

Sell Out Project

Informing Concert-Goers



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MSiA '19



Project Motivation

- Chicago is a premier destination for musical acts, both big and small
- Chicago's sheer population size means that even small bands can sell out venues
- Often people wait to buy tickets while trying to gauge interest from friends
- **Missing out on a concert during this period is a problem**

Project Demo

Data

- Eventbrite: a website containing information on all sorts of events, including music
- API provides:
 - Events Info: Names, Dates, Costs, Sold Out Status
 - Venues Info: Names, Locations, Capacity, Age Restrictions
 - Formats and Categories per Event

Modeling and Success Criteria

- Logistic Regression: predicting whether an event will sell out
- Linear Regression: predicting how far in advance an event will sell out
- Modeling Success: 89% Cross Validation Accuracy for the Logistic Regression, ideally replicate over time with new data
- Business Success: Goal of Increased Click Rate on URLs for events which are predicted to sell out

Insights

- Of the events that were predicted to sell out by the model (small n):
 - Majority located in the suburbs
 - Friday most common day
 - Venue capacity, listed age restrictions, price did not seem to play a major role

Thank You

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https://github.com/ElliotGardner/sell_out_project