

# NPR Promotions

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# Background Information

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- Music Management Company
- Books Headliners and Complimentary Services
- Located in Boulder, Colorado

# Overview

- Who's Responsible?
- Goal



# Artist

- 28 Artist on File
- Booking Price: \$2000 – \$8000
- All US Artists



# Venue

- 5 Venues to Choose From
- Capacity: 1000 – 3000
- Assume Every Concert Sells Out



# Food Vendor

- One Food Vendor per Concert
- 10 Different Vendors On Contact List
- Booking Price: \$1000 - \$2000
- Three Categories of Food:
  - Comfort
  - Asian
  - Italian



# Bartender

- 12 Options
- Three Categories:
  - Mixologist
  - Performer
  - Model
- Price: \$200 – \$500 per Concert

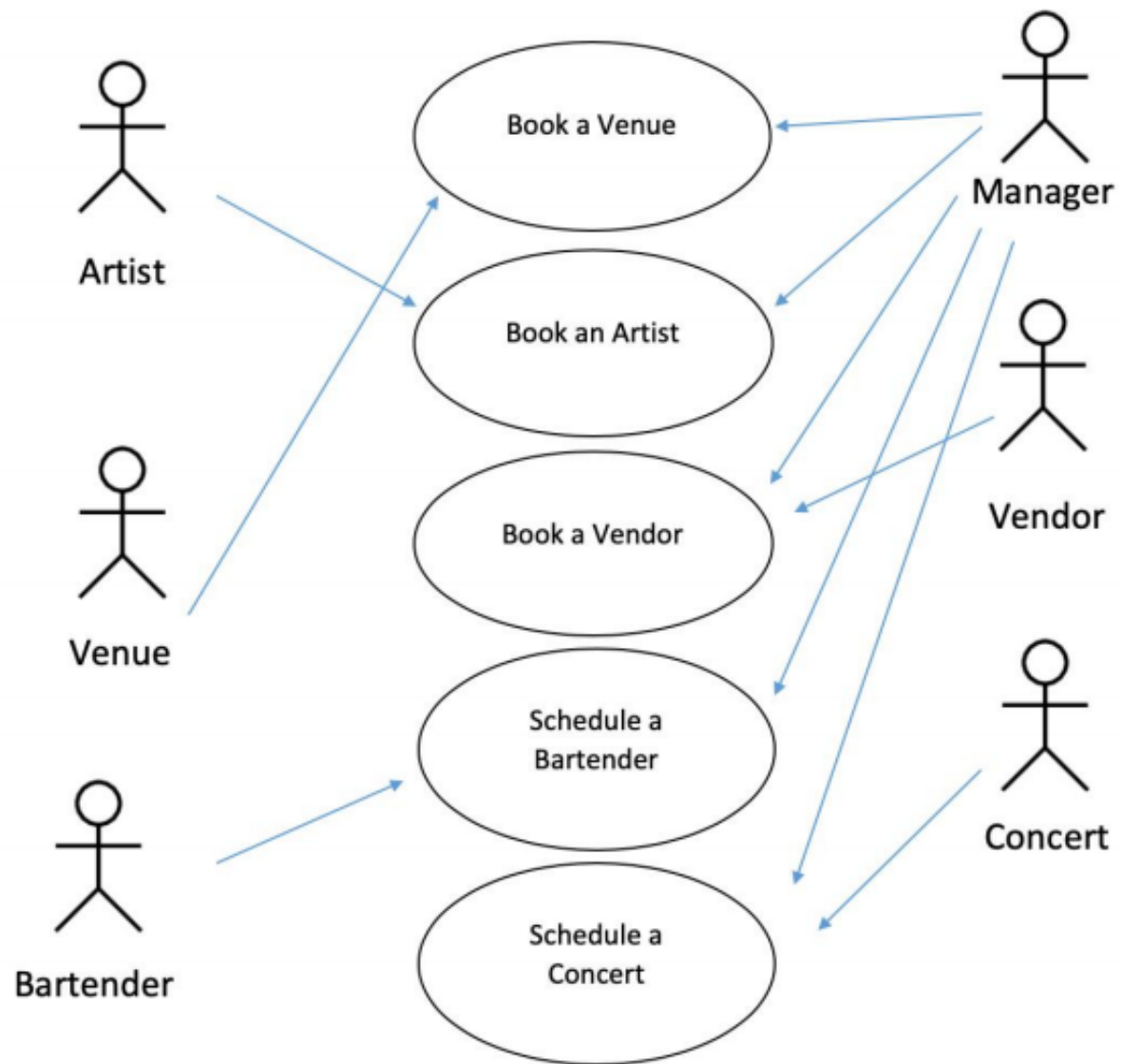


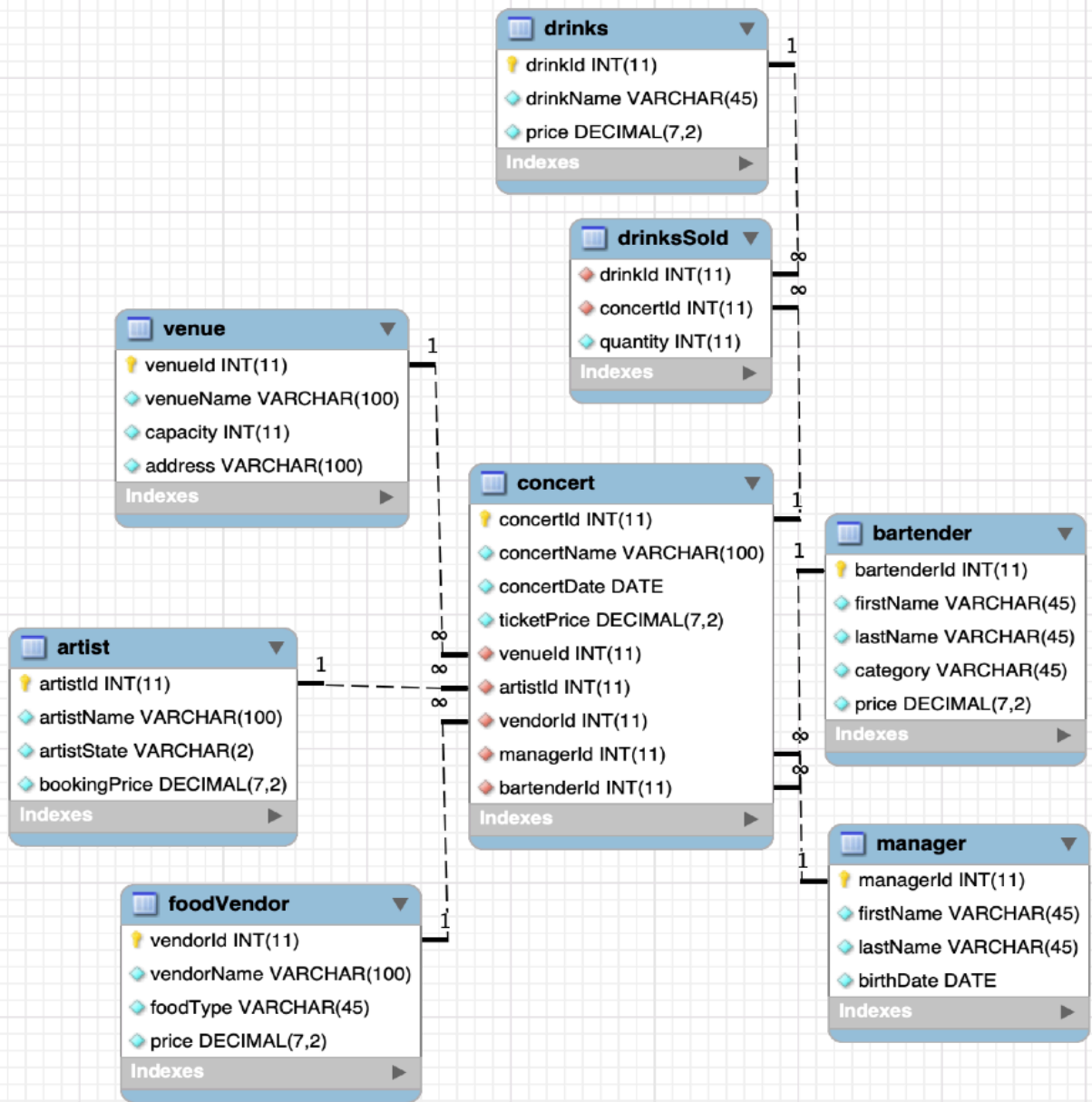
# Pay Structure

- Managers:
  - \$2000 Commission for Headliner Booking
- NPR
  - 5% of Overall Ticket Sale Revenue











# Which Top 3 Artist Are Producing the Most Revenue for NPR?

- Which Artists Should 100% Be Booked in the Future?

Artist...	Artist Name	Revenue
▶ 1	Corella, long-billed	49661.81
2	Southern elephant s...	45495.39
27	Coatimundi, white-n...	42665.90

# Which Months in the Year Are Producing the Most Revenue?

- Peak Seasons for Concerts
- Future Scheduling

Month	Concert C...	Revenue
▶ August	9	156131.54
June	5	104548.74
February	5	80957.11
Decem...	5	78689.10
October	4	78524.30
March	2	53987.38
July	3	47385.55
January	1	37500.78
April	2	27275.72
Novem...	1	23994.69
Septe	1	22047.29

# Who is the Most Productive Manager?

- Staff Assessment
- Motivate Managers
- Create Incentives

	Id	Manager	Concerts Booked	Earnings (\$)
▶	4	Yulma Latter	12	24000
	5	Sawyere Friese	10	20000
	3	Noelle Acome	8	16000
	2	Eal Strelitzer	6	12000
	1	Nerita Ferrant	4	8000

## Which States are Selling the Most Tickets Based on Artist Origin?

- Interesting, but Not Practical Query
- Music is a Victim of Its Environment
- Which States Produce a Sound That Resonates w/ Colorado Listeners?

	State	Tickets Sold
▶	OH	6383
	CA	6247
	TX	5686
	GA	5124
	AL	4696
	FL	4539
	IL	4249
	AZ	2562

# Which Concerts are Making us Money & Which are Losing?

- Function
- Top Producing Concerts
- Attribute Combination Assessment

ID	Concert	Revenue	Total C...	Profit	Profit Level
▶ 11	Thymeleaf Dragonh...	31661.48	7171.65	24489.83	Profitable
17	Mock Bluestem	22405.76	7299.57	15106.19	Profitable
12	Alberta Beardtongue	32861.49	8536.04	24325.45	Profitable
33	Butterworth's Buckw...	16764.70	7353.97	9410.73	Profitable
23	Ditrichum Moss	10715.52	4753.55	5961.97	Profitable
34	Colorado Tansyaster	6393.60	8735.02	-2341.42	We are losing m...
32	Arrowleaf Butterfly Pea	22047.29	9178.45	12868.84	Profitable
38	Lethariicola Lichen	29651.31	7191.13	22460.18	Profitable
14	Parks' Beeblossom	27736.87	5430.47	22306.40	Profitable
1	Dwarf Checkerbloom	13677.24	9262.19	4415.05	Profitable
26	Australian Sprangleton	49661.81	8344.20	41317.61	Profitable



# What are the Numbers Behind Each Concert?

- Stored Procedure
- Easy Way to Find Insights

	@pconce...	@pconcertN...	@pcost	@preve...	@ppro...
▶	5	Devilwood	4256.22	7287.68	3031.46

# Which Venue is Producing the Most Revenue for NPR?

- Where Should We Book Our Top Selling Artists, Vendors, and Bartenders?

ID	Venue	Revenue
▶ 4	DuBuque Group	238722.04

# Which Bartender Gets Booked Most Frequently?

- Testament to Overall Satisfaction

ID	Bartender	Bookings
▶ 2	Monique Sheron	6
7	Ulrica Esche	6

## Which Food Cuisine was Booked Most by NPR?

- Vendor Contact List Adjustments Based on Historical Data

	Food Cate...	Bookings
▶	Comfort	14
	Asian	14

# What Drink was Sold Most When an Ohio Artist was Performing?

- Ohio Artists are NPR's Highest Sellers
- What Does the Fan Base Drink?

ID	Drink	Quantity Sold
▶ 5	Tom Collins	253
4	Planters Punch	240
14	French 75	232
13	Teddys Tonic	210
15	Pan-Galactic Gargle B...	200
6	Jack Rose	195
8	Sazerac	189
1	Old Fashioned	186
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# How Many Tickets Did Each Venue Sell for the Year?

- NPR Makes 5% of Sale Revenue
- Knowledge is Key For...
  - Booking Process
  - Earnings

venueId	venueName	Tickets Sold
▶ 4	DuBuque Group	28182
3	Osinski-Carter	19240
5	Marquardt Gr...	17072
1	Beier and Sons	12908
2	Pfeffer, Hamill...	7680

## What was the Top Selling Drink at the Most Productive Venue (Venue 4)?

- Venue 4
  - Largest Flow of Consumers
- What Should We Promote in Other Venues?

Venue ID	Venue	Drink ID	Drink	Drinks Sold
▶ 4	DuBuque Group	15	Pan-Galactic Gargle Blaster	626

# What are the Top 3 Drinks According to Dollar Amount Sold?

- Annual Cocktail Menu Adjustments

ID	Cocktail	Revenue
▶ 15	Pan-Galactic Gargle B...	39750.75
13	Teddys Tonic	37366.16
10	Cosmopolitan	35059.14



# How Many Drinks Were Sold per Concert?

- Key Bartender Evaluation Metrics

ID	Concert	Drinks Sold
▶ 2	Pretty Draba	842
3	Rush Pussytoes	827
18	Buckley's Goldenrod	822
7	Clubmoss Mountain H...	807
5	Devilwood	785
26	Australian Sprangletop	783
21	Sego Lily	774
16	Sierra Horkelia	763

# Which 5 Artist Produced the Most in Ticket Sales?

- Comparison:
  - Ticket Sales vs. Revenue
- Difference = Red Flag
- Reason for Analysis

ID	Artist	Tickets Sold
▶ 19	Komodo dragon	9102
27	Coatimundi, white-n...	6383
8	American black bear	5819
12	Flamingo, lesser	5124
2	Southern elephant s...	4965

# Lessons Learned

- Terran: I learned how complex many-to-many relationships in SQL can be when using Mockaroo. It helped me gain a deeper appreciation for the subject.
- Teddy: I didn't realize until this project how important understanding a use case diagram was to the end goal of creating meaningful queries.
- Charlie: This project showed me how important structuring data is. Without proper organization, information is easily distorted and can give you false insights.
- Freddie: I learned the significance in creating a clear ER diagram with specified key types. Defining a key wrong can be timely when you must go back and edit a diagram.
- Baylee: I learned how valuable the right data can be for a company and the many ways you can use data to track information to better understand what is happening in your business.

A black and white photograph of a large crowd of people at a concert. The crowd is silhouetted against bright stage lights, with many people raising their hands in the air. The scene is filled with energy and excitement.

**Questions?**