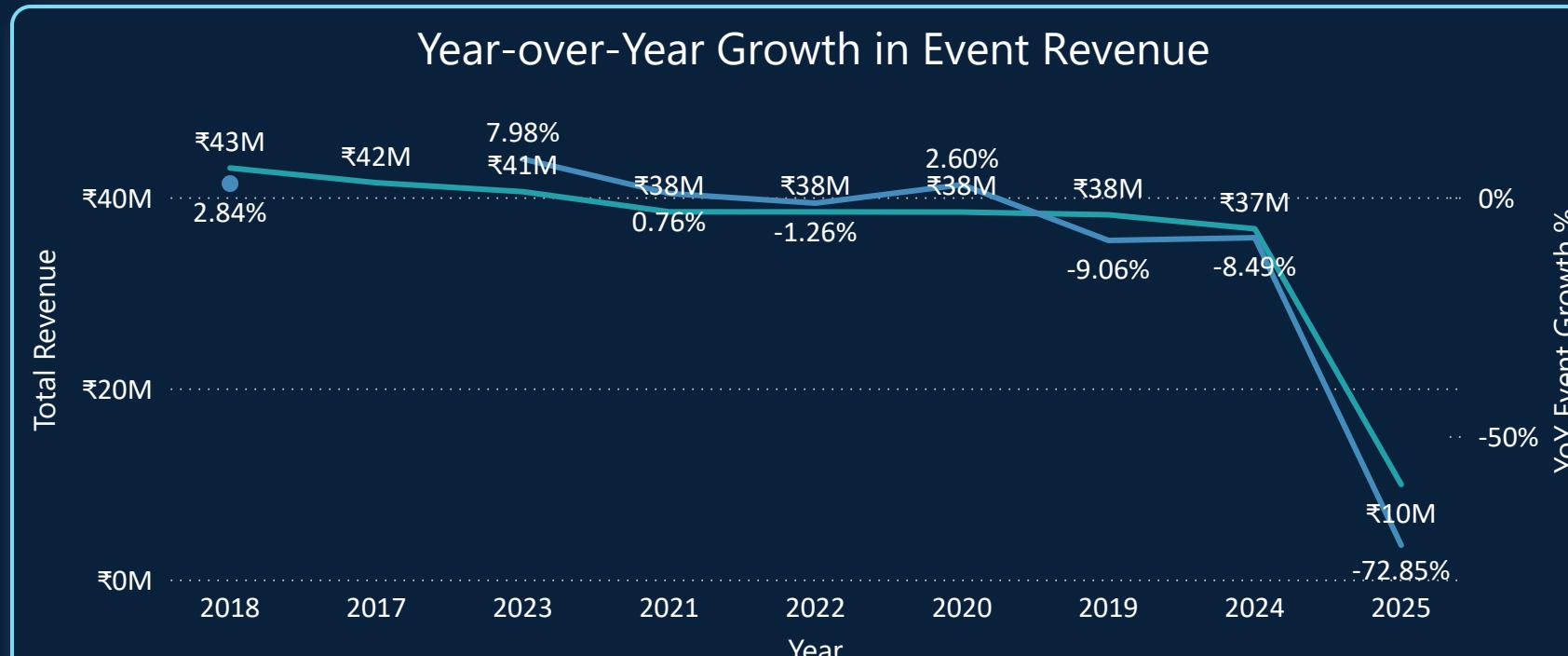
## Event Revenue Trend



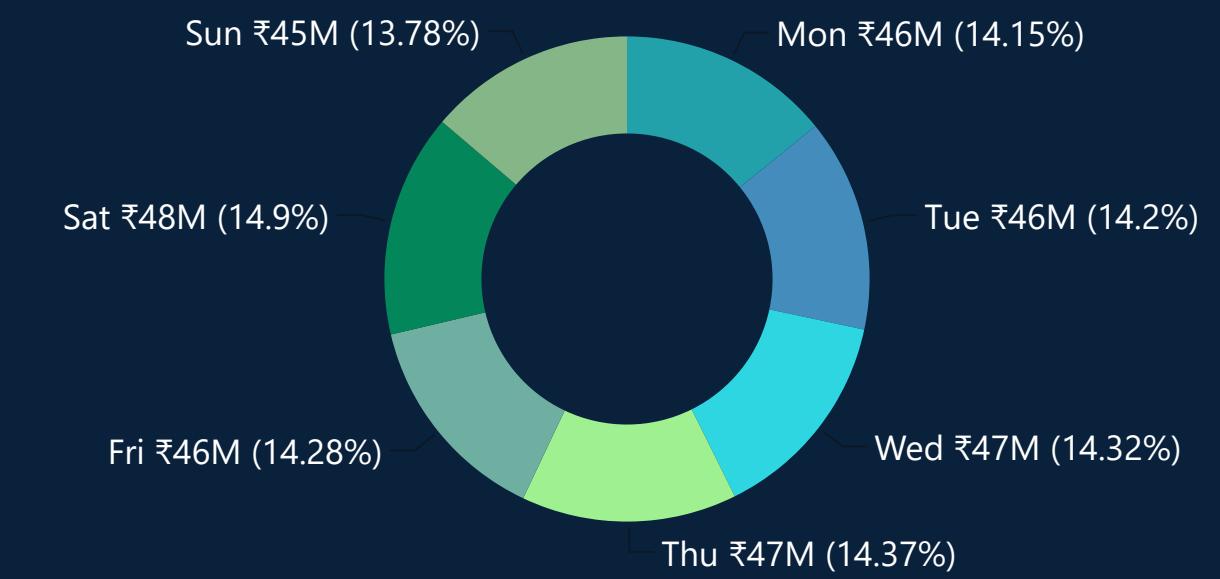
## Rolling 12-Month Revenue Stability



## Year-over-Year Growth in Event Revenue



## Revenue Share by Weekday



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Total Registrations

**537K**

Total Attendance

**486K**

Seating Capacity

**608K**

Total Events

**10K**

Avg Rating

**4.34**

Total States

**21**

Total Cities

**39**

TopN Value

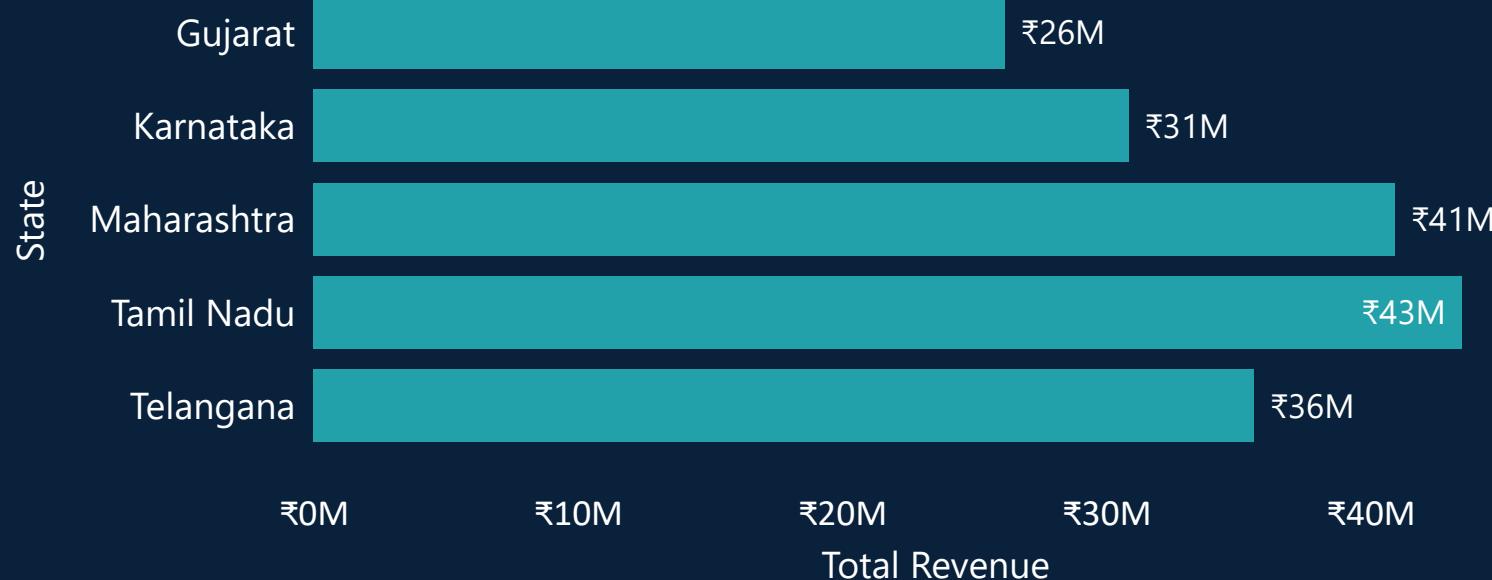
Year

Month

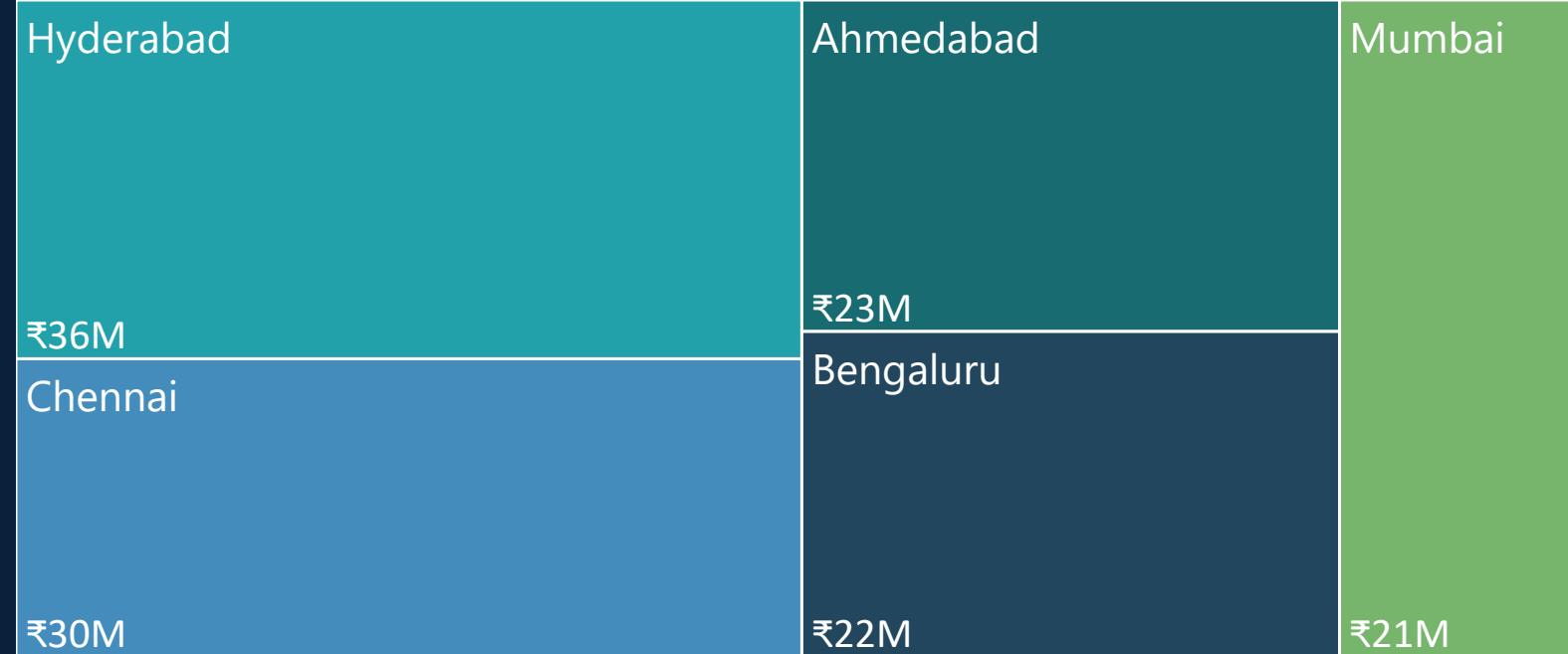
Category



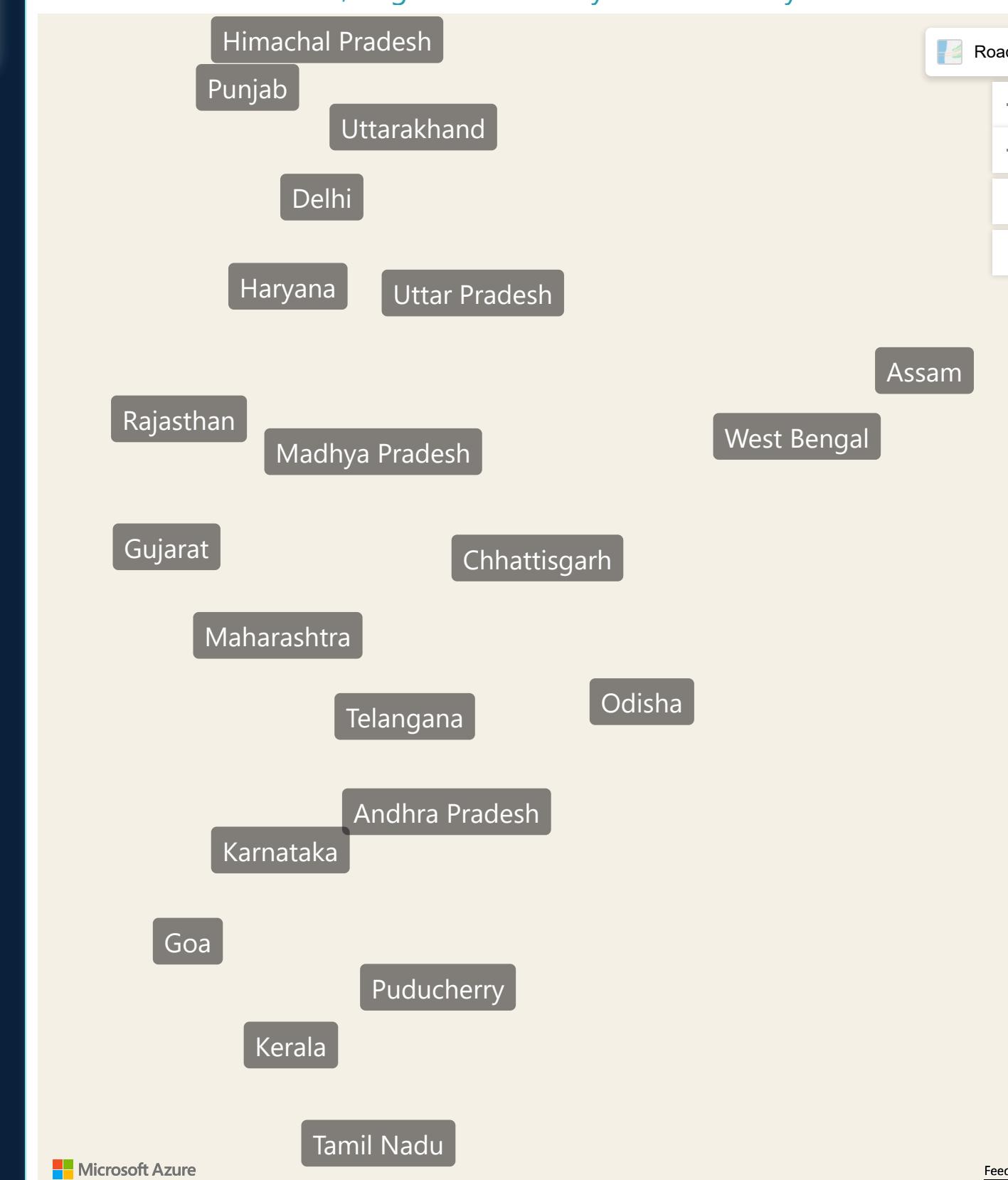
### Total Revenue by State



### Total Revenue by City



### ROI, Org Investment by State and City





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Total Registrations

537K



Food Provided

96.82K



AvgCategoryProfit

32.11M



AttendanceRatio

90.35%



AvgTicket Price

642.89



Organizers

41



Total Venues

39



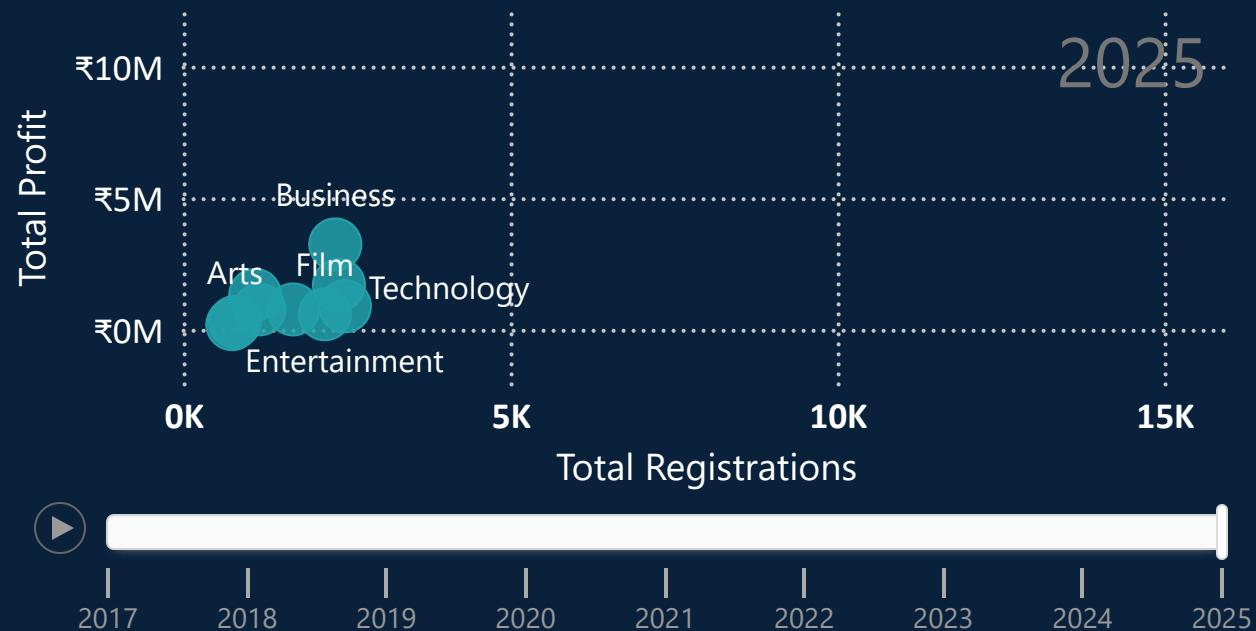
Max Attendance Year

2018 → 63,209

## Total Revenue and Total Profit by State

Tami

## Total Registrations and Total Profit by Category and Year



Organizer

Venue

Click For Quick Insights

## Revenue by Venue

