

Barnes Foundation Membership Analysis

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Project Background

The Barnes Foundation is an institution founded in 1922 by art collector Albert C. Barnes to promote the advancement of education and the appreciation of the fine arts and horticulture.

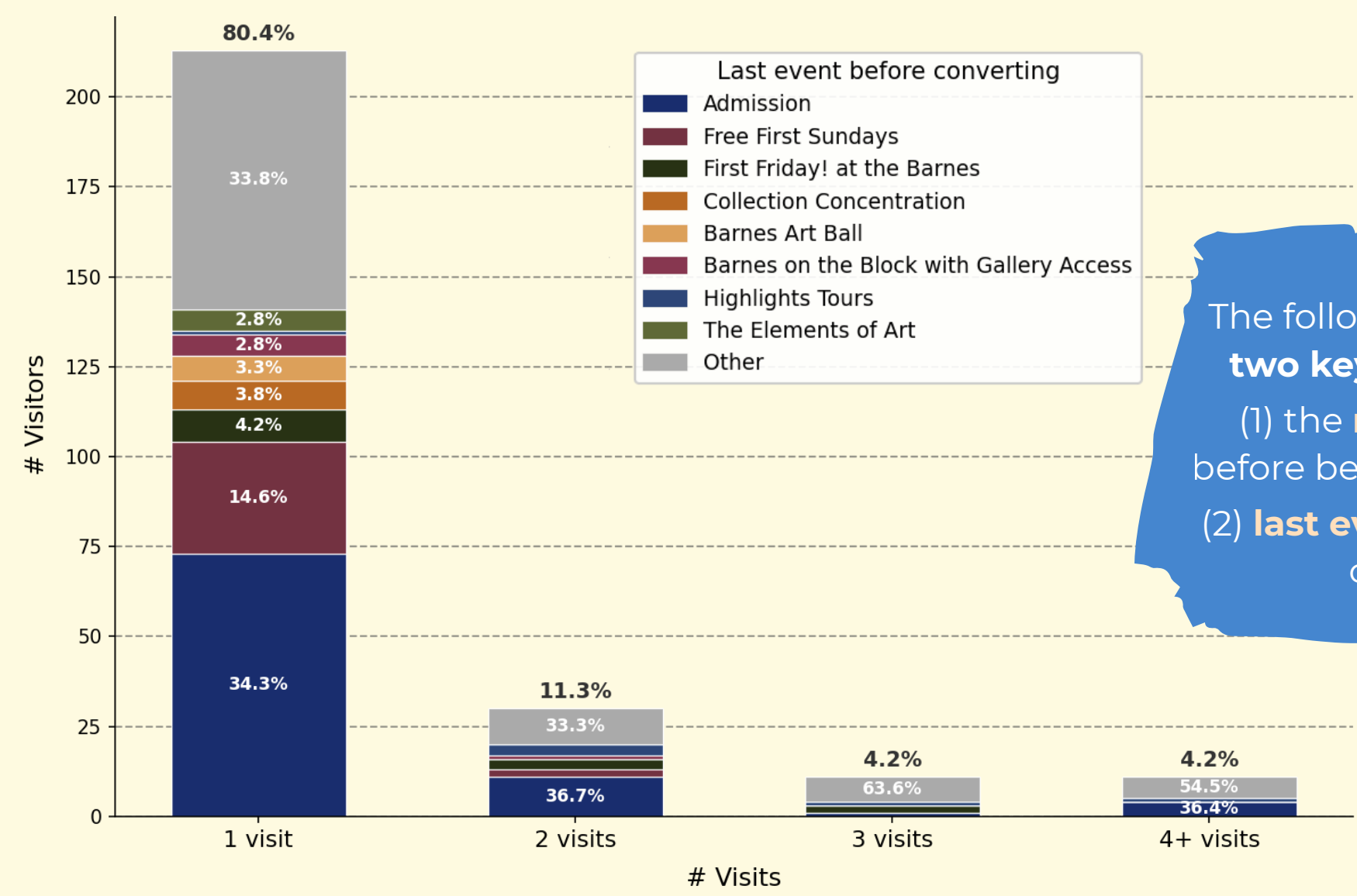
The project goal is to **identify and understand visitation trends** through analysis of the museum's ticketing and membership systems, and identify similarities in repeating museum visitation groups.

VISITOR DISTRIBUTION

| Category | COUNT |
|--------------------------------|-----------------|
| Total Unique Visitors | 141,431 |
| Member (Existing + New) | 17,178 (12.15%) |
| First-Time Non-member visitors | 124,518 |
| Membership Applicants | 265 (0.21%) |

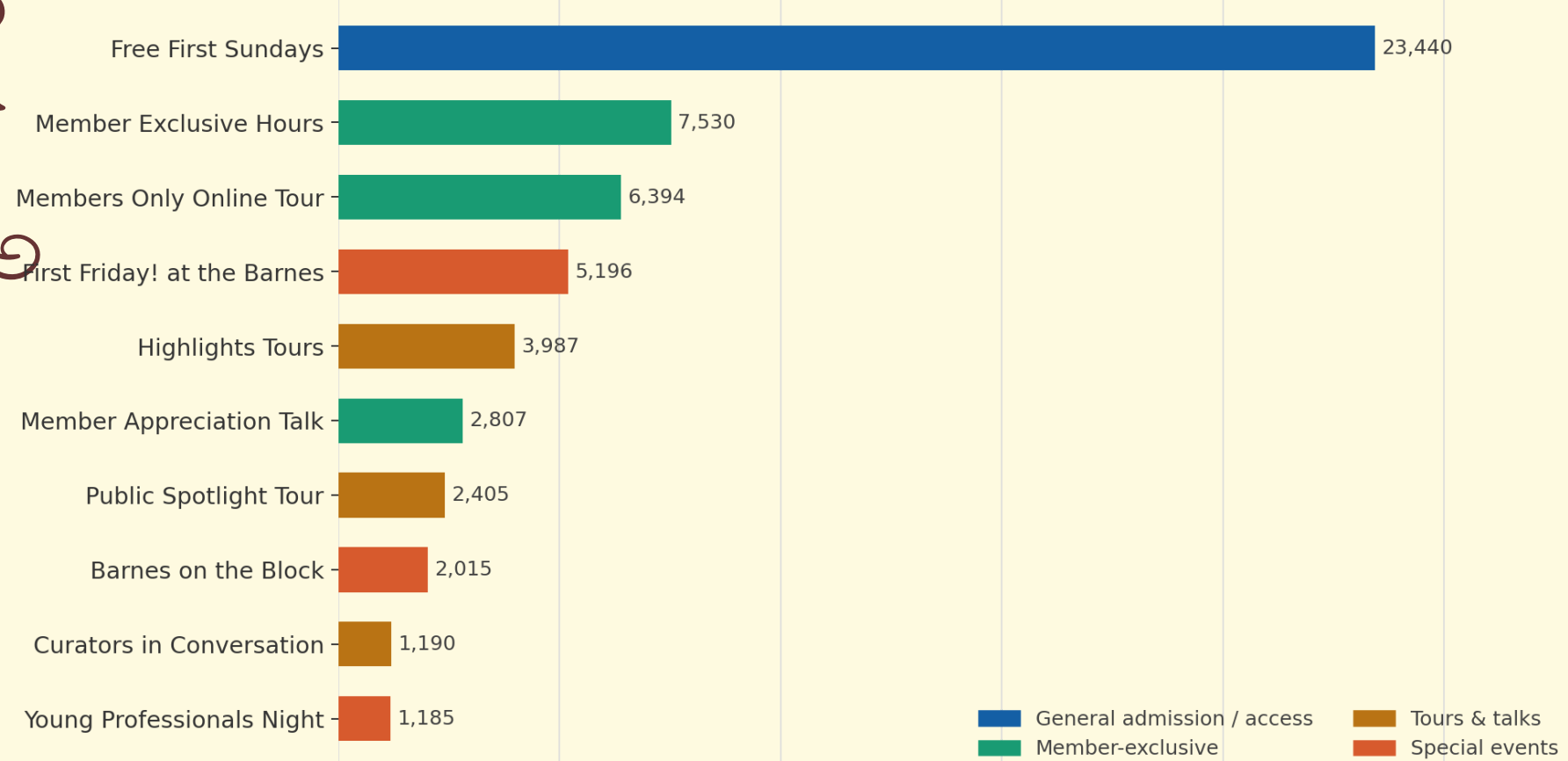
Visitation Analysis from 01/2022 to 02/2024.

Last Visitor Touchpoint Pre-Conversion, by # Visits

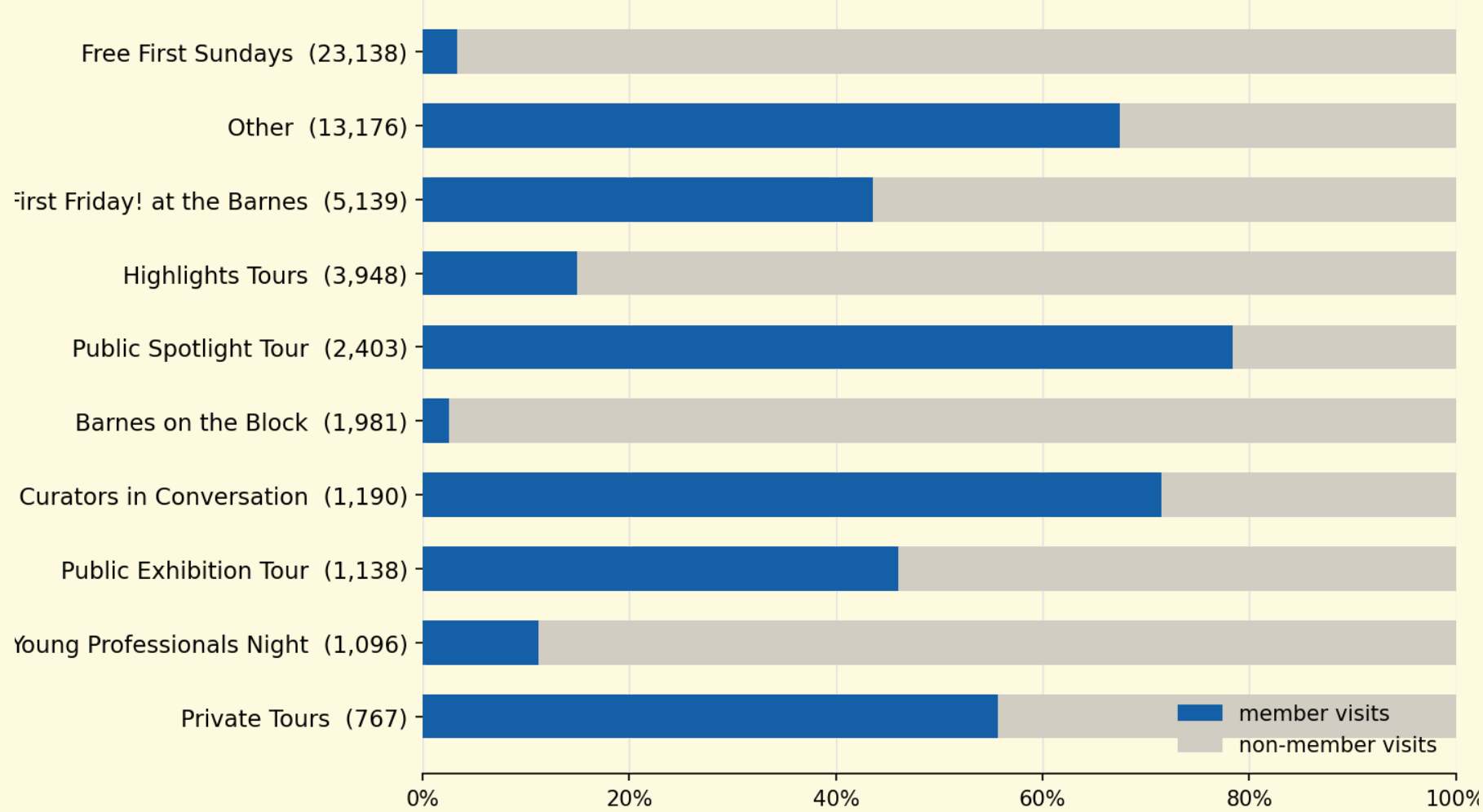


The following graph shows two key pieces of data, (1) the number of visits before becoming a member, (2) last event visited before conversion

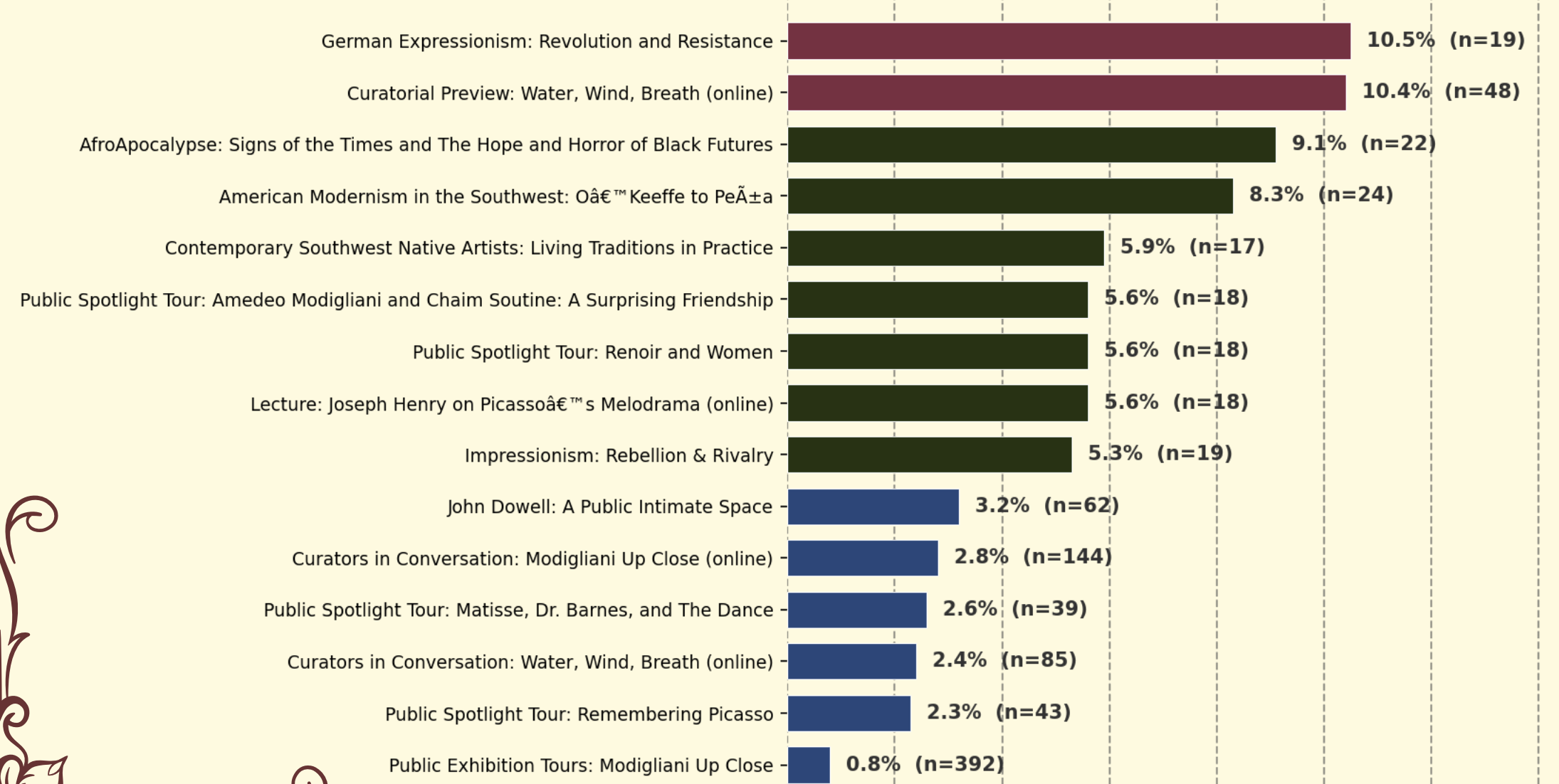
Barnes Foundation — Top 10 Event Categories by Attendance (Excluding Admission)



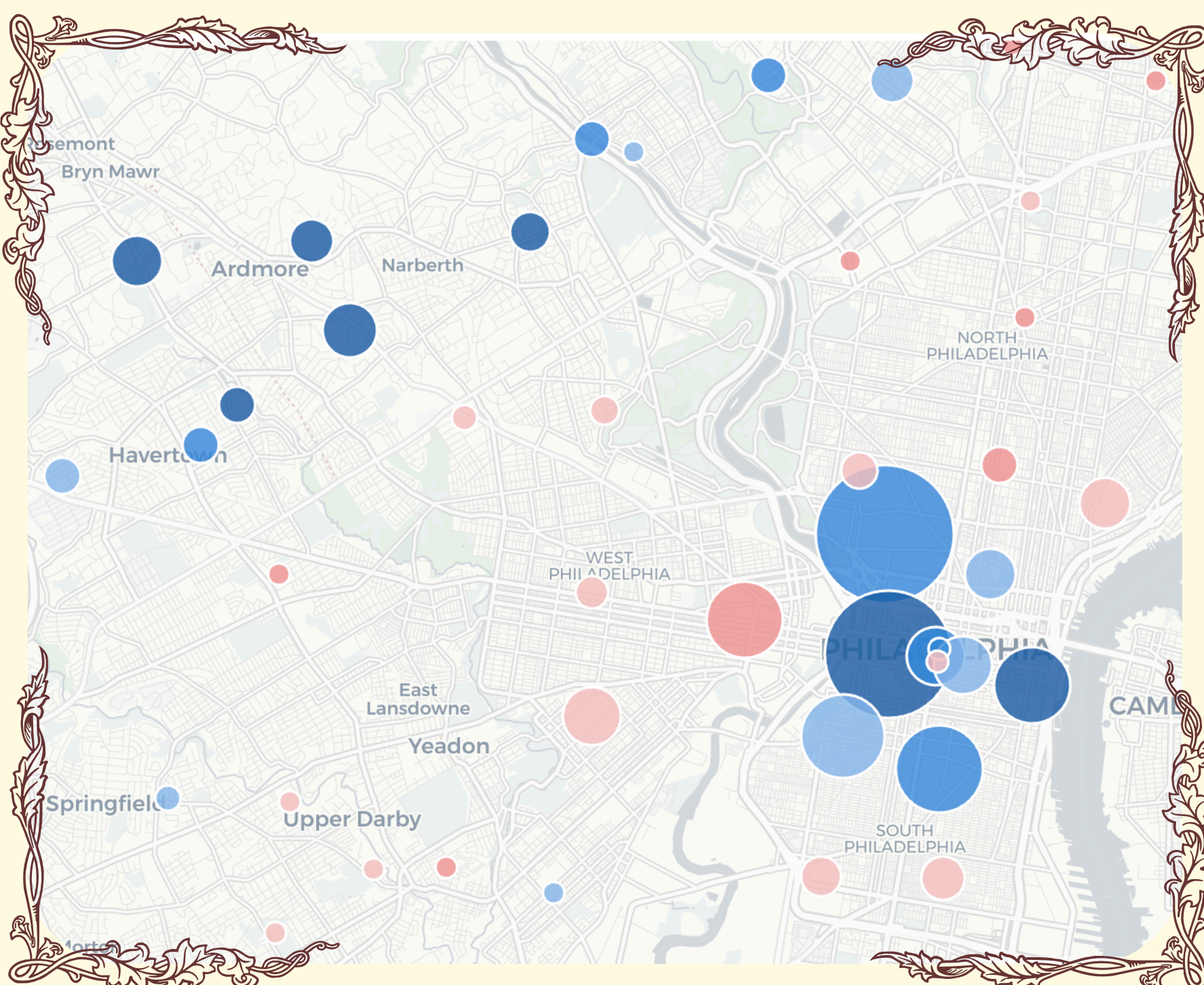
Visitor composition — member vs non-member



Top Membership Application Rates After Attending Events



Geography: Membership between 2022 and 2024 is concentrated in the immediate zip codes around the museum and in affluent suburban areas



Color = member % Low → High Circle size = total visitors

Key Takeaway

Group excursions (tours, events, etc.) and Free First Sundays had the least amount of members, meaning they are key ways to get non-members involved.

Limitations

- The data only shows whether someone had a membership at the time of their visit, **not exactly when they bought it** — so the conversion attribution is an approximation.
- There was no way to track **membership renewal**.
- Due to project frame, there were limitations to the **complexity** of data **analysis**.