Northbank Museum: September 2026 Late-Opening Pilot

Fictional Test Data for
Pilot Extension Decision



Northbank Museum: September 2026 Late-Opening Pilot

Peak: 75 Visits

September 2026 pilot

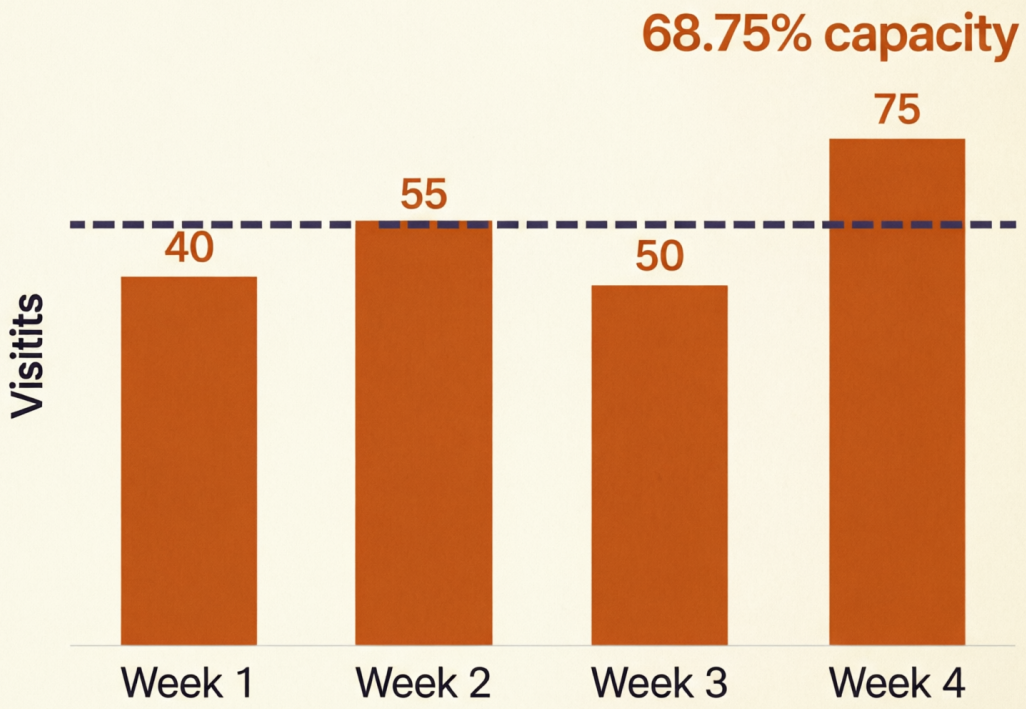
Northbank Museum ran a late-opening trial. Visits rose, dipped, then peaked at 75 in Week 4. All figures are fictional test data.



Week 3 Dipped

Dip then recovery

Wk 1: 40/80;
Wk 2: 55/80;
Wk 3: 50/80;
Wk 4: 75/80.
Total 220/320.
Visits, not unique people.



All figures are fictional test data.

$840 Not Profit

Item	Amount
Revenue (220 visits × $8)	$1,760
Staffing (4 weeks × $120)	$480
Materials (220 visits × $2)	$440
Total listed costs ($480 + $440)	$920
Contribution after listed costs ($1,760 – $920)	**$840**

All figures are fictional test data. Contribution after listed costs is not net profit.



Listed costs yield $840 contribution

Marketing and omitted costs are unquantified; this is not net profit.

No Forecast Yet

Two Gaps Remain

Marketing and satisfaction data absent.



No Causal Proof

Week 3 fell; Week 4 rose; no control.

All figures are fictional test data.

Verify First

Gaps block path

Costs, satisfaction, cause unknown.



Path forward

Verify, collect, then decide.

