
TicketMaster: Wanna Collaborate?

(Automatic Finding Sales Leads for Concert Ticket)

A14 project
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— Background

Sales Lead: a person or business who may eventually become a client;

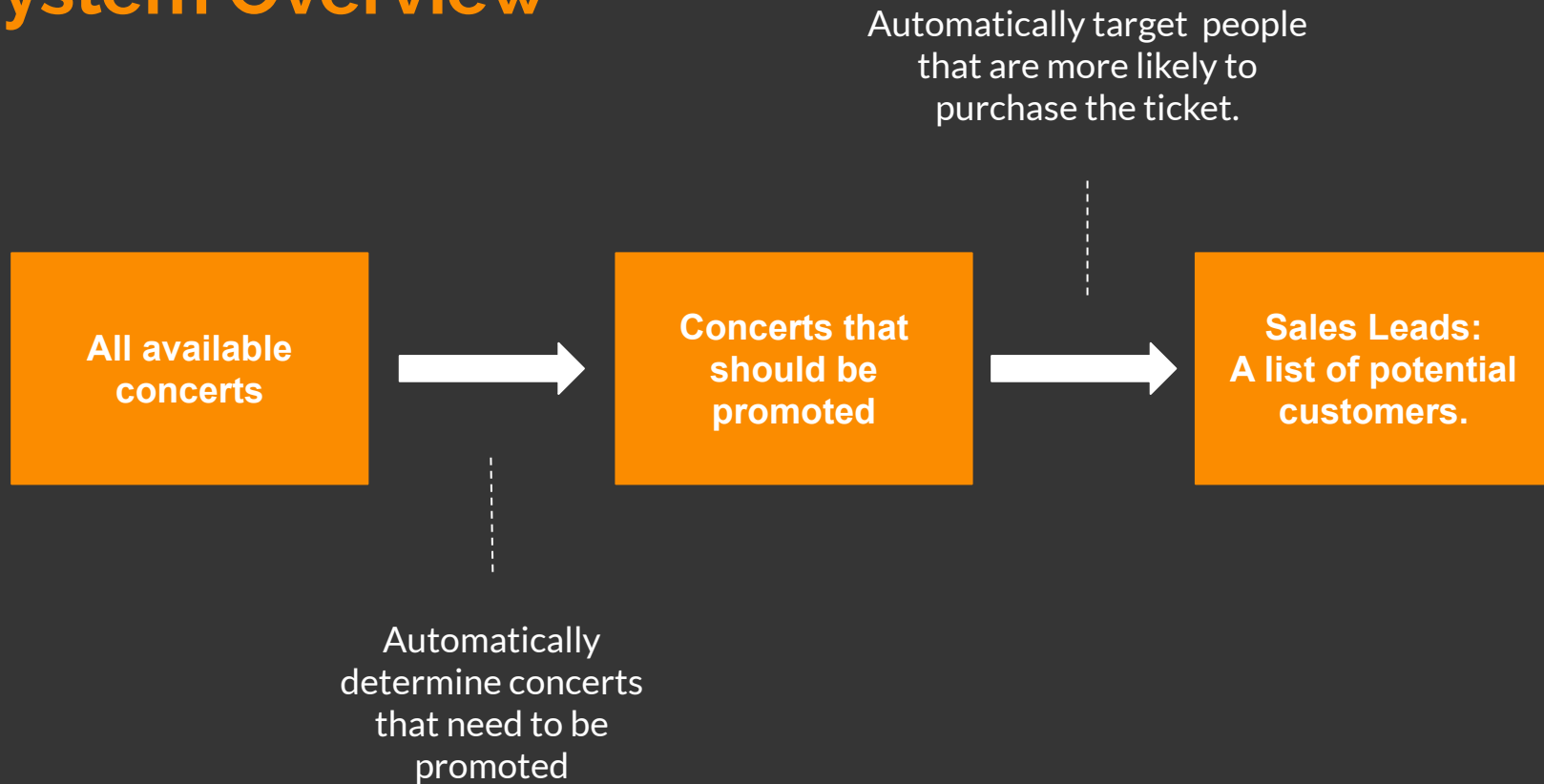
Current situation: 61% of marketers say generating traffic and leads is their top challenge. (HubSpot, 2018)

Causes of bad sales leads:

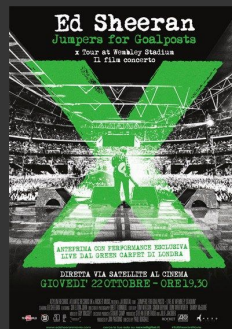
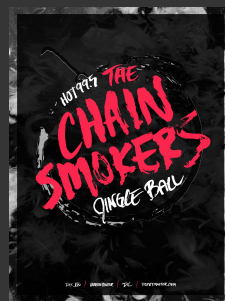
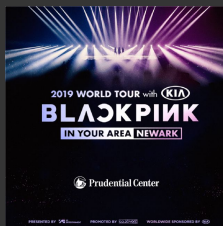
1. Casting too wide of a net
2. Targeting the wrong audience
3. ...

**Design my own
lead-generating process!
(Focus on Concert Ticket
Sales Leads)**

System Overview



Stage 1



Data

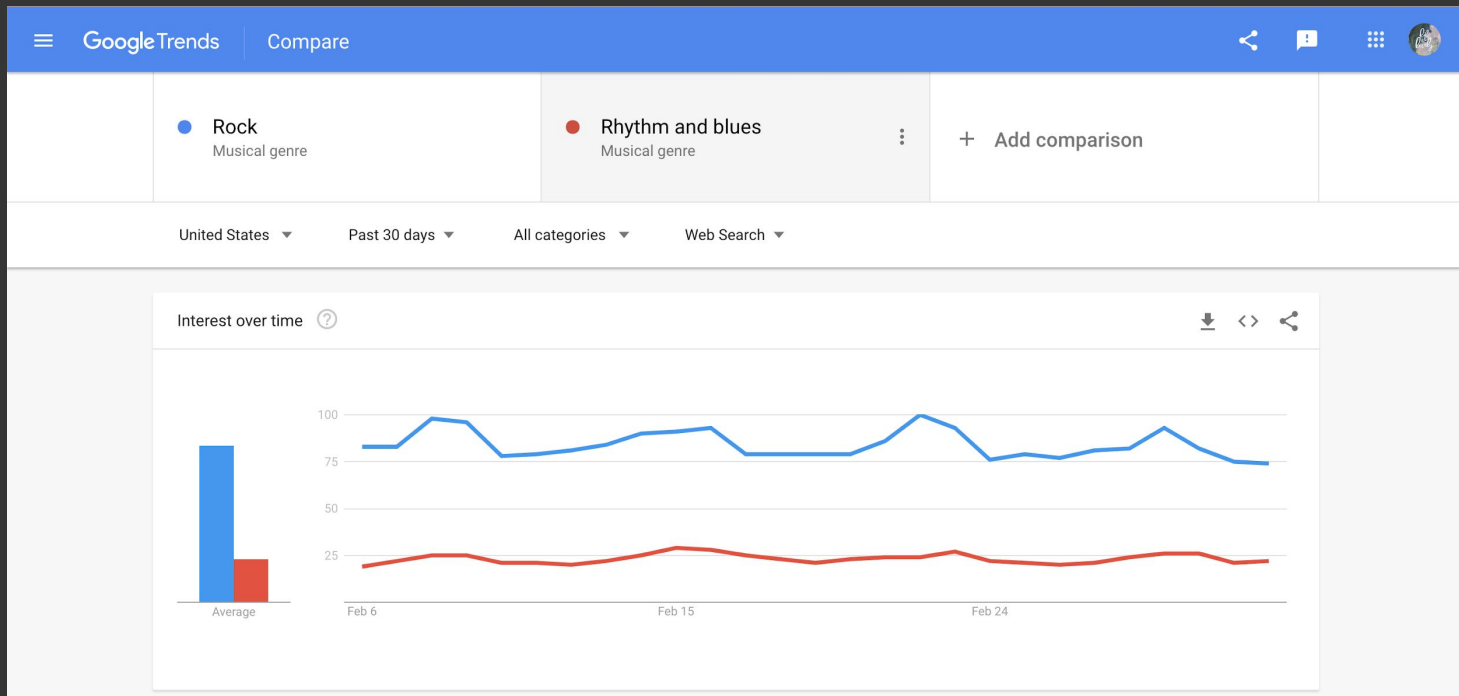
Concert Data:

- API on SeatGeek allow us to acquire the information of concerts in the upcoming three months in New York.
- Dataset: Performer Name, Performer Genre, Average Price, City, Venue Capacity, etc.

Search Query Data & Social Media

- Google Trend: Pytrend
- Twitter: Tweepy

Google Trend



Google Trend

- **Pytrend: Related Topic()**
 - Input a keyword, returns a dataframe of ranked topics related to the keyword (Rising popularity or Top hit)
 - Search for “Music Genre” and choose the highest-ranked genre

	value	topic_title	topic_type
0	100	Music	Topic
1	99	Genre	Topic
2	69	Music genre	Topic
3	5	Rock	Musical genre
4	5	Crossword	Topic
5	4	Musical ensemble	Topic
6	4	Popular music	Musical style
7	4	Musician	Topic
8	3	Pop music	Musical genre
9	3	Artist	Topic
10	2	Hip hop music	Musical genre

Acquire Twitter Data Using Tweepy



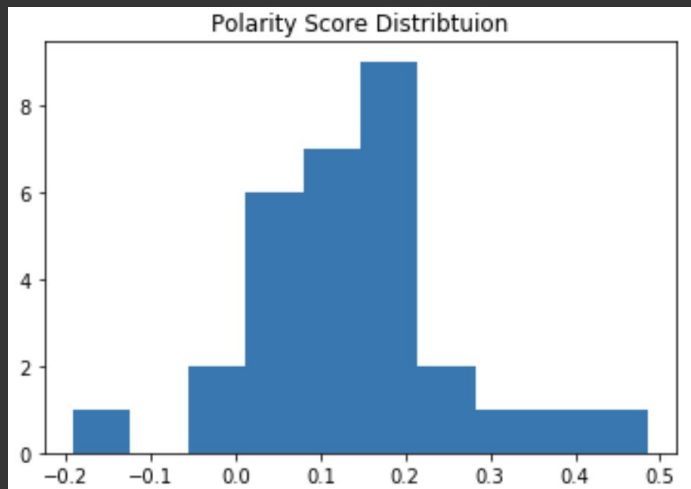
Data Cleaning

- Tweet Preprocessor API
 - Removes emojis, url, hashtags
- Further Cleaning
 - Remove special patterns, punctuations, extra spaces, etc

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'This min has an instudio visit withwriterartist We talked Hear the full min interview Talked more came up in conversation withwriterartist Heres the full min convo w writer artist Kelly Brack in Ep219 We talk I really feel for the class of yall been through it Talked Writer artist Kelly Brack is a guest of Episode Wetalked Writer artist is a guest of Episode In the full min convo wetalked This min has an instudio visit withwriterartist We talked Hear the full min interview Talked Heres the full min convo w writer artist Kelly Brack in Ep219 We talk more came up in conversation withwriterartist Heres the full min convo w writer artist Kelly Brack in Ep219 We talk I washed it yesterday lolTalked Writer artist Kelly Brack is a guest of Episode Wetalked Hear the full min interview Talked This min has an instudio visit withwriterartist We talked more came up in conversation withwriterartist more came up in conversation withwriterartist Heres the full min convo w writer artist Kelly Brack in Ep219 We talk Nah he some
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Sentiment Analysis

- TextBlob
 - Polarity (-1,1)



		0	1
12	AlterBridge	0.334386	
16	CircaSurvive	0.247009	
22	NileRodgers	0.236514	
27	JudasPriest	0.219483	
19	Starset	0.207784	
18	TheLumineers	0.203755	
17	TheGoodLife	0.198031	
29	Everlast	0.190016	

Stage 2



John

- Location: Manhattan
- Tweet: "Lisa is so cute!!"



Mary

- Location: New Jersey
- Tweet: "Can't stop listening to 'Kill This Love'"



Amy

- Location: Newark
- Tweet: "Recently discovered some good Kpop songs"

Find Potential Sales Leads

Google Trend's
Related topic for
the performer's
name



Tweet containing
those keywords



Positive
sentiment

Negative
sentiment



User location
matches concert
location

User location does
not match concert
location



Find Potential Sales Leads

	value	topic_title	topic_type
0	194800	The Last Hero	Studio album by Alter Bridge
1	85800	My Champion	Song by Alter Bridge
2	69450	Royal Albert Hall	Concert hall in London, England
3	67650	Show Me a Leader	Topic
4	23750	Saint Asonia	Supergroup
13	150	Tremonti	Band
14	130	The End Is Here	Song by Alter Bridge
15	130	Arena	Topic
16	100	Iron Maiden	Band

Find Potential Sales Leads

Performer	UserID	Name	ScreenName	Location
Alter Bridge	34318891	The IWC Messiah	JDfromNY206	Bronx, NY
Alter Bridge	1253393944517521411	PoetessIntheDeep	ABpoetess	New York, USA
Alter Bridge	40136182	Tom Travers	tommytravers	Long Island, New York
Alter Bridge	234878051	Loudwire	Loudwire	New York, NY
Alter Bridge	550643117	SlamminTunes	SlamminTunes	New York, NY
Alter Bridge	376796401	Debbie H 🙏🇺🇸 🙏🇮🇹 🙏🌍	deb_h101	Long Island New York USA 🇺🇸 🗽

Creating Web Application

Works Cited

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Thank You ;)

Questions?