

DSO 555A Advanced SQL

TuneWorks Exploratory Data Analysis ✨

✨ Group G2:

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The background is a light beige color with decorative elements including musical notes and stars. A musical note is in the top left, another in the top right, and a third in the bottom left. There are also several small, four-pointed stars scattered across the page. The title 'Table of Contents' is centered at the top in a large, bold, dark blue font.

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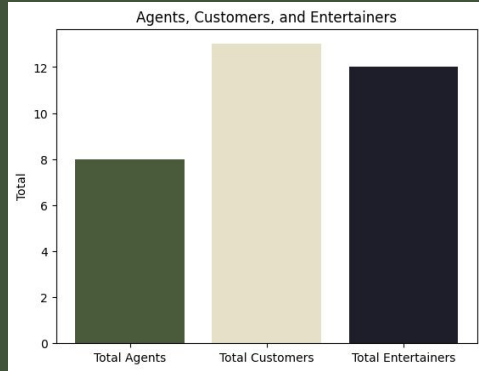
05

Summary

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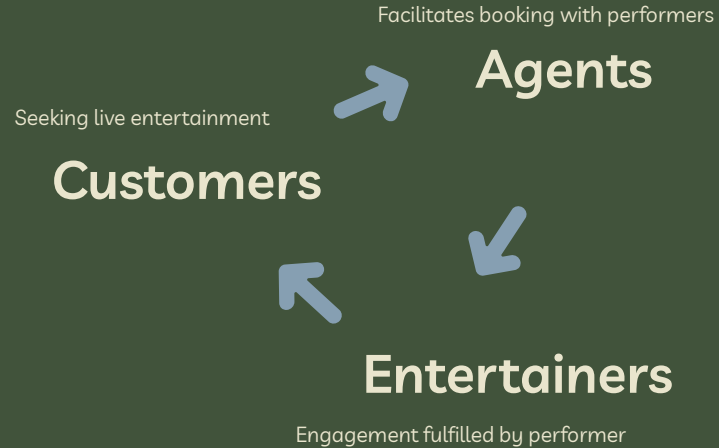
Customers

Dataset Overview



Small Company

- 8 Agents
- 13 Customers
- 12 Entertainers



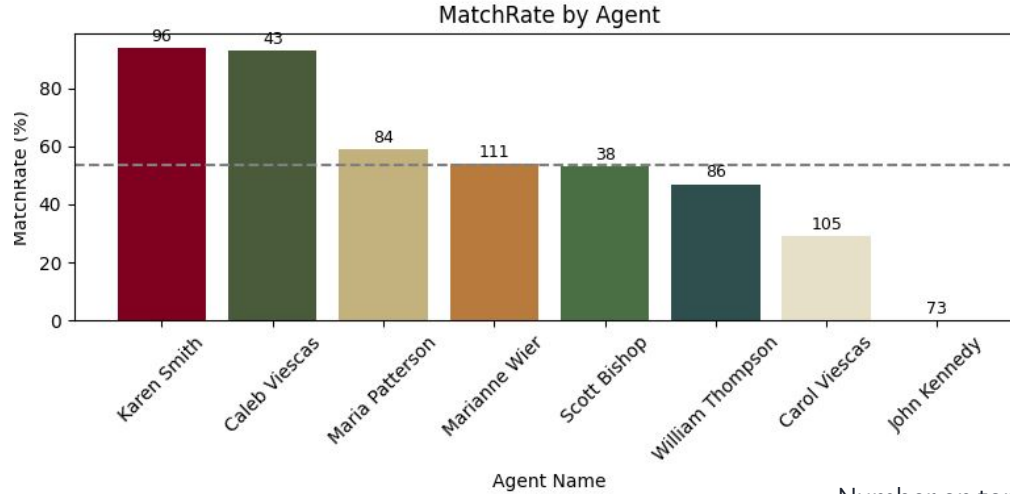
111 Booked Events



01

Agents

Agents Evaluation: Match Rate



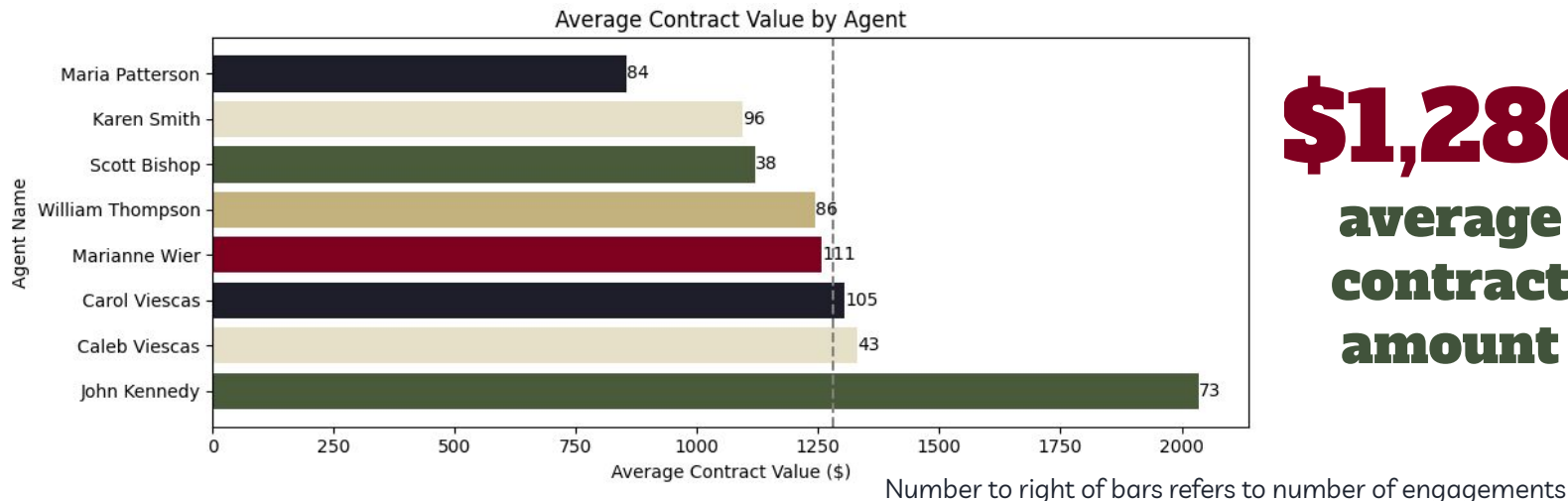
Number on top of bars refers to number of engagements

84.62%
average
match rate

Customer Match Rate

- Top performers: Karen Smith & Caleb Viescas
- Significance: Drives customer satisfaction and repeat business
- Next step: Review how top agents manage high match rates

Agents Evaluation: Contracts



Average Contract Value

- Standout: John Kennedy
- Risk flag: Maria Patterson
- Next step: Differentiate training for high-value vs. high-volume agents

Agents Recommendations

Launch Agent Match Scoring Tool

- Help agents optimize bookings based on customer fit

High-Value Deal Incentives

- Reward agents who close larger contracts, not just high volume

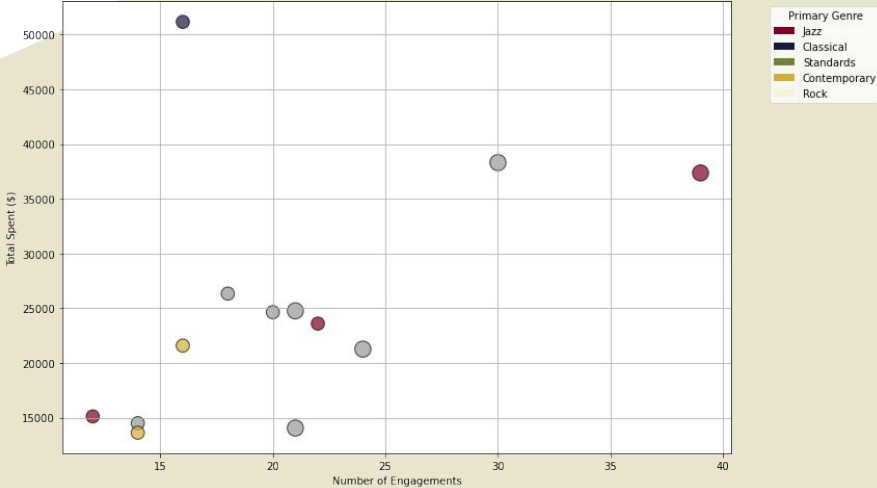


02 Customers

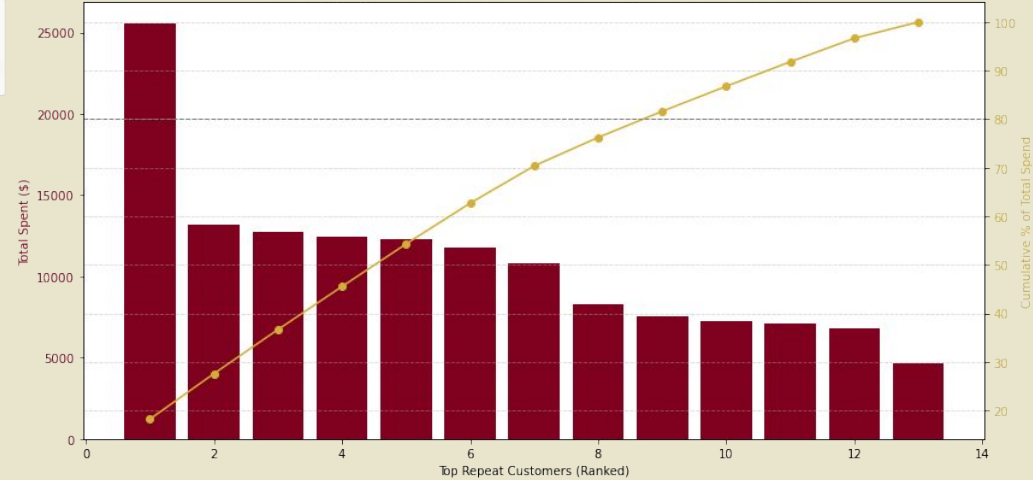
Customers Evaluation



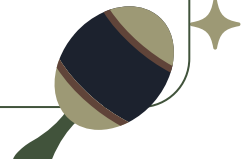
Customer Spending by Genre Cluster and Engagement Volume



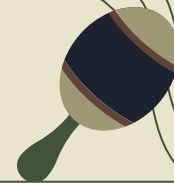
Pareto Analysis of Repeat Customer Spending (Top Contributors)



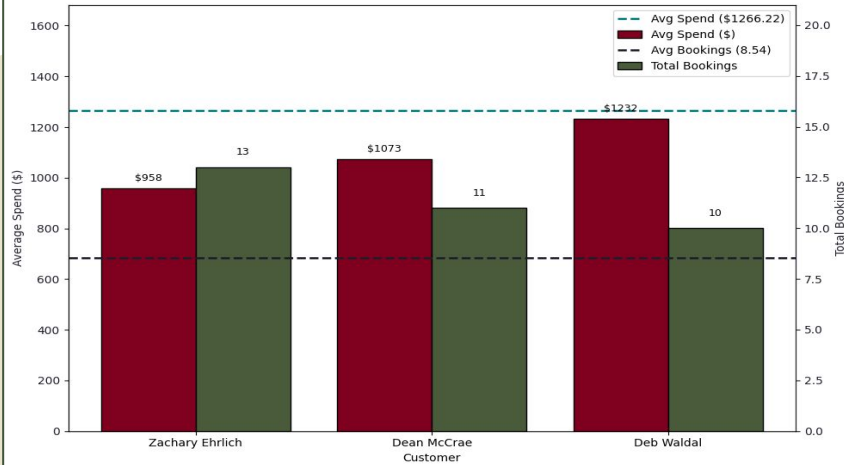
- Highest spend is clustered in Jazz, Classical, and Standards
- > 55% of bookings do not align with their musical preferences
- 1/3 of customers account for ~50% of all revenue



Customers Evaluation

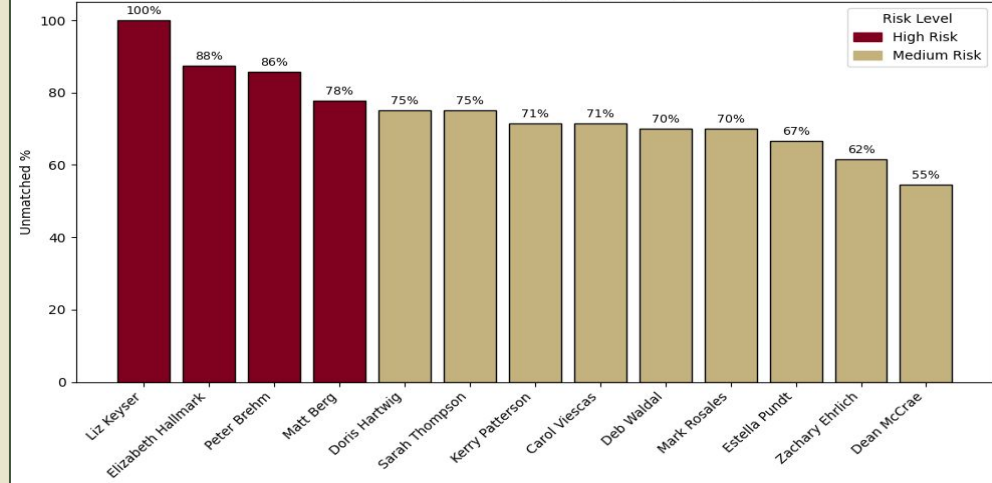


Customer Comparison: Avg Spend vs Total Bookings



- Average Bookings: 8.5
- Average Spendings: \$1266
- High Booking, Low Spending Customers: Zachary Ehrlich, Dean McCrae, Deb Waldal

Unmatched Engagement Percentage by Customer



- Percentage threshold:
 - Low Risk = unmatched % < 30%
 - Medium Risk = 30% <= unmatched % <= 74%
 - High Risk = unmatched % > 75%



Customers Recommendations

Add Real-Time Match Scoring

- Help agents make better booking decisions based on customer fit

Retention Outreach & Premium Offers

- Proactively engage at-risk customers with loyalty/premium options

Discounted Trial Bookings

- Let customers experience top-tier entertainers at a reduced rate

Themed Experience Packages

- Offer bundled themed packages to increase perceived value and upsell opportunities

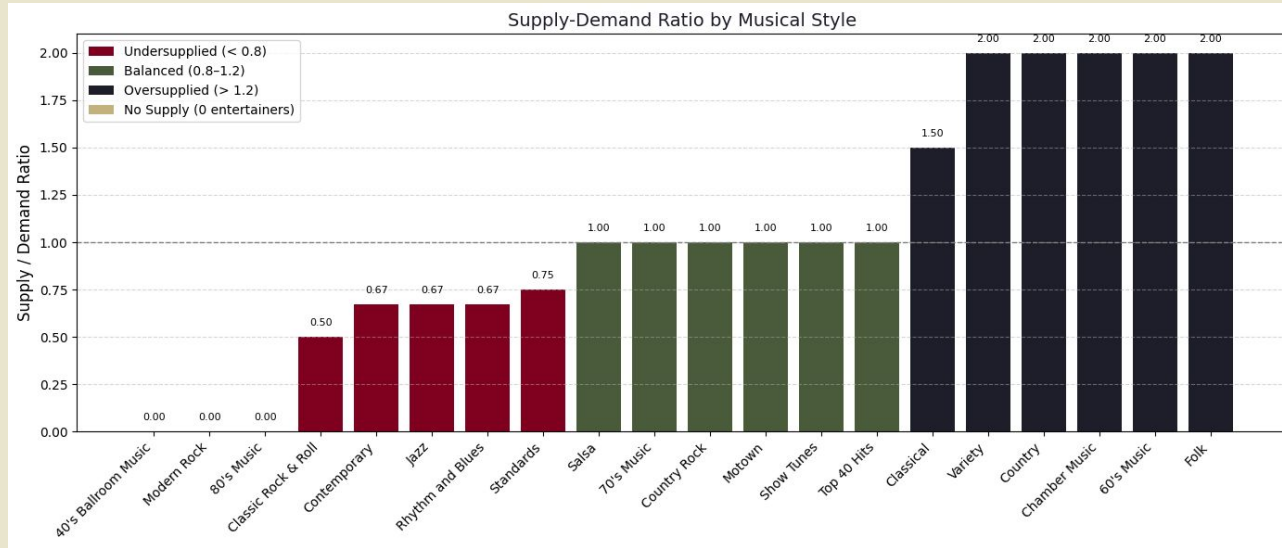




03

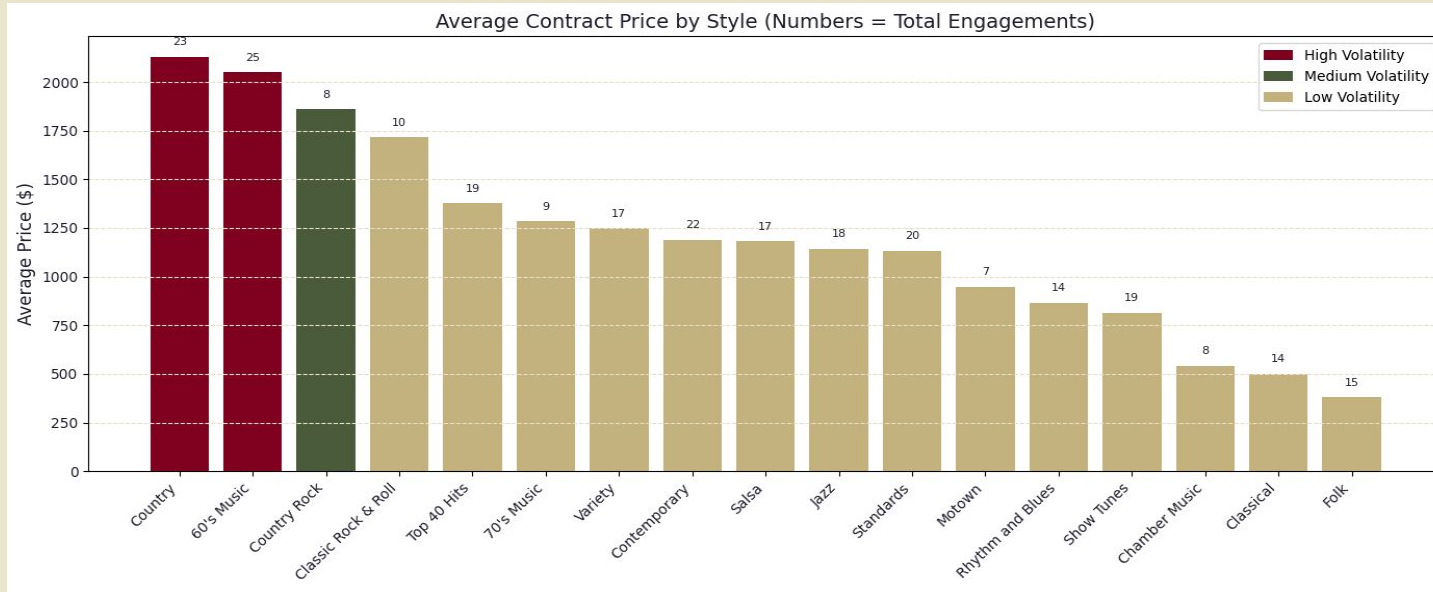
Entertainers

Supply-Demand Imbalance Across Musical Styles



- No Supply: Customer interest exists, but no entertainers are available
- Undersupplied Styles: High customer demand but not enough entertainers
- Balanced Styles: Good alignment of demand and supply
- Oversupplied Styles: Many entertainers but low interest

Engagement Pricing by Music Style



- Country & 60s Music: Highest average pricing (\$2,100+) but high volatility (~\$2,700)
- Contemporary & Variety: Mid-range (\$1,200 avg.) with stable performance
- Classical, Chamber, Folk: Budget-friendly (<\$550) with minimal price shifts
- Motown & R&B: Moderate pricing, extremely low volatility



Entertainers Recommendations

Reallocate Talent Based on Demand

- Shift under-booked entertainers from oversupplied styles

Implement Tiered Pricing by Style Volatility

- Use dynamic pricing for high-variance styles, stable pricing for others

Upskill or Rebrand Low-Performing Entertainers

- Reposition entertainers in low-value genres toward in-demand ones

Feature High-Potential Styles in Promotions

- Focus marketing on styles with strong price and engagement metrics



Results of Recommendations



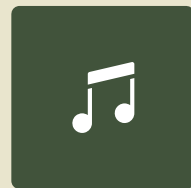
Agents

- Increase internal motivation
- More successful outreach



Customers

- Maximize revenue through proactive engagement
- Improved preference matching



Entertainers

- Promote high-performing music styles
- Implement dynamic pricing

Contribution Slide

- **Data Summary: Gray**
- **Agents: Anit and Jessica**
- **Customers: Aileen and Yogen**
- **Entertainers: Madina and Wilson**

