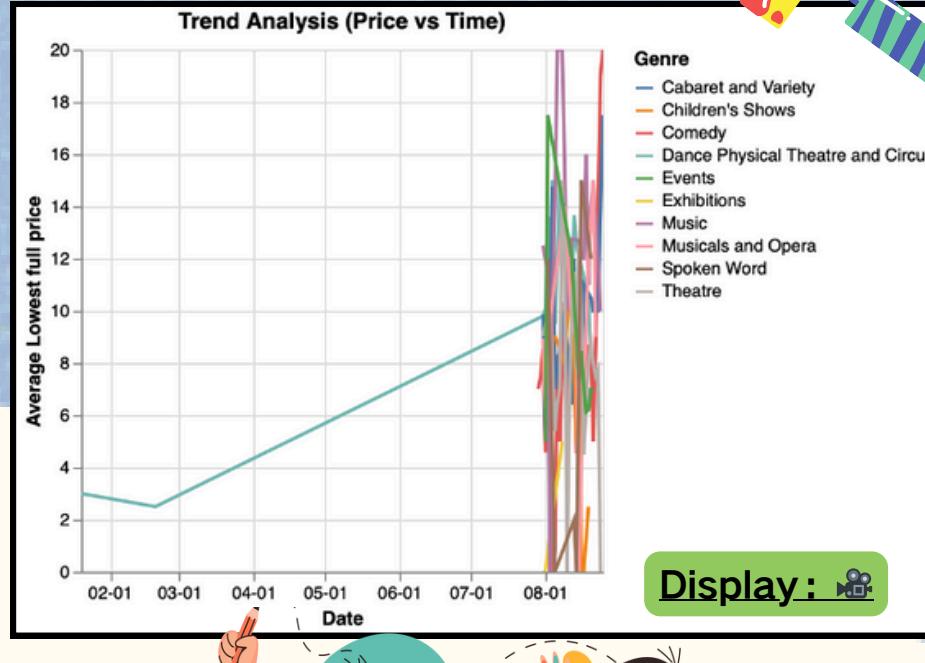


objective

welcome

Set reasonable ticket prices

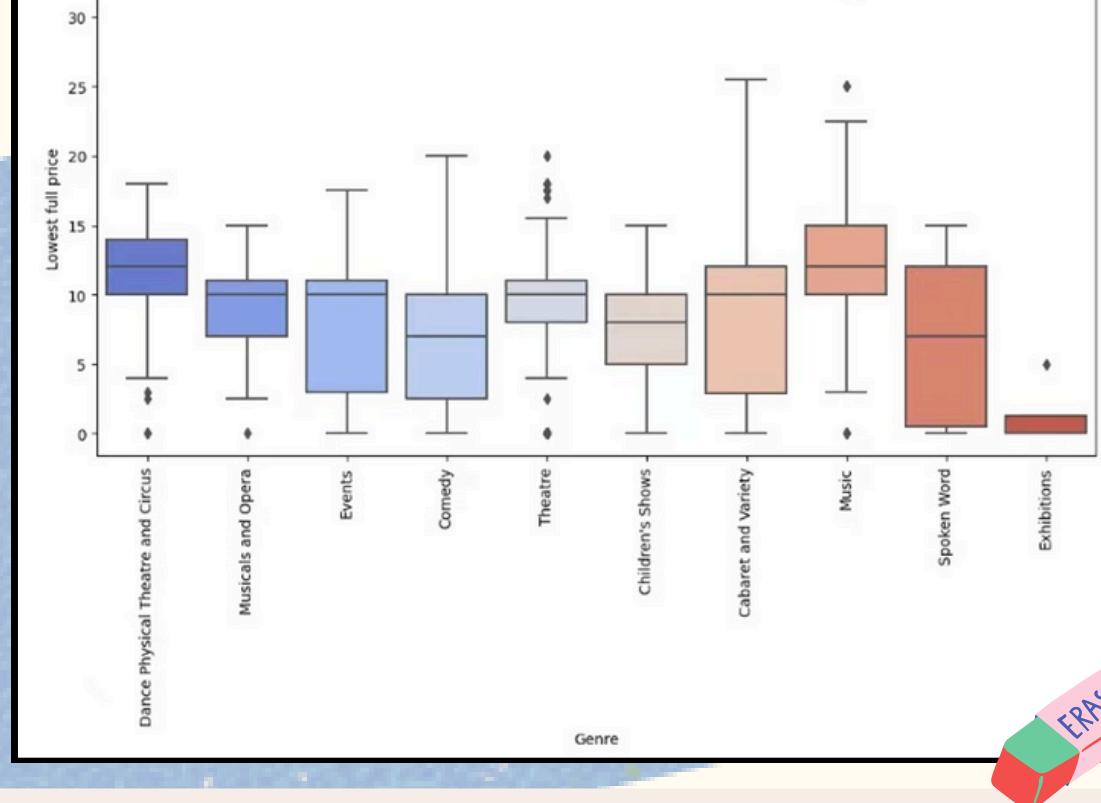
—How does the price change?



This interactive line chart clearly depicts the price trends of different genres over time, with each genre represented by a distinct color. You can zoom in and out, pan across the timeline, and hover over specific points to display detailed information. Additionally, a filtering function allows you to isolate specific performance types, facilitating a focused analysis of individual price trends.



—How are the ticket prices distributed across different types of performances?



This box plot clearly shows the price range of different types of performances. The median ticket price for music is higher and the ticket price distribution range is wider. The ticket price for exhibitions is the lowest and the ticket price distribution range is very small.

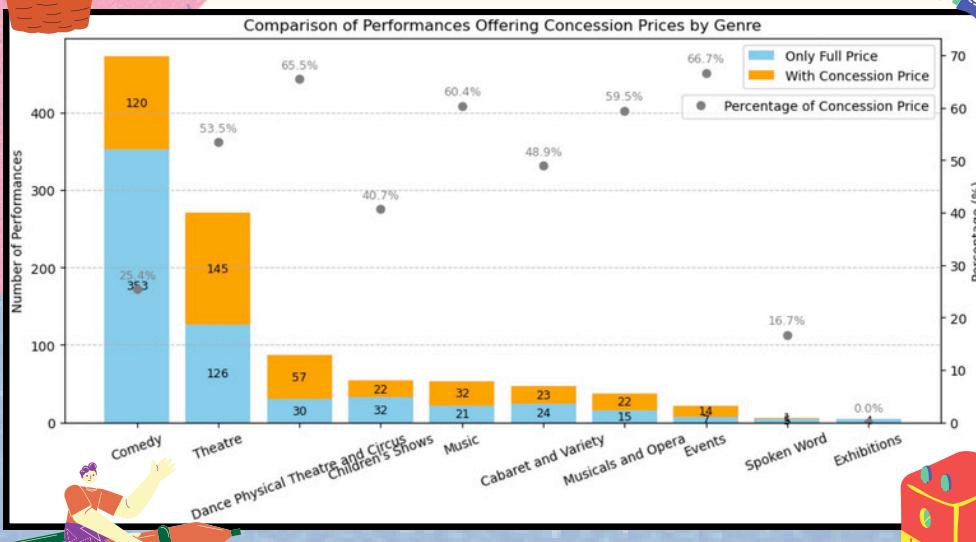
When setting prices, performance types with high demand (such as music) can use higher ticket prices, while performances with low demand but a wide audience (such as exhibitions) can adopt a 'low ticket price + high number of performances' strategy to increase overall revenue.



If you hope to attract more potential audiences, it can refer to the median ticket price of each performance type and adjust the ticket structure, such as launching discounted tickets or VIP tickets to attract different consumer groups.



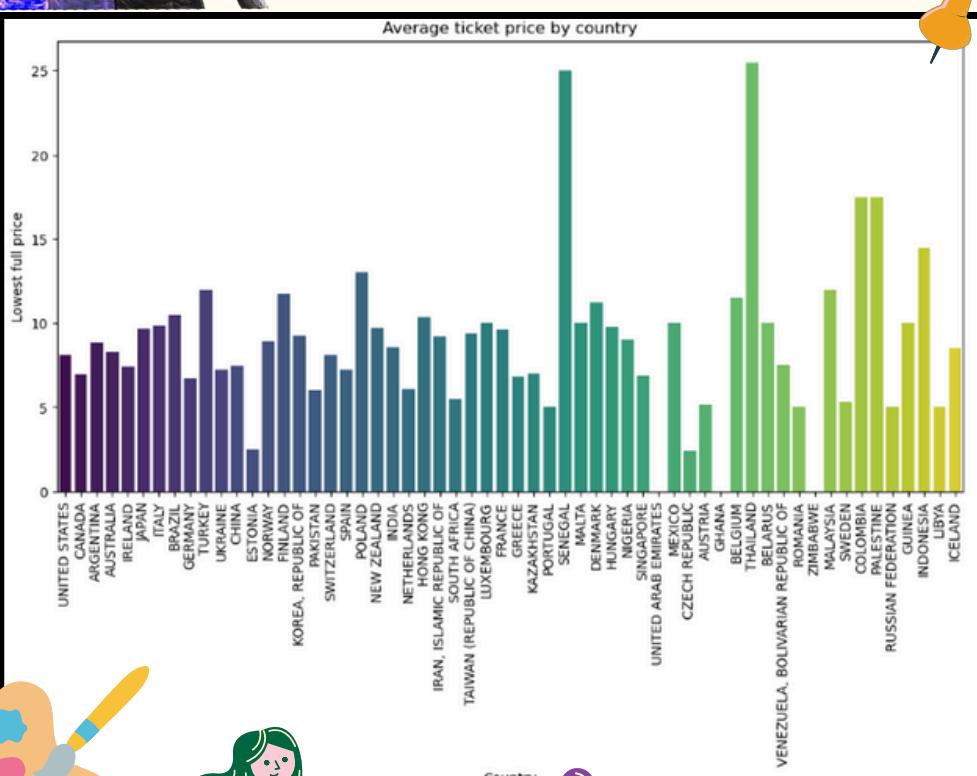
—How do performance genres differ in their use of discount strategies?



This stacked bar chart, along with labelled proportion dots, helps you visualize the distribution of concession and full-price tickets across different performance genres. By analyzing this data, you can see how discount pricing strategies are used to attract a wider audience, especially in highly competitive genres like Events.

Leveraging this insight, pricing approach could be optimized to ensure accessibility while maintaining revenue. Additionally, consider adding value through early-buyer perks or bundled ticket discounts to further boost audience engagement and enhance the appeal of events.

—How do ticket prices vary across different countries for Non-UK performers?



This bar chart with a color gradient shows the average lowest full ticket price for Non-UK performers from different countries. Some countries, like Kazakhstan and Senegal, have higher prices, possibly due to high-cost productions (musicals, dance), premium market positioning, or price anchoring. Others, like the Czech Republic, have lower prices, likely to attract more audiences or due to lower production costs.

Understanding these pricing patterns can help you refine ticketing strategies, such as offering subsidies or targeted promotions to boost revenue. If certain countries have high prices but average sales, adjusting marketing strategies—like early bird or package tickets—can help lower the audience's cost barrier.

This is an interactive map, where the size of the circle represents the average price—the higher the price, the larger the circle. This map allows you to clearly see the ticket prices in different countries. Combined with the previous bar chart, you can use it to evaluate pricing strategies for performances in different countries.

