**Data Visualization**

The Tableau dashboard provides valuable insights to guide my planning for the Winter Carnival. We have identified that Food and Beverage booths are the most popular, with average scores exceeding 6, so we shall prioritize placing them in high traffic areas to maximize revenue and visitor satisfaction. Art and Crafts booths, which show moderate popularity, will benefit from better visibility and engaging features like live demonstrations. Clothing and Specialty Items, being less popular, will need targeted promotions or partnerships with well known brands to draw more attention.

Looking at revenue data, we see that Large booths generate the highest revenue ($476,365) despite longer setup times (167.7 minutes), making them best suited for high demand spots. Medium booths, contributing $322,064, will be distributed across steady traffic zones, while Small booths, though quicker to set up, generate lower revenue ($228,155) and could benefit from incentives like reduced fees to encourage participation. We also noticed strong demand for mid priced Holiday Decorations and Jewelry, which we will focus on promoting, while high priced items and Specialty Items need added value strategies to boost their appeal.

To ensure the carnival’s success, we plan to cluster complementary booths, like Food and Beverages or Crafts and Specialty Items, to encourage cross-selling and enhance engagement. Thematic sections and interactive features, such as live demonstrations for Crafts booths, will create a more immersive experience for visitors. We will implement a tiered fee structure to balance affordability and profitability, while offering vendor support like marketing assistance and setup help to improve outcomes. By addressing data gaps and targeting underperforming categories in marketing efforts, we are confident this approach will create a balanced, engaging, and financially successful event.