



TuneWorks Business Insights



Background & Goals

TuneWorks

- Mid-sized entertainment agency
- Lacks in-house analytics functioning

Increase Profits

- Track most demanded music styles
- Analyze agent performance
- Compare engagements and contract prices

Plan Marketing Campaigns

- Promote star performers
- Build long-term customer relationships

Data Audit & Enhanced Operational Insights



Missed Opportunities

- No tracking of how customers discover the agency
- No post-engagement ratings or feedback captured

Growth Opportunities

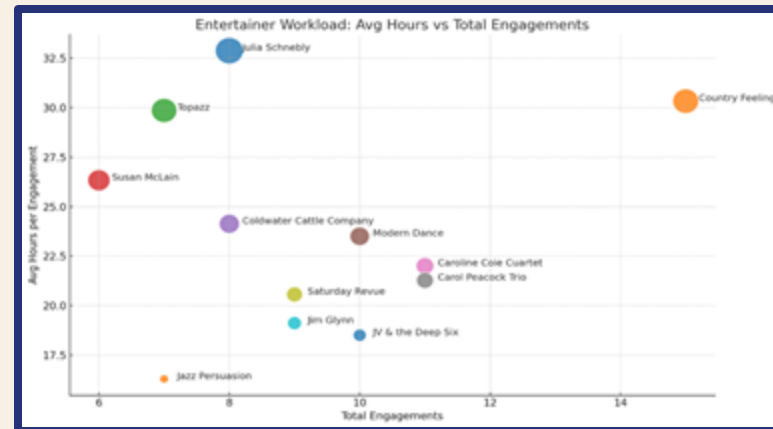
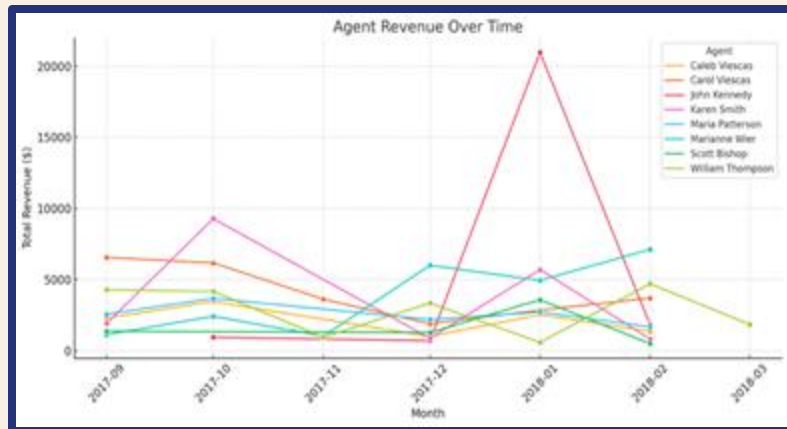
Collecting source and feedback data can boost

1. Marketing
2. Talent Insights
3. Retention

Structural Improvements

- Use built-in calendar tables to track seasonal trends
- Add composite keys to improve data relationships and reduce errors

Operational Performance Evaluation



Agent Productivity

- Top agents: Carol Viescas & John Kennedy
- Daffy Dumbwit had no bookings
- Large gaps in agent performance

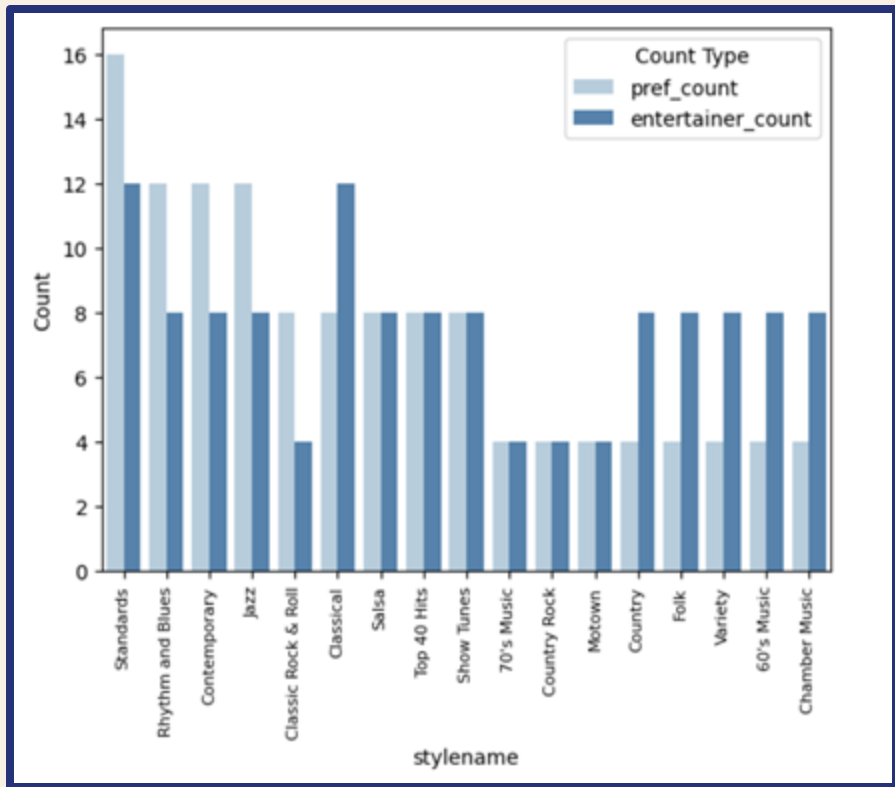
Entertainer Utilization

- Country Feeling leads in bookings and earnings
- Several entertainers underbooked or inactive
- Opportunity to optimize roster

Engagement Hours

- Avg. engagement: 24 hrs
- Idle time between engagements
- Recommend offering variable booking types

Analyzing Supply & Demand



"Oversupplied" Musical Styles:

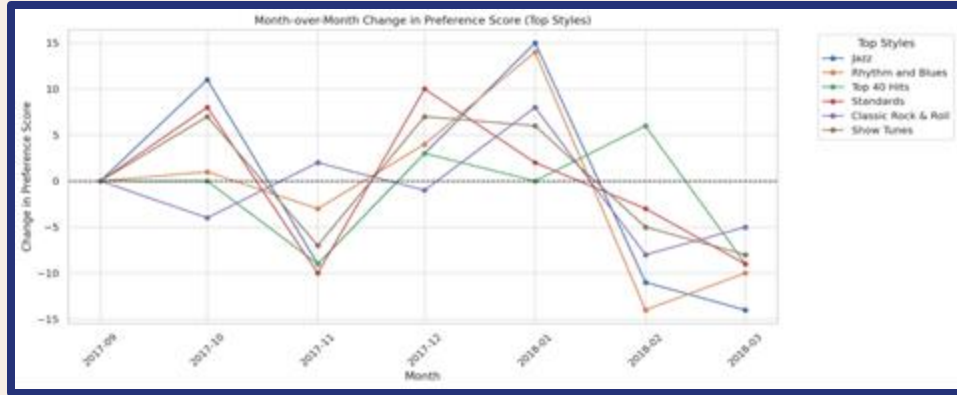
- Classical
- Country
- Folk
- Variety
- 60's Music
- Chamber Music



Entertainers who specialize in these musical styles:

- Coldwater Cattle Company
- Country Feeling
- JV & The Deep Six
- Jim Glynn
- Julia Schnebly
- Katherine Ehrlich
- Modern Dance
- Susan McLain
- Topazz

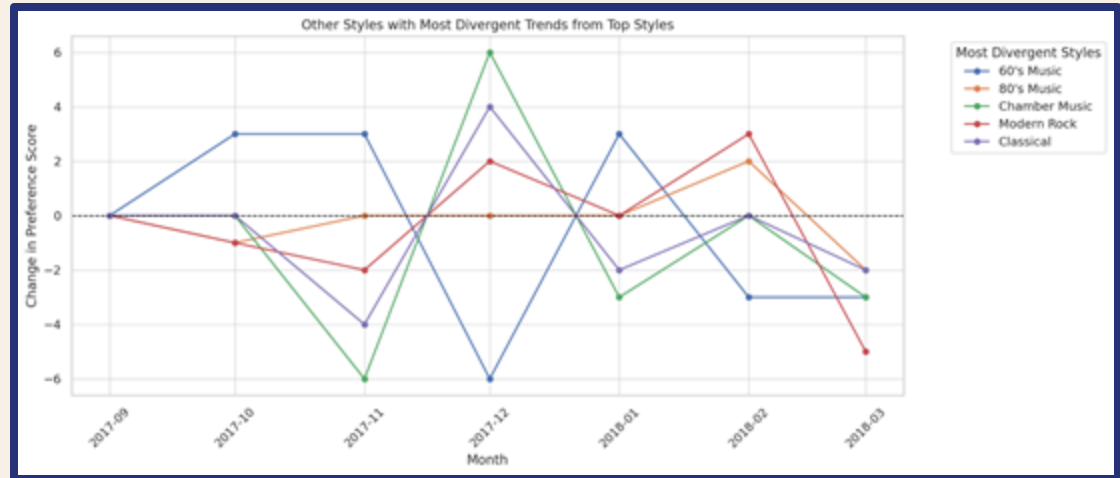
Analyzing Supply & Demand



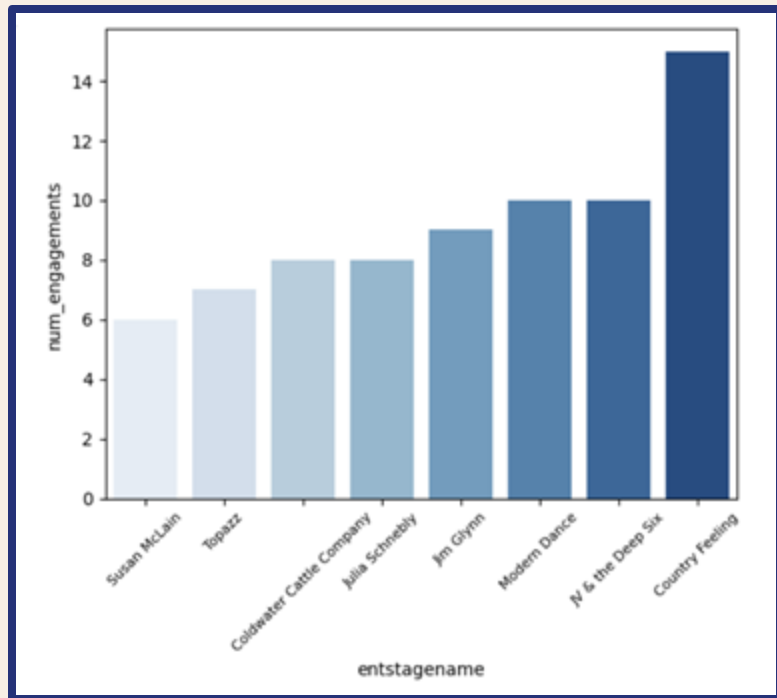
← Change in Musical Style Preference Over 6-Month Period - Top 6 Genres

Musical Styles that Diverge Most from Top Styles

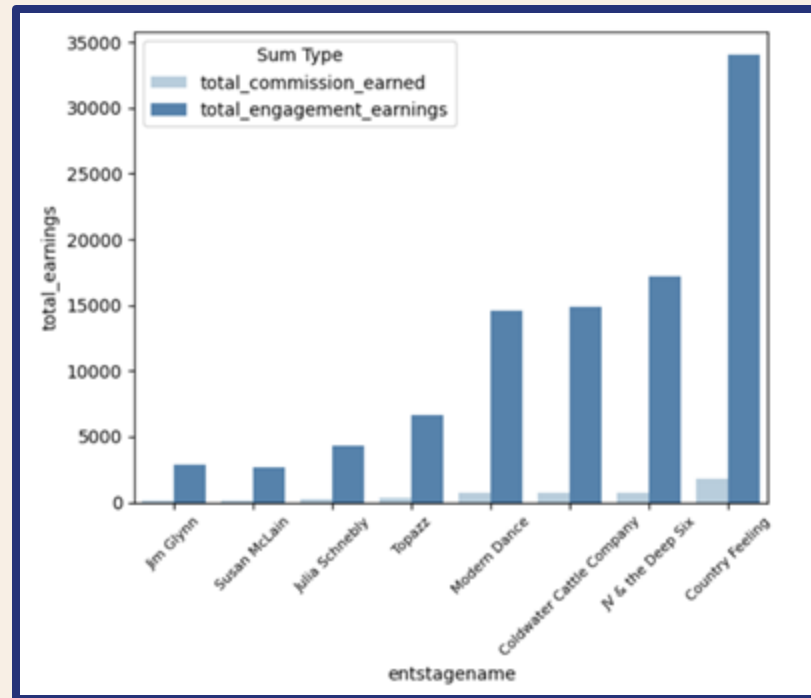
- Overlap with "Oversupplied" Musical Styles



Analyzing Supply & Demand



3 Lowest Engagements Booked:
Susan McLain, Topazz, Coldwater Cattle Company



3 Lowest Engagement/Commission Earnings:
Jim Glynn, Susan McLain, Julia Schnebly

Agent Performance



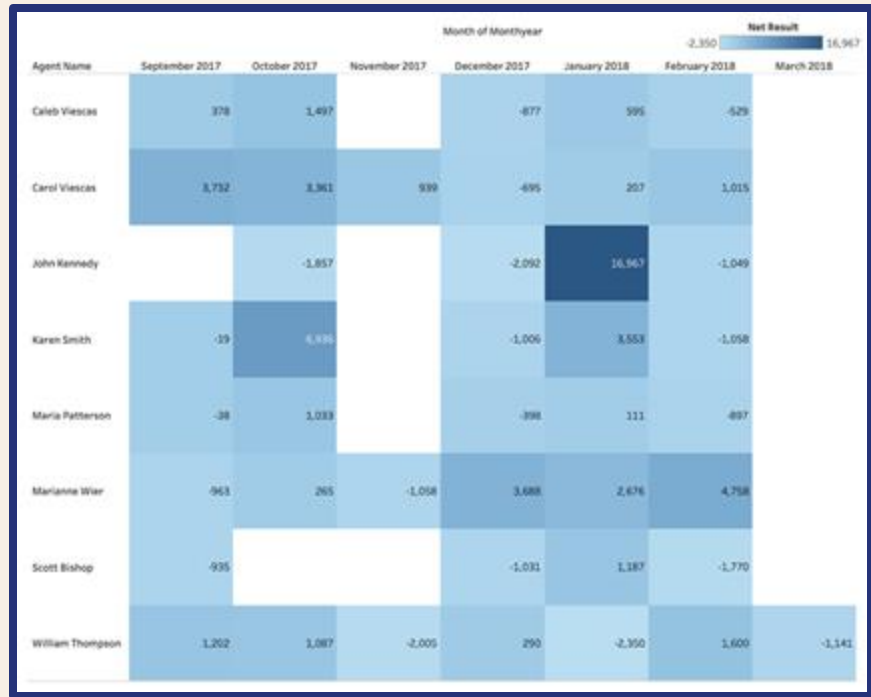
Top and Bottom Performers

- Marianne Wier & John Kennedy +\$9.7K each in net positive contributions
- Maria Patterson & Scott Bishop both net negative with costs that exceeded revenues



Monthly Profit Insight

- John Kennedy peaked at +\$16.9K in Jan '18 but shows several loss months → high volatility
- Caleb Viescas flipped losses (Dec/Feb) into gains (Jan/Oct) → strong rebound candidate
- Carol Viescas: steady net-positive across most months → consistent contributor



Marketing Strategies



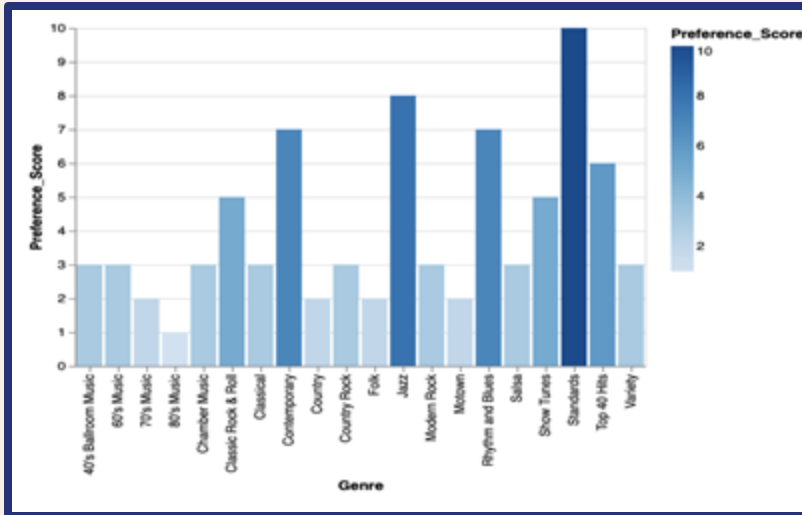
Consumer Needs (Preference Scores):



Email Marketing focusing on promoting genres like standards, jazz, contemporary, and rhythm for new consumers



Establish a long-term relationship with former consumers by recommending relevant music genres and seeking for next opportunities



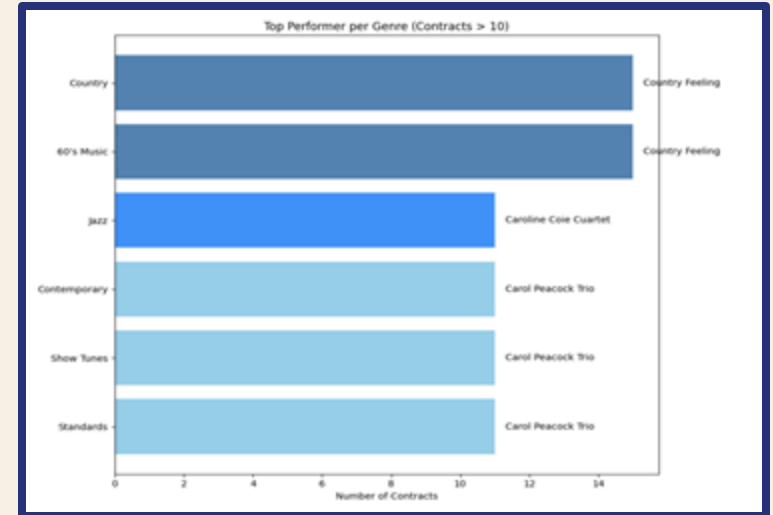
Star Entertainers:



Increase promotion of star entertainers through posters and visual materials



Record and share sample performance videos to give consumers a preview of their style and appeal



Recommendations



Align Artists' Offerings and Booking Strategy with Customer Demand

- Track rising styles and reduce focus on declining ones
- Reallocate our artist resources
- Offer flexible booking packages



Drive Agent Profitability Through Performance-Based Management

- Evaluate Agent based on net monthly profitability
- Incentivize consistently profitable agents



Implement Dynamic Dashboards for Real-Time Operational Decisions

- Build dashboards to monitor operational performance
- Adjust rosters & strategies dynamically