

## Brief

A leader in the entertainment space has reached out to Two Circles to build a database that will ingest and model/standardize, disparate data sets to measure different KPIs. Combining these data sets will allow for quicker reporting and analysis. The client's business objective is to increase ticket sales for different shows. They've enlisted the Two Circles consulting team to help ingest the data into the warehouse, standardize it, clean it, and build out a view to export to a partner.

### Created by:

Olivia  
Stasiuk

Dec-2024

## Datasets Provided

Following datasets have been provided:

1. Customers
2. Orders
3. Seats

The data is provided via S3, with headers, as a pipe delimited CSV file.

## Deliverables

The deliverables for this engagement will be broken into two parts:

### Part I: Data Modelling

#### 1. Data Ingestion:

- a. You will be required to load the data into your chosen SQL editor tool in order to model the data into a view. If needed, steps on how to load data into a SQL editor tool can be provided. Please reach out if you need assistance.
- b. Please address the below questions:
  - i. Please walk us through how you loaded the data
  - ii. What did you notice about the data sets?
  - iii. Did you manipulate the data before it was loaded?

#### 2. Data Cleaning & Standardization: After reviewing and loading the data, you notice that there is opportunity to clean and standardize the data.

- a. Please create custom tables or views and walk us through how you cleaned and standardized the data.

#### 3. Data Modelling: You will need to develop a modelled view that integrates all data sets into one that the client can use for reporting. This view should be easily accessible to answer a variety of questions that the client may have. You will be asked to walk through your logic in building this view.

## Part 2: Data Analysis

The client is working towards year-end reporting and wants to get a better understanding of there sales through the year. Using your modelled view, please create visualizations and insights that the client can use for internal reporting and partner presentations.

- a. The analysis should be able to answer questions such as:
  - i. # of total USD sales
    1. By day
    2. By show Code
    3. By State
  - ii. # of customers
    1. By day
    2. By show Code
    3. By State
  - iii. # of total ticket (quantity) sales
    1. By day
    2. By show Code
    3. By State
- b. Are there any additional insights you could provide the client?
- c. Are there other data sets that could supplement the data you currently have?

This deliverable should be a Tableau Workbook or PowerPoint with no more than 2-3 slides/dashboards. Tableau screenshots can also be included in PowerPoint as slides.

## Submission Details

Any questions can be directed to Olivia Stasiuk ([Olivia.stasiuk@twocircles.com](mailto:Olivia.stasiuk@twocircles.com)). Please submit the completed case study by 5 PM EST on the 13<sup>th</sup> of January.