**Data Analysis Report**

1. Studies

According to YouGov[[1]](#endnote-1), going to the theatre is 14th most popular social activity and 25th most popular activity in general. Additionally, women enjoy the theatre more than men, and conservatives enjoy going to the theatre the least. Finally, all age groups enjoy going to the theatre almost equally.

An additional study carried out by the Department for Culture Media & Sport[[2]](#endnote-2) showed that adults with illness/disability causing substantial difficulties in memory/ability to concentrate, learn or understand had a lower percentage of engagement with the arts in 2017. In addition, this group of adults had a lower percentage of people attending the theatre compared to all adults.

An article written on Towards Data Science[[3]](#endnote-3) about the use of tech & data in theatre revealed that the arts community is among the ones that least uses technology in its business decision making. They came up with the following conclusions about the technological issues that the theatre industry faces:

* Ambiguity in decision making, especially those in marketing and sales.
* Low profitability and financial sustainability.
* Low accessibility for diverse audiences.
* Extreme volatility and low profitability of Indie Theatre.
* Deadlocked propagation of new works and talent.

1. Conclusions

Throughout the studies outlined above, there is a market gap that the theatre can take advantage of. Whether that be targeting different gender/age groups or targeting persons with disabilities. Additionally, there is a large gap in the theatre market for using data to lead business decisions.

We believe that the way forward for The Theatre Royal is to use data analytics to notice trends in its audience, and potentially use it to devise business strategies that allows the theatre to target a wider range of people.

1. Future Actions

We have written a few Data Analytics SQL queries that are able to retrieve different analytical parameters that the Theatre is able to use in forming its business decisions in the future. We believe that SQL procedures that allows the theatre to see the average ticket sales for each event, how much each event grossed, the speed at which tickets for a specific event sold, etc. will allow the Theatre to truly understand what is popular among its target market.

Furthermore, it is insufficient to simply collect data and carry out the data analytics that goes along with it. Rather, the Theatre must use this as a basis for devising its business plans for the future.

1. YouGov, Going to the Theatre, 2021 (https://yougov.co.uk/topics/lifestyle/explore/activity/Going\_to\_the\_theatre) [↑](#endnote-ref-1)
2. Department for Culture Media & Sports, Arts and theatre engagement for adults with illness or disability that means that they have substantial difficulties with memory or the ability to concentrate, learn or understand, 2017 [↑](#endnote-ref-2)
3. Yaakov Bressler, Sara Michael Jacobi, Danielle van der Eijk, Reflecting on 6 Months of Leveraging Tech & Data in Theatre (https://towardsdatascience.com/reflecting-on-6-months-of-leveraging-tech-data-in-theater-7f7d6ad9e86d) [↑](#endnote-ref-3)