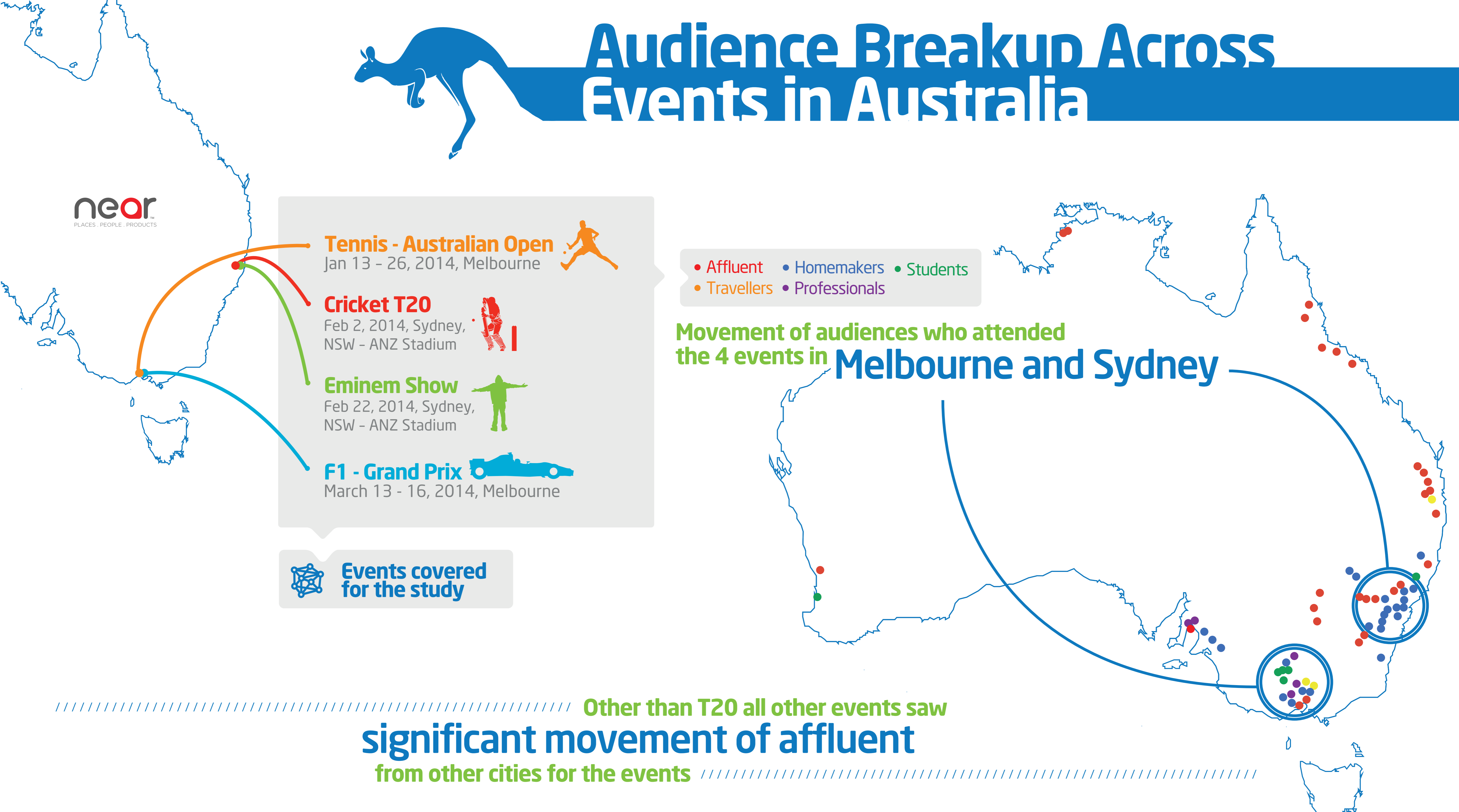


# Audience Breakup Across Events in Australia

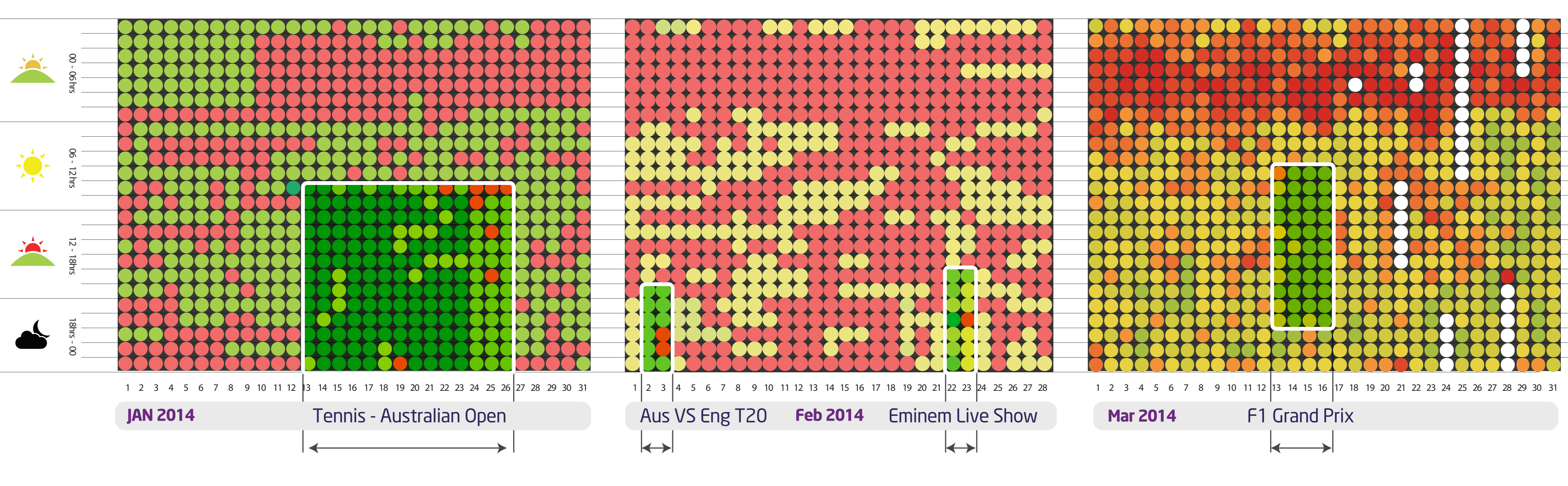


Other than T20 all other events saw significant movement of affluent from other cities for the events



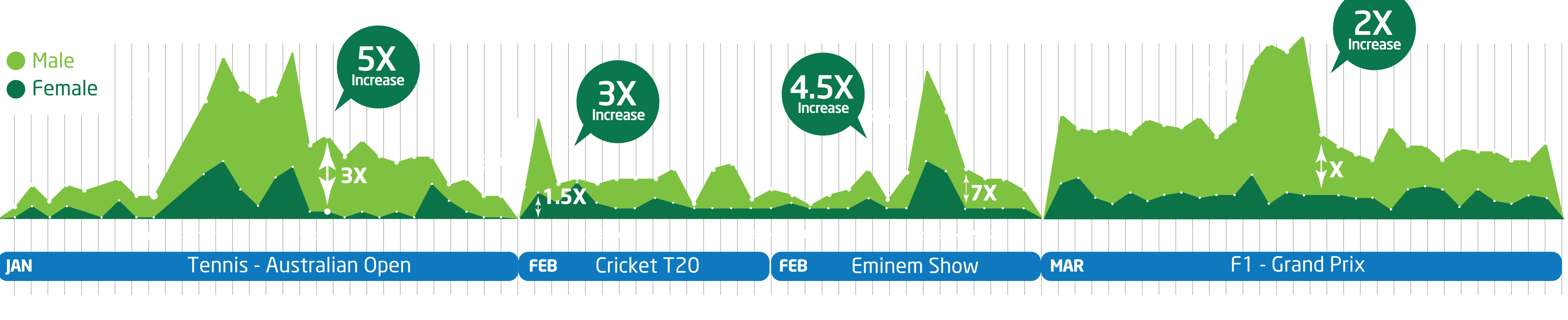
## Footfall trends across event stadia: Day & Time trends

Low Footfall, Very Low Footfall, High Footfall, Very High Footfall



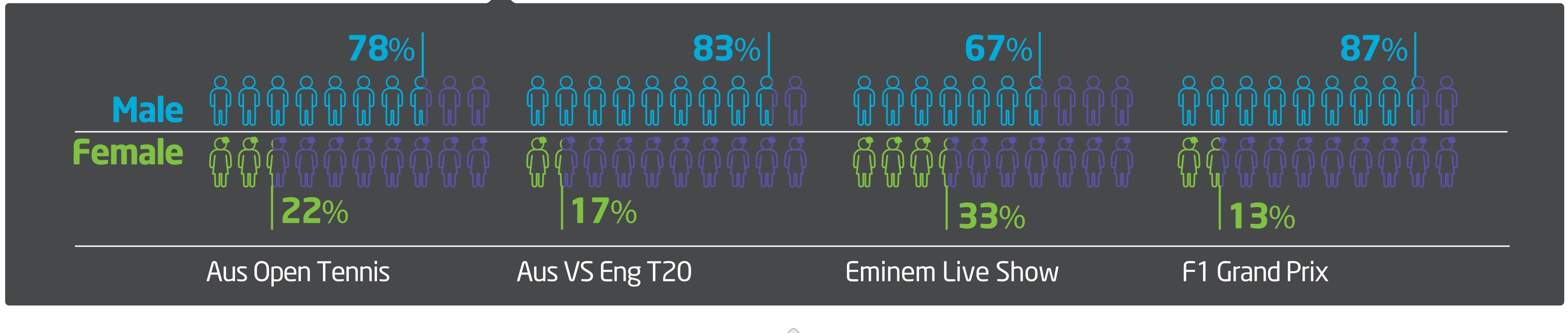
We can see significant increase in users during the events around the Stadia

## Mobile behavior of Males & Females during event days



Australian Open saw the highest increase in numbers for Males while the Eminem music concert saw the highest increase in Females

## Gender Ratio at the Events

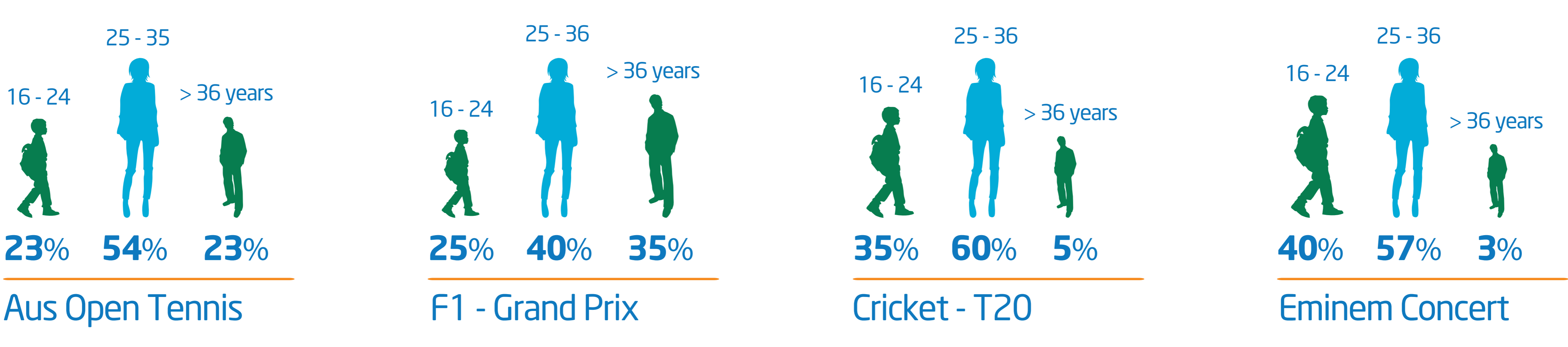


Females preferred the Eminem event followed by Australian Open, while Males preferred F1 Grand Prix followed by Australian Open and T20

## Male/Female event preferences in decreasing order

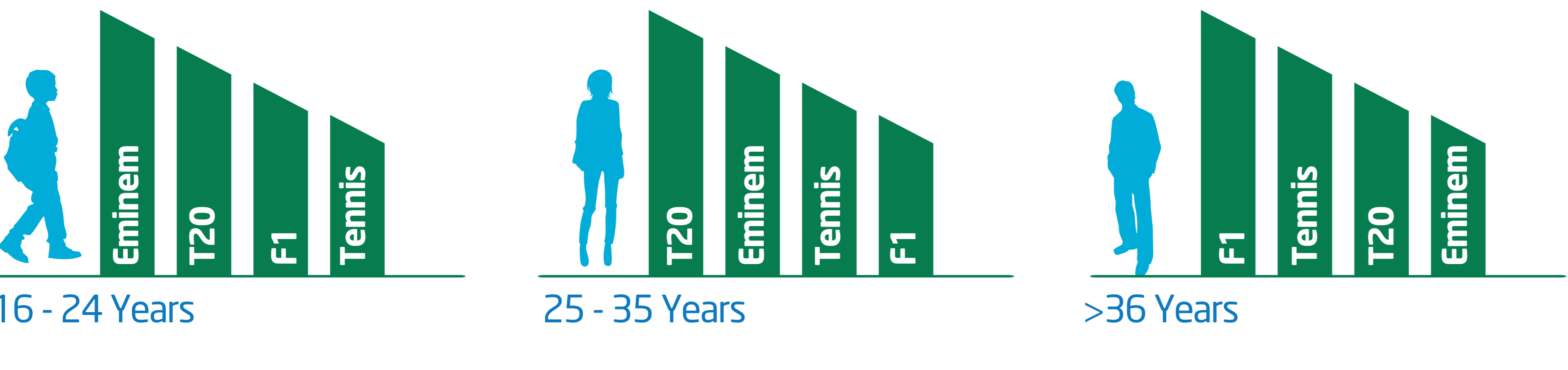


## Age group split at the events



16 - 24 age group preferred the Eminem music concert while >36 age group preferred F1 & Australian Open

## Age group split at the events



More number of Android users were found in the Eminem concert while iOS users were in majority at the Australian Open

## Device wise preferences in decreasing order



## Event preference across audiences

	1st	2nd	3rd	4th
Affluent	Tennis	F1	T20	Eminem
Homemakers	Eminem	T20	Tennis	F1
Professionals	Tennis	Eminem	T20	F1
Students	Eminem	T20	Tennis	F1
Travellers	F1	Tennis	T20	Eminem

## Event wise audience breakup

	1st	2nd	3rd	4th	5th
Tennis	Affluent	Homemakers	Professionals	Travellers	Students
F1	Travellers	Homemakers	Affluent	Professionals	Students
Cricket T20	Homemakers	Students	Travellers	Professionals	Affluent
Eminem	Homemakers	Students	Professionals	Travellers	Affluent