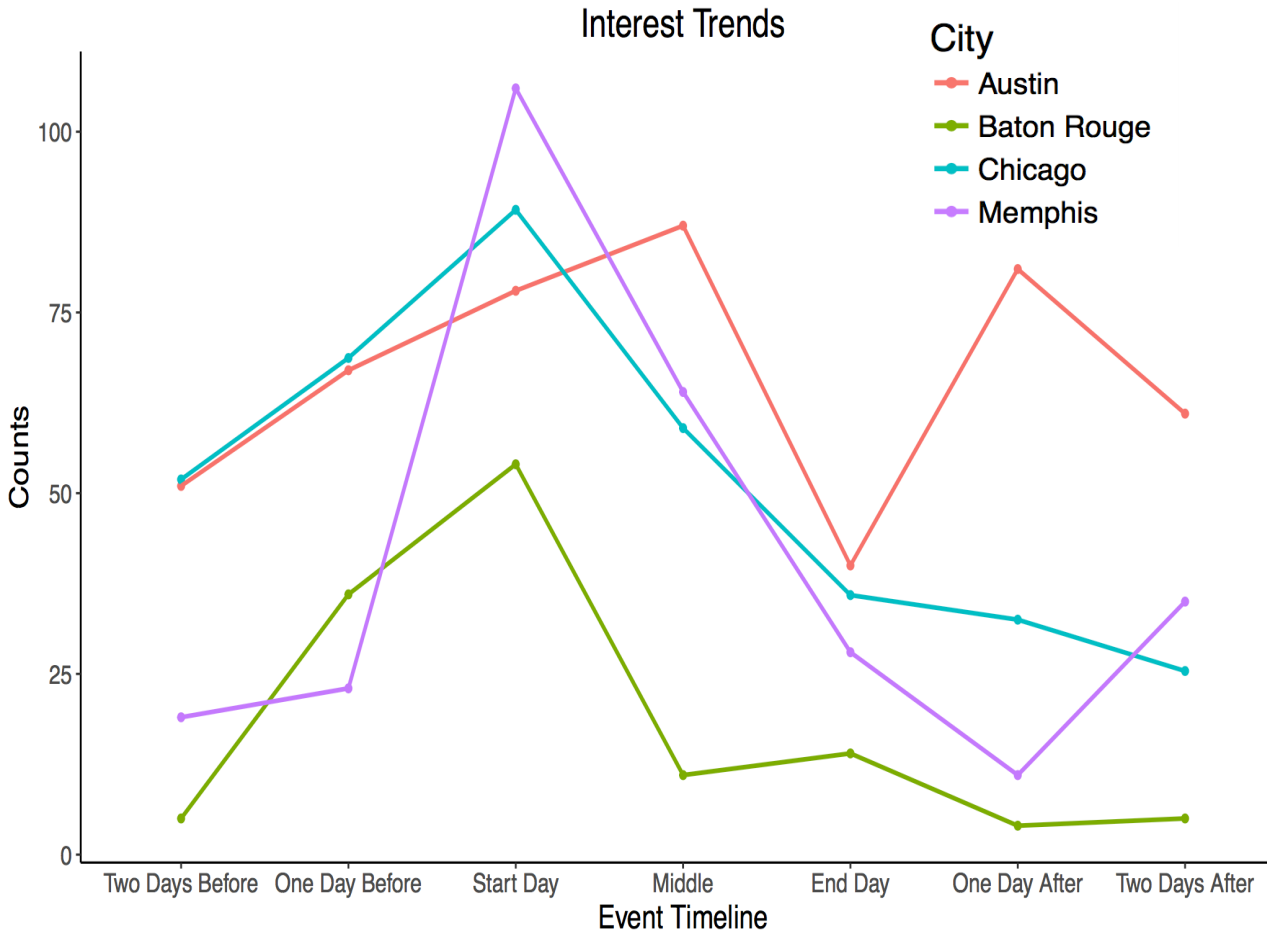


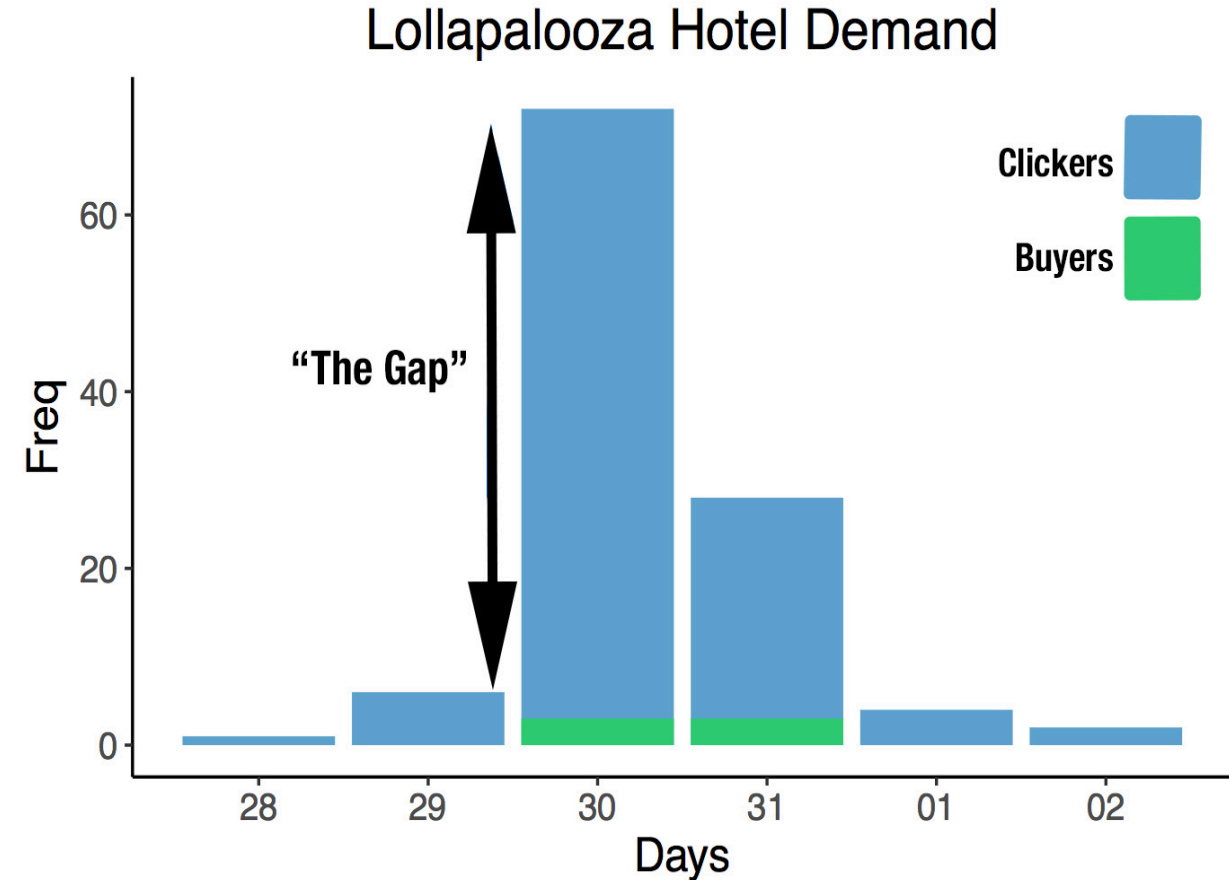
The 90th Percentile

Ignat Kulinka, Donjo Lau, Juan Mendoza, & James Wilson

❖ 90% of “Festival-Goers” market goes untapped



There is a general **increase** in interest trends around and at the **start date** of events



“**The Gap**”: Large difference (~90%) between “Clickers” and “Buyers” for concerts

❖ Identify & Profile Festival-Goers with Songkick Data



Inputs:

- Start & End Dates
- Location Names
- Latitude & Longitude
- popular_cultural_livemusic(PCL)
- event_popularity_score



Cross-Validation Festival Function:

- Compare Locations (City)
- Event dates in Booking Dates +[5]
- Distance to event +[1 - 5]
- $PCL > \text{mean}(PCL) + [1]$
- Summation of above categories * popularity_score
 - [Control for Noise]



Outputs [with Days +/- 5]:

- Generates Score[S]:
 - $0 < S < 8.4$
- Threshold [YES]: $S > 4.78$
- Threshold [MAYBE] $S > 0$
- Threshold [NO] $S=0$
- EDC [Vegas] : 68% Yes
- SXSW [Austin]: 47% Maybe
- B St. Fest[Memphis]: 62% Yes
- **Variability in results**

Festival-Goer Profile:

- **Prefer close-distance housing** ($P < 0.01$)
- More likely to use **mobile-phones** ($P < 0.06$)
- More interested and likely to book **major chain hotel** ($P < 0.001$)
- Similar price-bands (no significant P-value)

Recommendations:

- Add "**festivals**" **tab** on website
- Isolated, untapped market
- Classify & **optimize hotel listings** to festival-goers

