

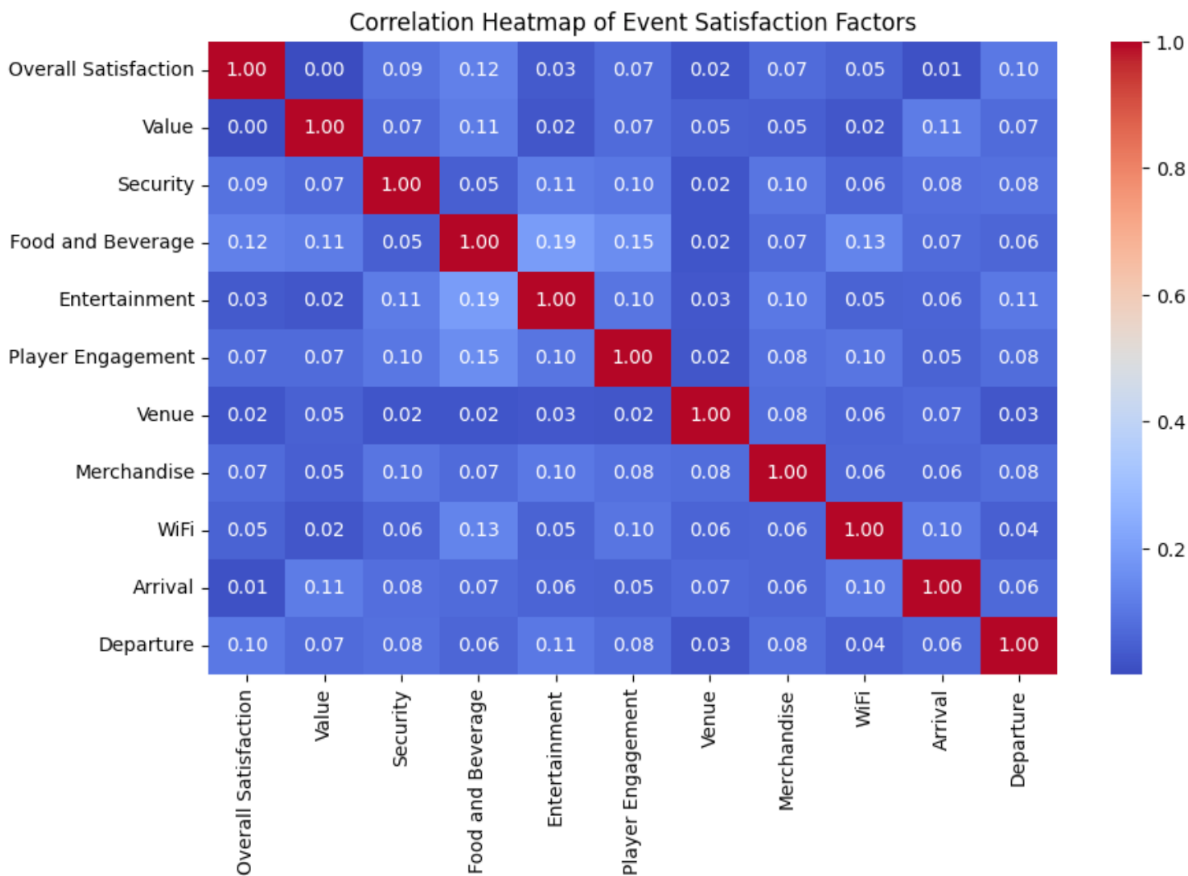
Executive Summary

My analysis of the Steelers international events shows that Watch Parties had higher satisfaction (7.70) compared to Draft Parties (6.95). The key drivers of satisfaction were Food & Beverage, Security, and Player Engagement. However, Wi-Fi and Departure Experience were major areas of concern. By focusing on these factors, the Steelers can improve fan experience and engagement in future events.

Key Data Insights

Metric	Key Insight
Best Event Type	Watch Party (7.70)
Weakest Experience	WiFi (7.21) & Departure (7.28)
Key Satisfaction Driver	Food & Beverage (0.12 correlation)
Target Audience	Males (25-34), Females (35-44)

Correlation Matrix-



Food & Beverage (0.12 correlation) is the strongest driver of Overall Satisfaction

Departure Experience (0.10 correlation) has a notable impact, smooth exits improve fan perception

Security (0.09 correlation) is another important factor

Entertainment (0.03 correlation) is surprisingly low, meaning it doesn't heavily influence satisfaction.

