

Looking at this fake data, consider...

- What kind of stories can you tell?
- What stories do you need to be able to tell?
- What stories are you being asked to tell?

2017 Calendar Year	Q1	Q2	Q3	Q4	2017 Totals
Weekend	30%	64%	65%	55%	54%
Weekday	70%	36%	35%	45%	47%
Seniors (65+)	27	41	36	29	33
Adults (18-64)	97	126	177	124	131
Youth (6-17)	121	157	173	121	143
Children (0-5)	134	188	225	158	176
Average	3.04	3.75	4.01	3.42	3.56
Median	3	4	4	3	4
Maximum	5	7	8	5	6
Minimum	2	2	2	2	2