



Our background

The Scottish Orienteering Association (SOA) is the Scottish Governing Body (SGB) for the sport of orienteering. It is a charitable body and a constituent association of British Orienteering.

Data

“Scottish 6 days” is an orienteering holiday and event run by the SOA. It was held in Strathearn in 2019, and was a high quality orienteering event in terms of terrain, maps and organisation. It also has a friendly and helpful approach towards both the competitors and the volunteers on whom the event depends.

It is also recognised that one of the purposes of the event was to aid with the promotion and development of the sport of orienteering in Scotland through contributions to the funding of professional staff, clubs and squads.

The data you have access to is the feedback collected from the 2019 post-event survey. You also have access to overall membership data from the SOA/BOF.

You can find more information about the event here:

<https://www.scottish6days.com/2019/>

Business problem

We are interested in gaining insights from the 2019 feedback in order to help us plan for future events (Scottish Six Days 2020 will be held in Lochaber). In particular, we are interested in any (or all) of the following:

- Transport planning and parking is a main factor in event organisation. As our events are held in areas of natural interest, we try to limit single-car occupancy and parking to necessary areas. It would be useful to know how people travelled to the 2019 event, and if possible use the data to predict travel patterns for future events.
- It would also be interesting to know where people travelled from, where most people stayed during the event, and how far away from the event region people were willing to stay. Is there a specific radius of the event within which people preferred to remain? Did participants prefer a certain type of accommodation? All of this information will help us decide where to hold events in future.

- Social media: we promoted the event via several social media channels (facebook, twitter, livestream). Is there a particular aspect of social media we should focus on for future events?
- We collected comments on suggested improve for future events. These are collected as free text. It would be interesting to find out if there were any particular patterns in the responses of customers that would help us focus our efforts to improve?
- Finally, we are interested in the demographics of our members, and how this is split by location in Scotland. We'd also be interested in getting a map representation of our membership data split up by demographic. The data we are most interested in is the Scottish Orienteering Association membership data, however it would be interesting to compare this to overall British Orienteering Federation (BOF) membership if possible.

Challenges

As this is real data, there are some challenges to bear in mind, and the data will need cleaned and narrowed down appropriately.

Some of the datasets have multiple sheets, so make sure to check that all of the data is being read in.

Some of the variables might need appropriately pivoted to get them in long format, as the website form separated different categorical responses to the same question into separate variables.

For the final brief question, you'll need to do some detective work to find the locations of the clubs (longitude and latitude).

Audience

For this project, please consider the audience to be a general audience who are not familiar with the project.