

Another Planet X BCEC

Spring 2024 | Midterm Deliverable



INTRODUCTION

OVERVIEW

DATA COLLECTION PROGRESS

NEXT STEPS + CONCLUSION

INTRODUCTIONS



Introduction

Project Managers

UC Berkeley's Business Careers in Entertainment Club (BCEC) is a student consulting organization sponsored by the UC Berkeley Haas School of Business. Our organization allows students to cultivate analytical and creative skills in entertainment through industry-specific sector projects.



Lilah Navale
B.A. Economics



Elaine Hong
B.A. Media Studies
B.A. Art Practice

[Introduction](#) | [Overview](#) |
[Outreach Progress](#) | [Next Steps](#)

Introduction

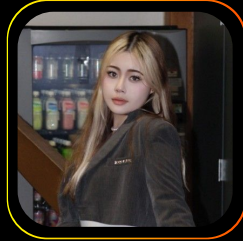
Project Members



Lili Le

Team Lead

B.A. Economics
B.A. Media Studies



Christina Wang

B.A. Economics
B.A. Data Science



Dahlia Escobar

B.A. Media Studies



Islamyat (Izzy) Bakre

B.A. Media Studies



Julia Ginsburg

B.A. Media Studies
B.A. Political Science



Riya Shah

Team Lead

B.A. Data Science
B.A. Cognitive Science



Nicolette Obuljen

B.A. Political Science
B.A. Global Studies



Shining Lu

B.A. Economics

Reena Bantican

B.A. Media Studies



Fiona Rhee

Project Adviser

B.S. Business Administration
B.A. Economics

[Introduction](#) | [Overview](#) |
[Outreach Progress](#) | [Next Steps](#)

OVERVIEW



Project Focus & Context

Project Focus

Understand the primary influential factors behind ticket purchases to improve Another Planet Entertainment marketing strategy

Key Goals

Data Collection: Gather responses from 500 survey participants and 20 in-depth interviews.

Survey Insights: Analyze responses to determine trends and key insights.

Application: Use our insights to provide marketing recommendations.

DATA COLLECTION PROGRESS



Outreach Methods

In-person
intercepts



Flyering



Post
(Story + Feed)



Referral
(internal promotion)



Introduction | Overview |
Outreach Progress | Next Steps

Outreach Methods

Aspect ratio adapted for Instagram Story, Instagram Post, and physical flyer

Incentive



Survey url link & QR code

Outreach Progress

Sample Size Goal:

500

Respondents



250+
Received
Responses



250
more to go
until goal

Introduction | Overview |
Outreach Progress | Next Steps

NEXT STEPS



Next Steps

1

Data collection



Continue collecting responses until sample goal is achieved

2

User Interviews



Conduct in-depth interviews with select respondents

3

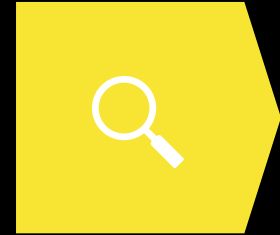
Review



Consolidate survey & interview feedback to determine trends

4

Analyze



Draw conclusions & potential recommendations

QUESTIONS

