

# THEMUSEUM

Group 4

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# Problem Statement

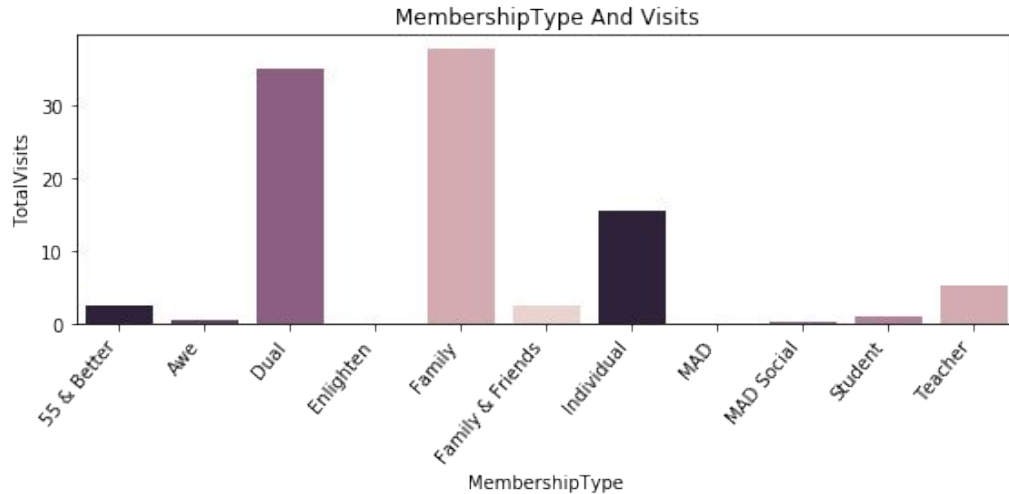
Discover customer insights from data to drive:

1. Member Acquisition
2. Member Retention
3. Revenue Growth

Let's understand THEMUSEUM **Members**

# What memberships do visitors buy?

5k+ Members



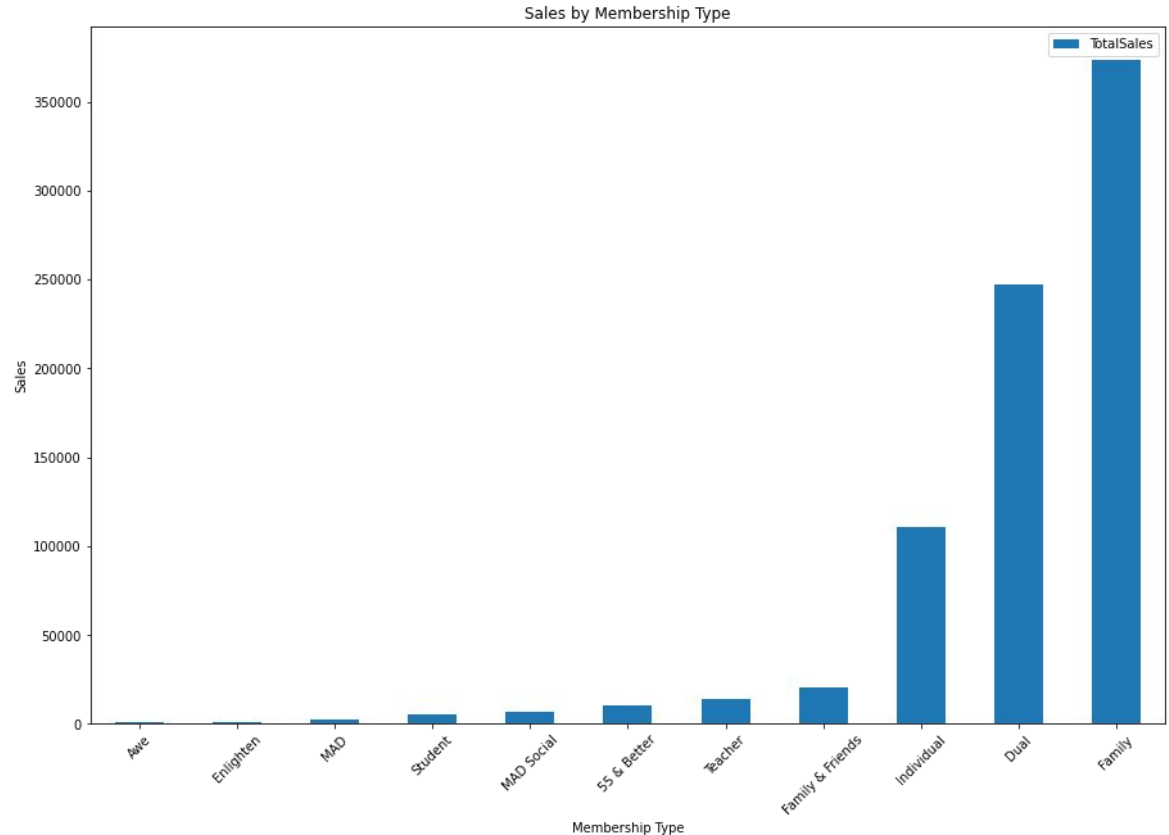
Most members purchase **Family, Dual, and Individual** memberships.

This shows visitors are typically family members in groups or a close pair or individuals.

40k+ Visits

# What memberships bring in sales?

**Family, Dual, Individual** memberships also bring in the most sales.

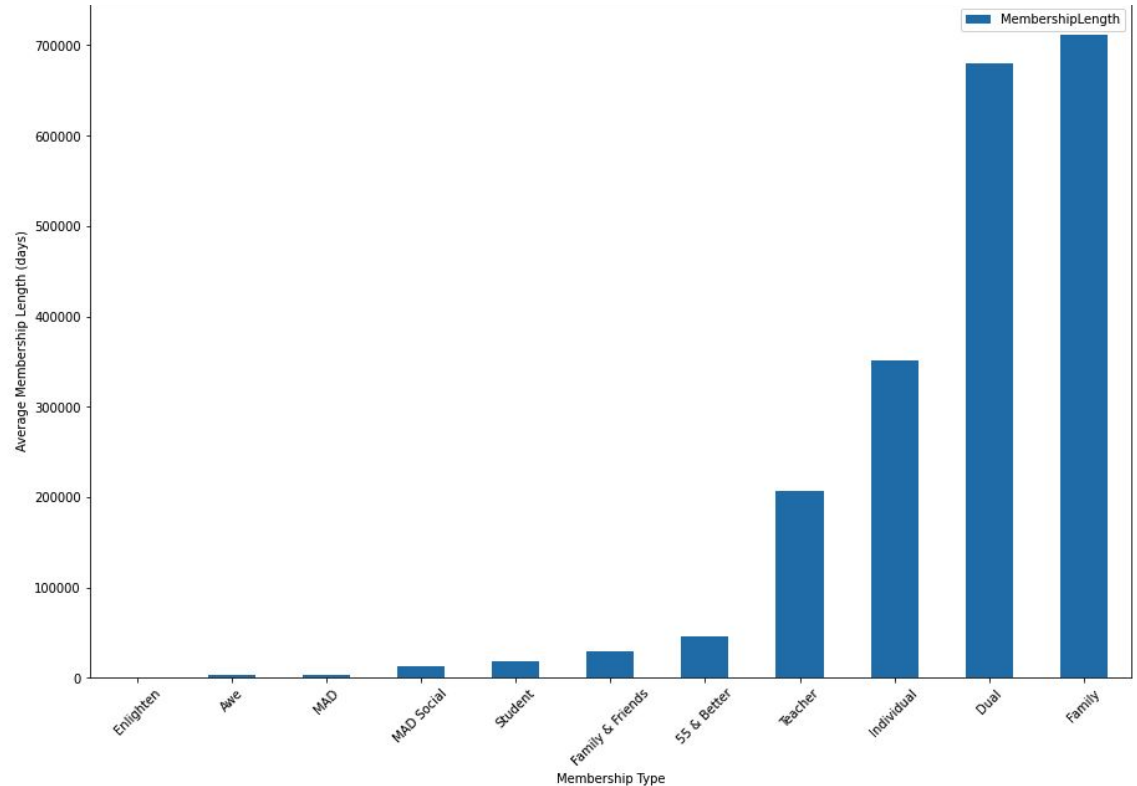


# Membership length

**Family, Dual, and Individual** memberships are held for the longest period of time.

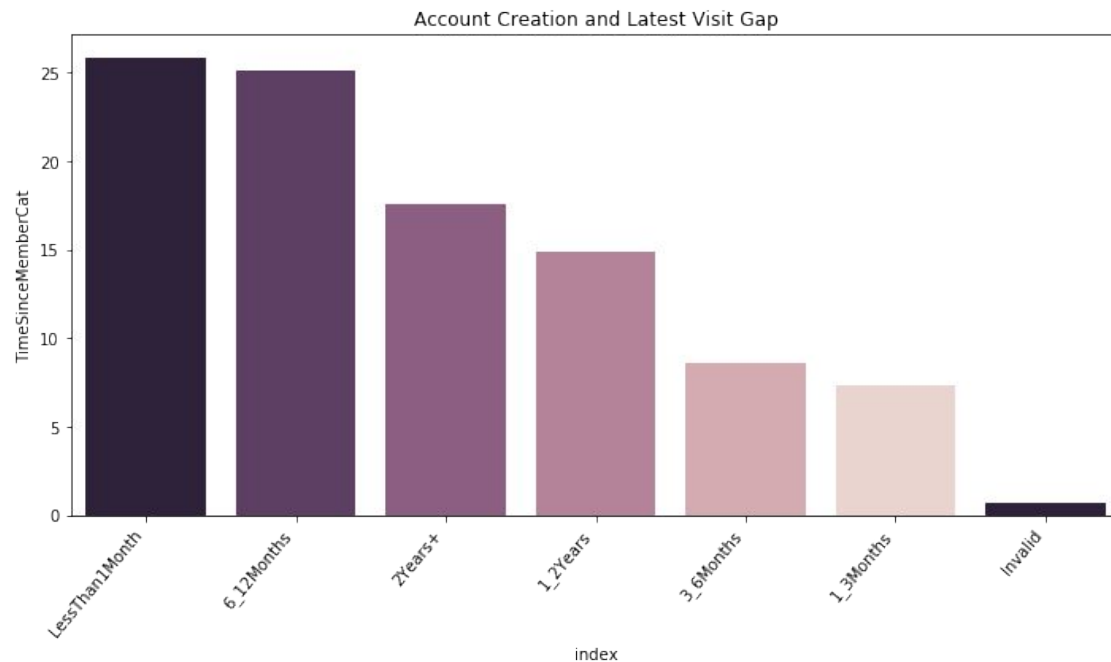
This shows donors maintain a long membership, but may not be using it.

**Flex Add on Feature  
is positively  
correlated with Visits  
!**



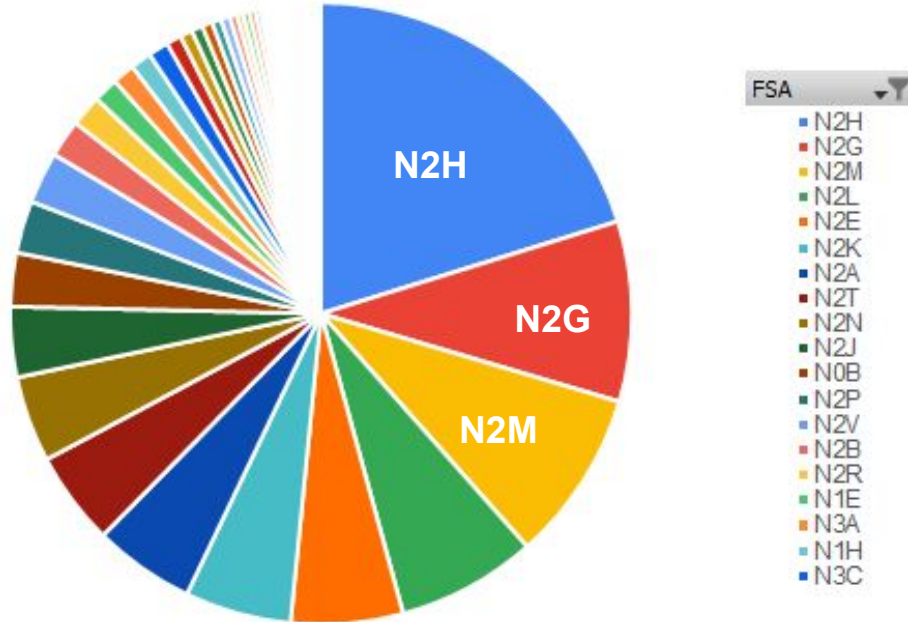
25% of members don't visit after a month of account creation (mostly belong to teachers category)

Dual and Family Members lead in visiting Museum beyond an year



# Where are visitors from?

Majority of visitors come from **Kitchener**.



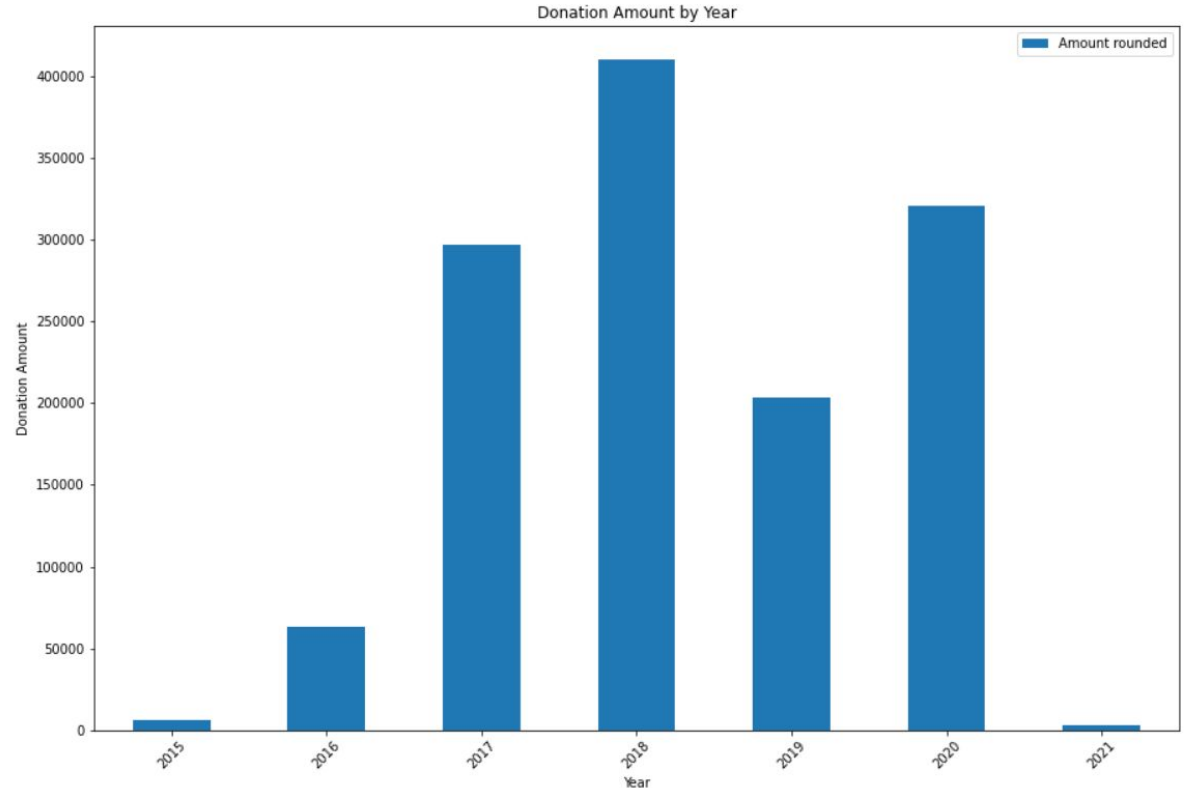


Let's understand THEMUSEUM **Donors**

# Donations over time

The years 2018 and 2020 received the largest amount of donations.

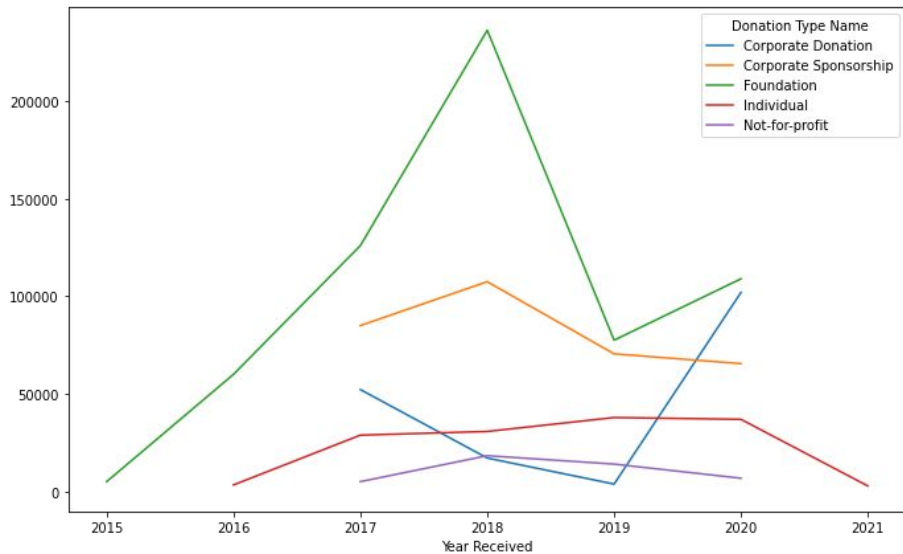
Donors value support towards non-profits and especially when the pandemic started.



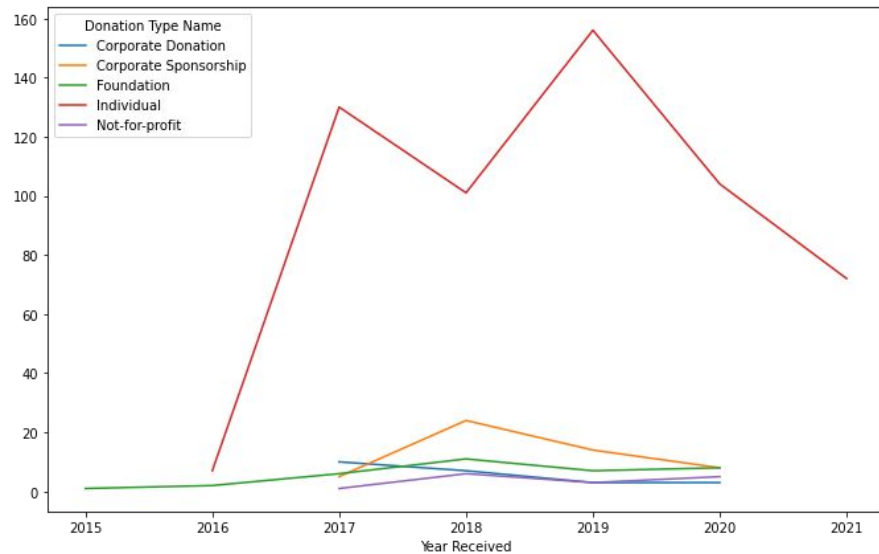
# Donations by type and year

Although individual donations are large in number compared to other types, they don't contribute too much to the total donation amount per year. Focusing on more profitable sources like corporate sponsorship can be really beneficial for revenue growth.

Total donation amount by each type.

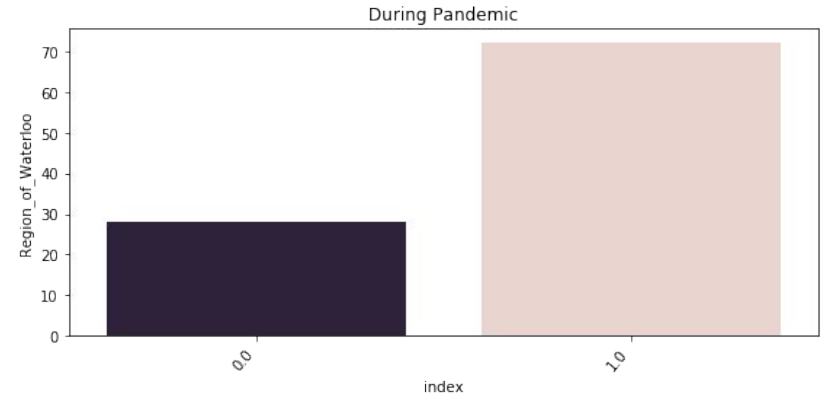
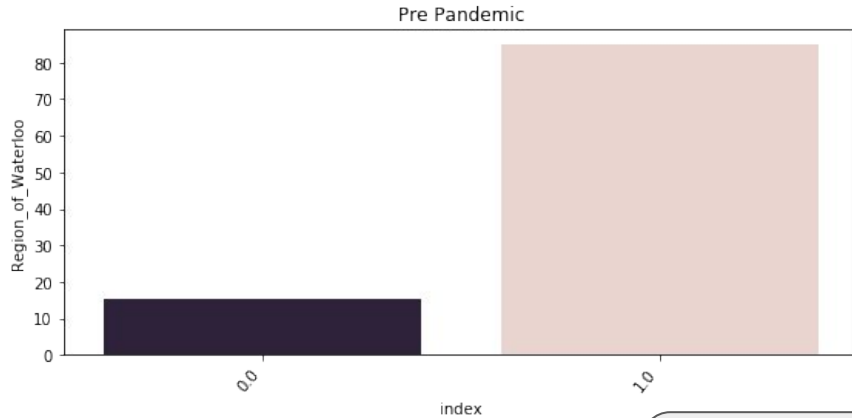


Number of donations made by each type



# Donations wrt Waterloo Region

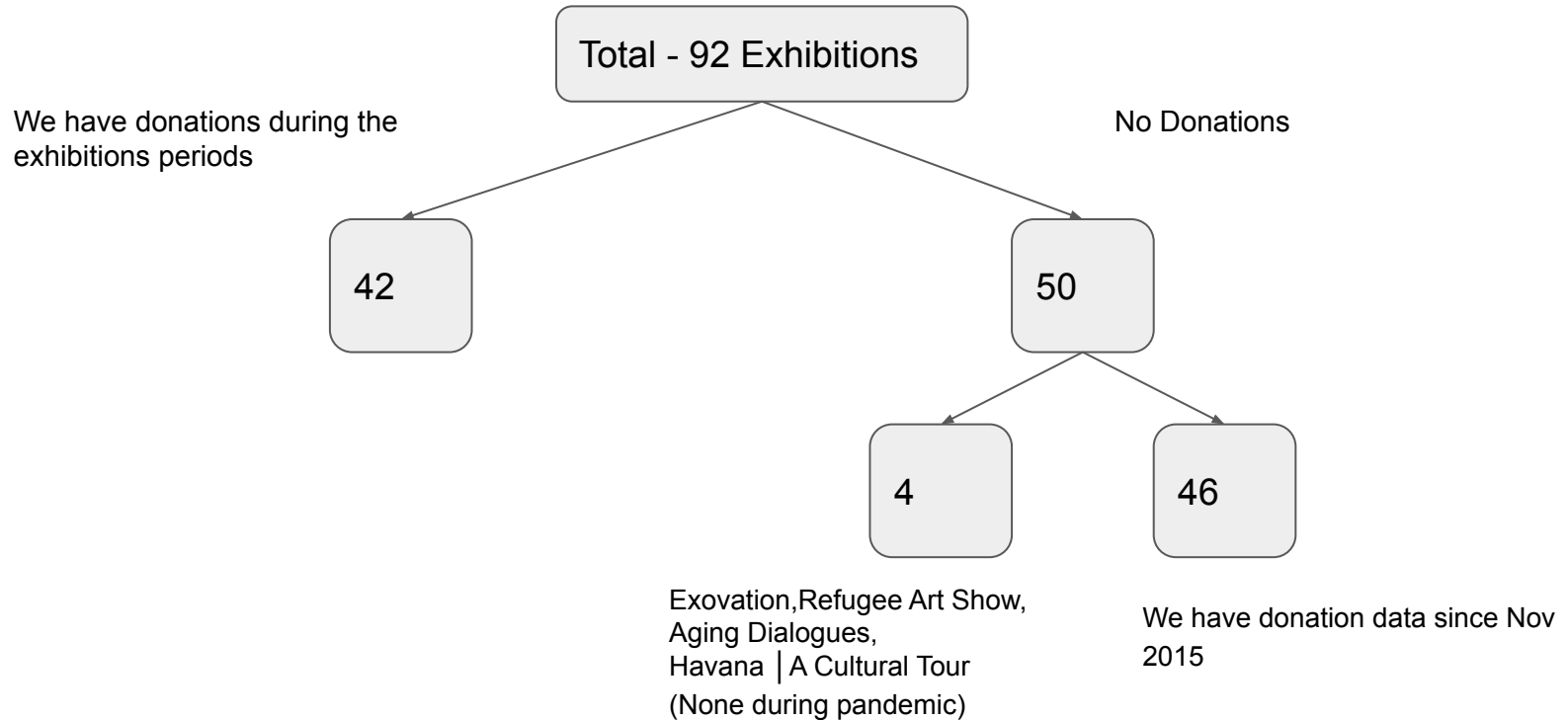
Donations outside  
Waterloo Region  
increased by 13%



May be Virtual Exhibitions can help  
grab attention of people outside  
Waterloo region

Let's look into THEMUSEUM **Exhibitions**

# Overview of Exhibitions



# Exhibition Visitors

**Exhibitions where Family/ Dual dominate**

**A Russian Accent, ALARM | The Climate Crisis Exhibition,  
DINOSAURS | The Edge of Extinction, Getting Naked**

**Exhibitions where Teacher/ Student/ ... dominate**

**A Russian Accent, ALARM | The Climate Crisis Exhibition,  
BRAIN: The World Inside Your Head \n (&Brain Injury  
Masks)**

**Target Members based on Exhibition  
Kind !**

# How can we solve provided business problems ?

Send updates to Members via message or email regarding upcoming events, based on their Membership Type

Target Members other than Dual and Family Membership so as to increase the their interest



# How can we improve the database?

## Exhibition History Dataset

- Category of exhibition (social, art, entertainment, etc.)
- Exhibition foot traffic
- Link to Donation data

## Membership Dataset

- Age range
- Length of visits

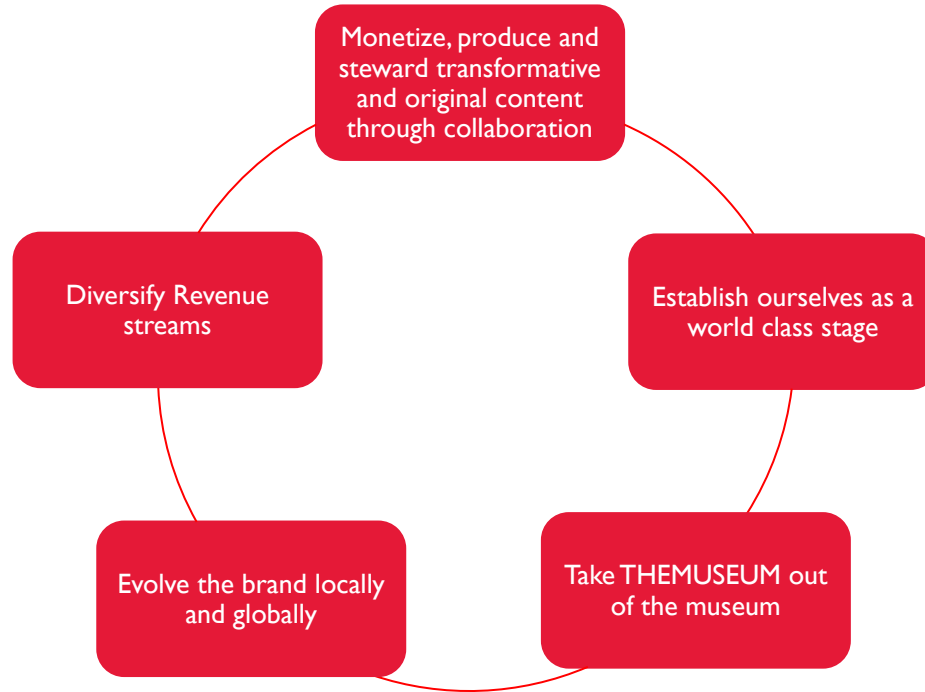
## Other

- Gather member's survey related exhibition and donation experience

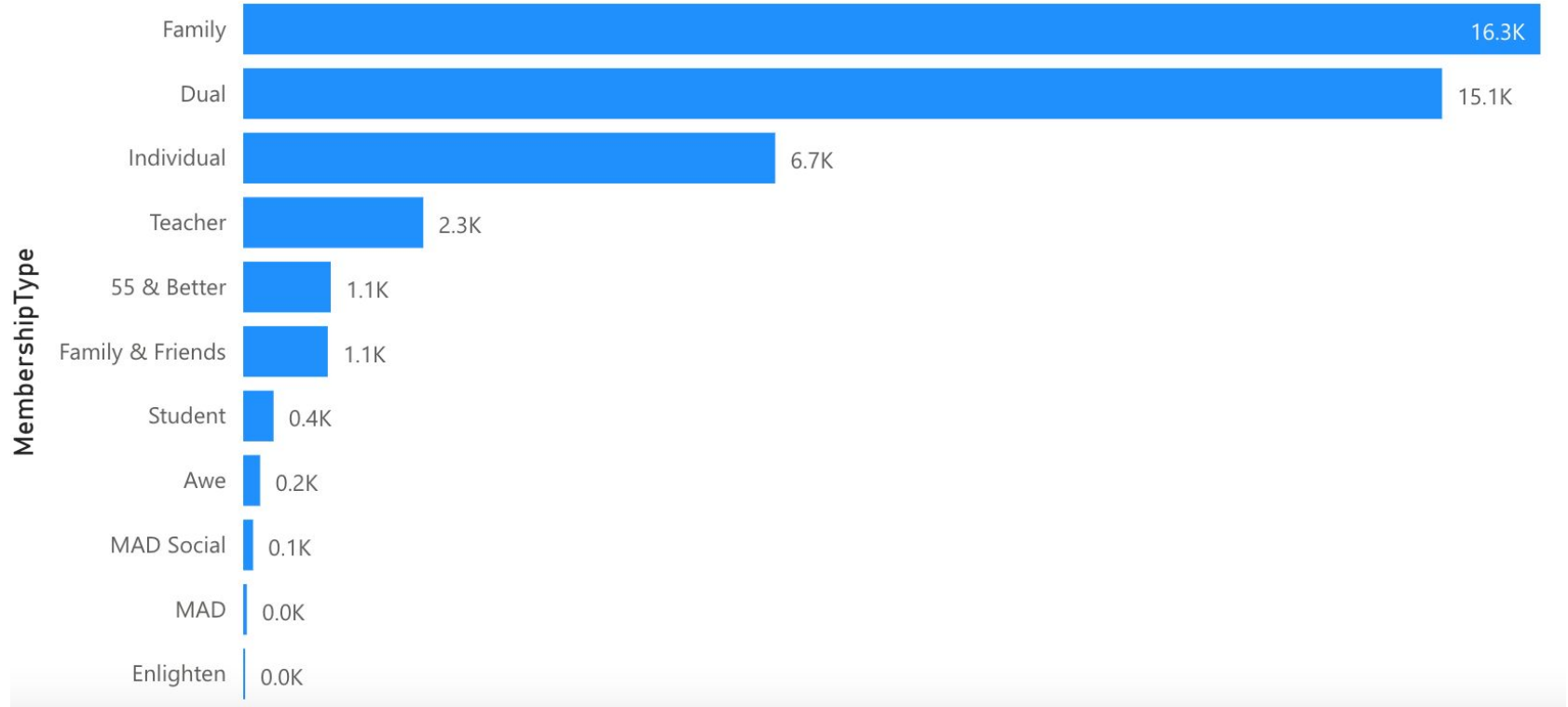
Thank you!



# Strategic Growth



# What memberships do visitors buy?



# Which memberships lead to sales?

