

# **Empire Concert Promotions**

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# Goal of the project:

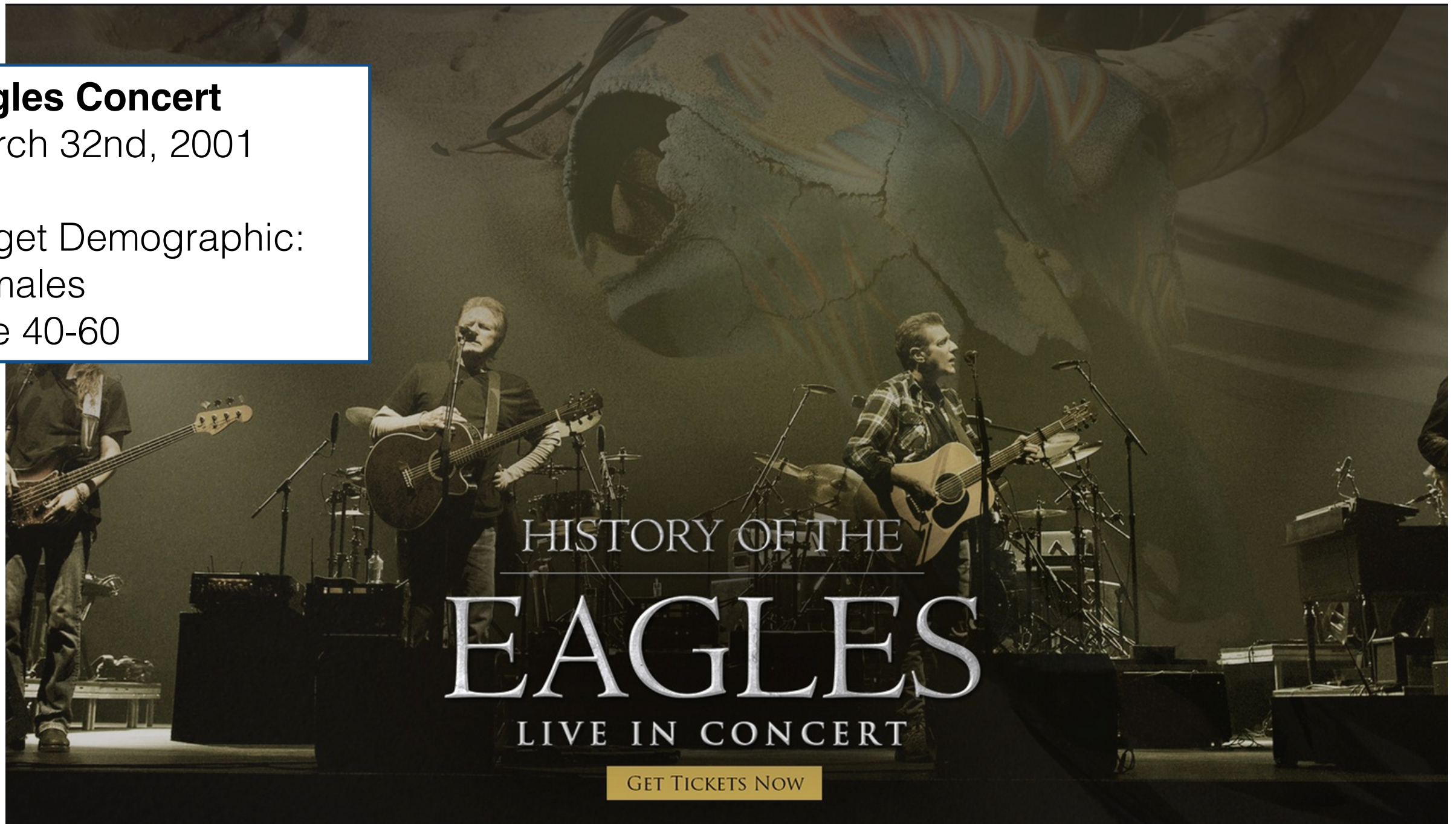
- Empire Concert Productions currently utilizes street performers to market their events and promote ticket sales
- Needs to optimize this process and specifically, identify key, high-trafficked subway stations to reach target fans:
  - Which subway stations?
  - Which days and which times?

# Prototype Event:

## Eagles Concert

March 32nd, 2001

Target Demographic:  
Females  
Age 40-60

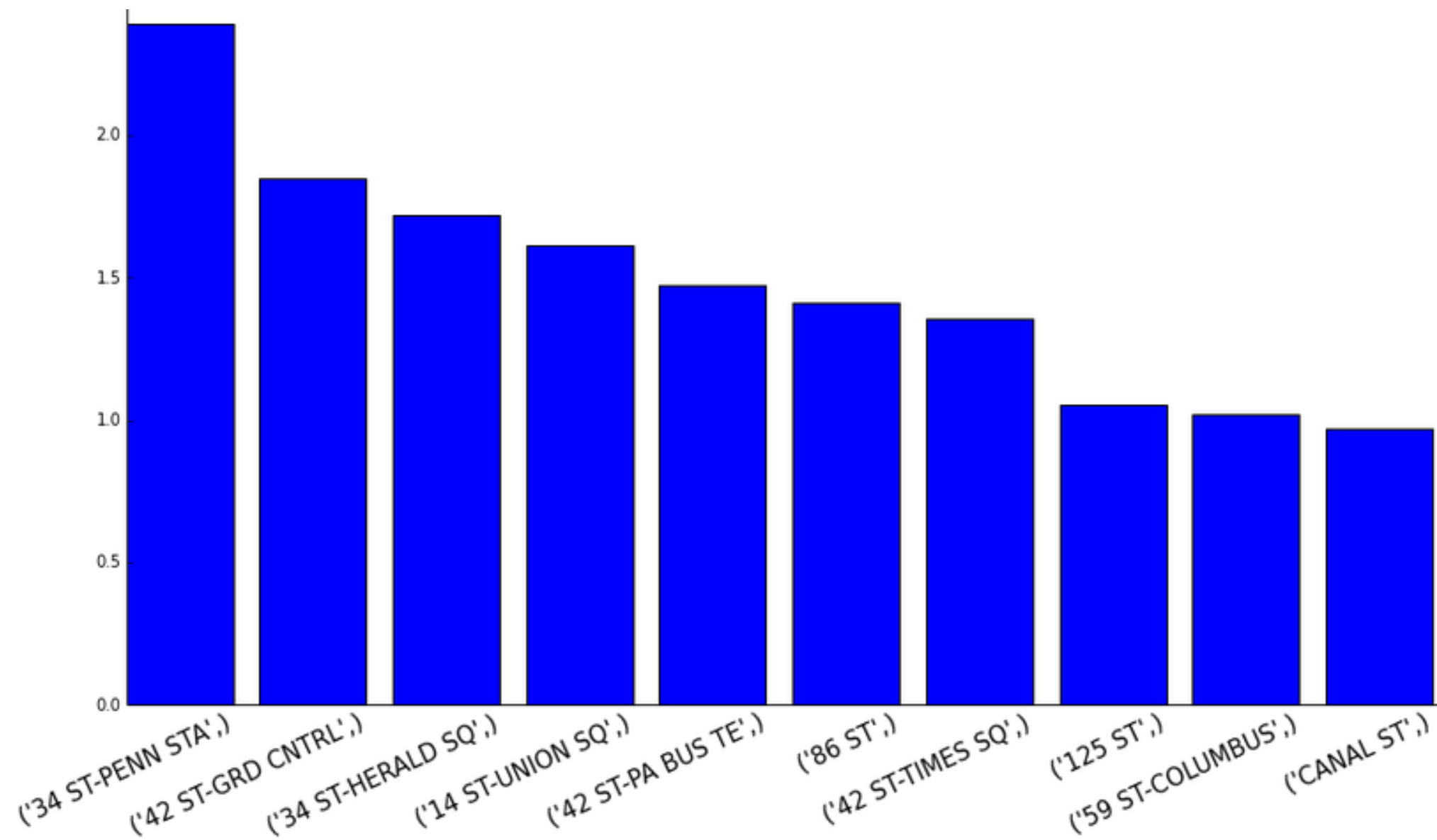


# Initial exploratory analysis

- Leverage MTA subway data to identify highly-trafficked subway stations
- Identify key times of day and days of week where there is a high volume of traffic

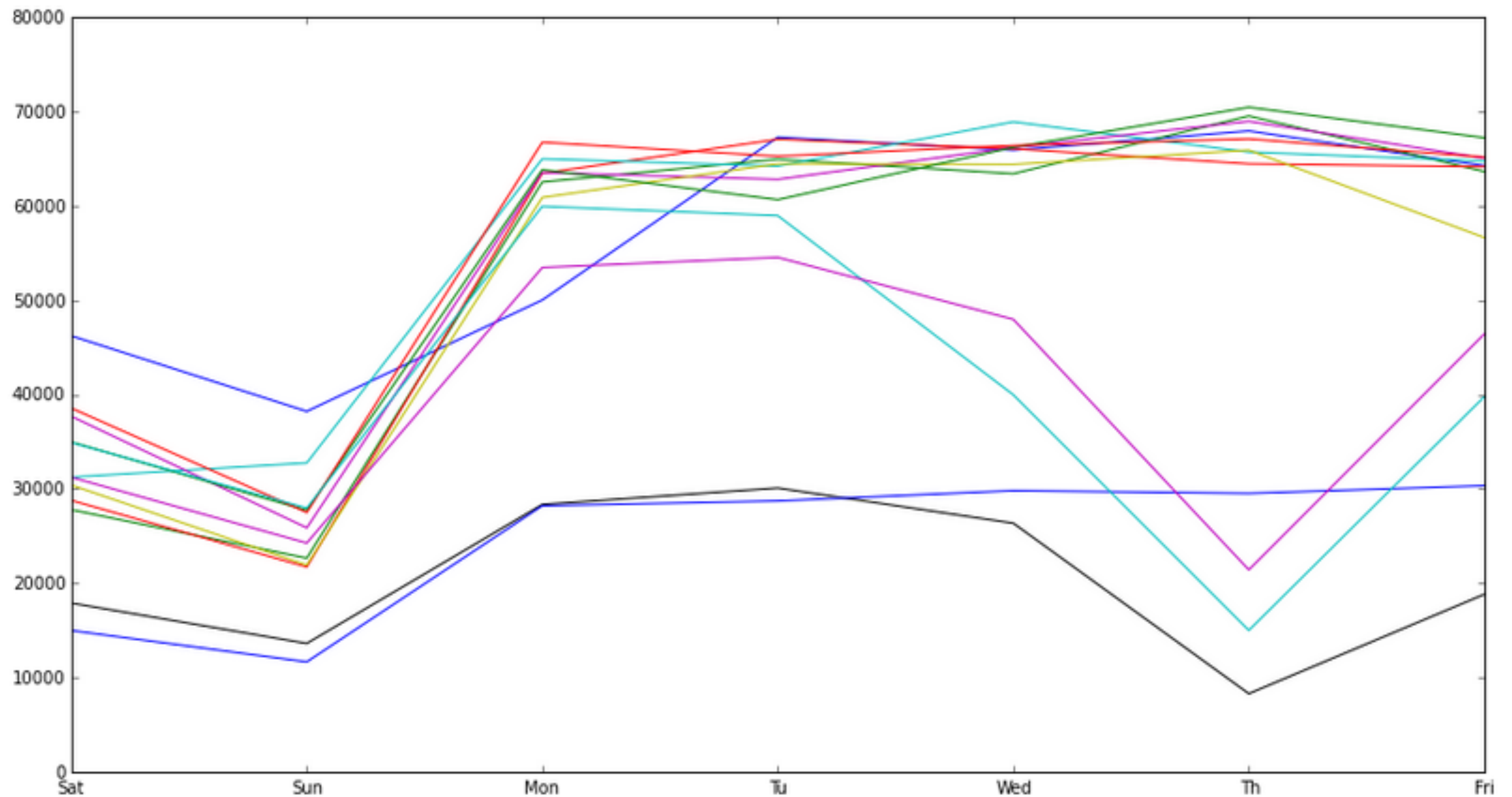
# Initial insights:

Stations with most entries and exits



# Initial insights:

After identifying the stations with the highest levels of traffic, we analyzed three months worth of data to identify key high traffic days:





# **Our proposal: more effectively target by leveraging US Census data**

Create a tool which would allow Empire Concert Productions to identify key subway stations for event promotion that can be adapted for different events and different fan demographics

- Leverage MTA subway data to identify highly-trafficked subway stations
- Incorporate US Census data to more accurately target fan demographic(s):
  - Identify geographic areas with high populations of fan demographic
  - Identify key days to send out street performers
  - Identify peak hours

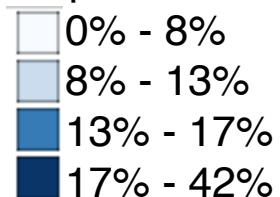
# Geographically target key demographic with US Census data

**Upper East Side has high concentration of target demographic for the Eagles Concert:**

Target demographic presence = %25

**KEY:**

Population density % for females 40-60





# Layer on subway stations to identify key stops

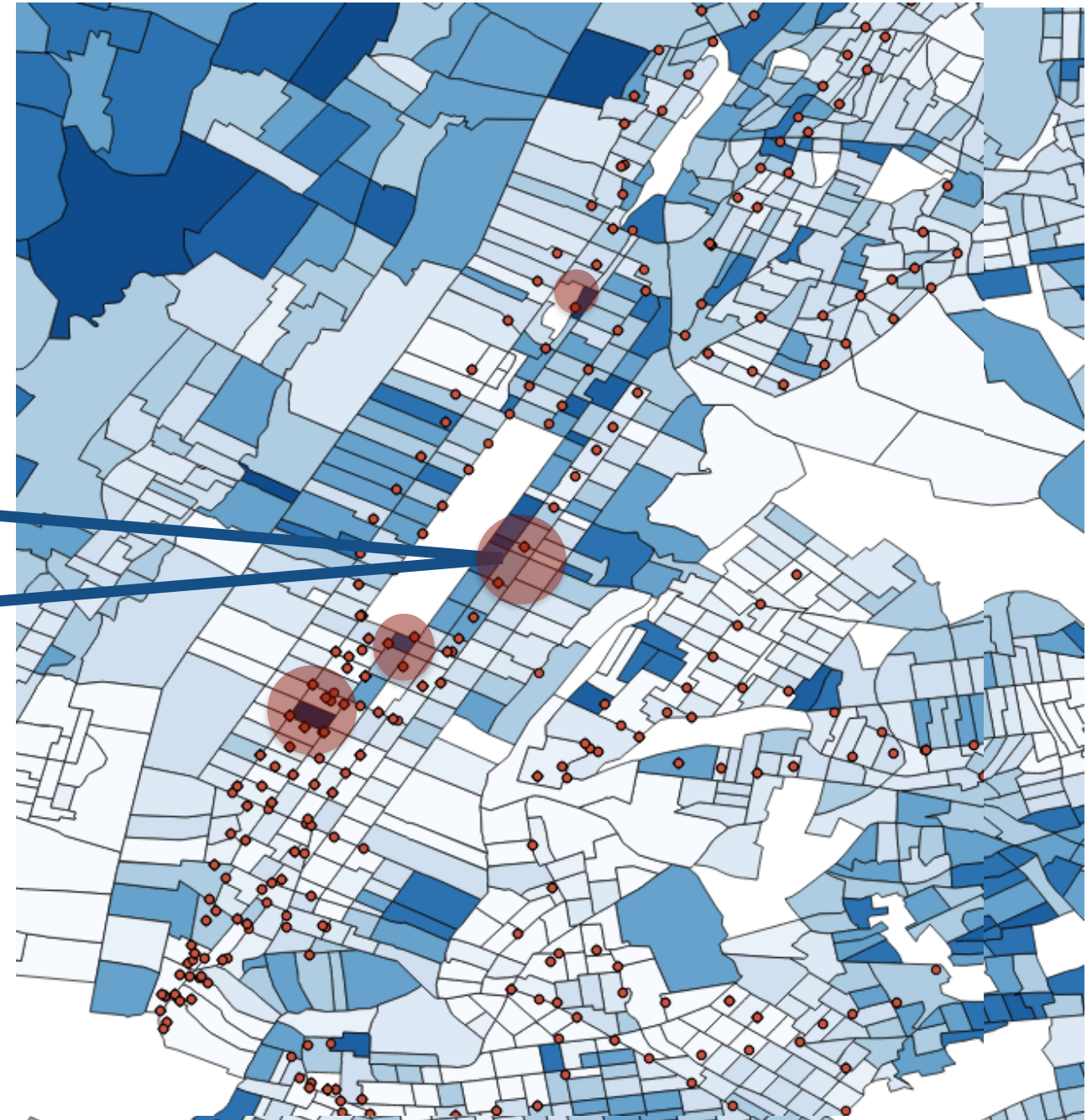
**Upper East Side has high concentration of target demographic for the Eagles Concert:**

Target demographic presence = %25  
3rd highest trafficked subway stop in NYC

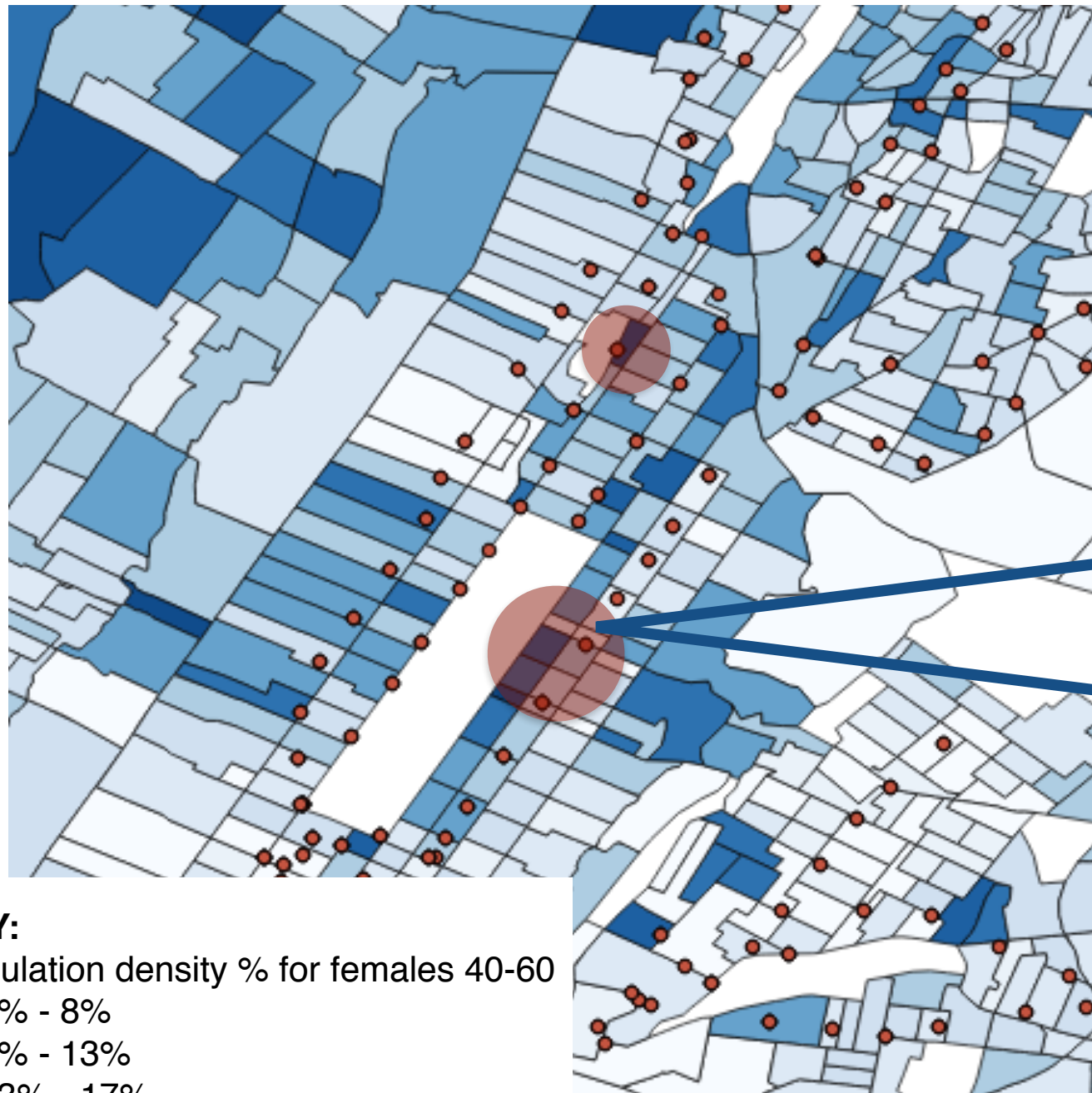
**KEY:**

Population density % for females 40-60

- 0% - 8%
- 8% - 13%
- 13% - 17%
- 17% - 42%



# Identify optimal marketing times and days

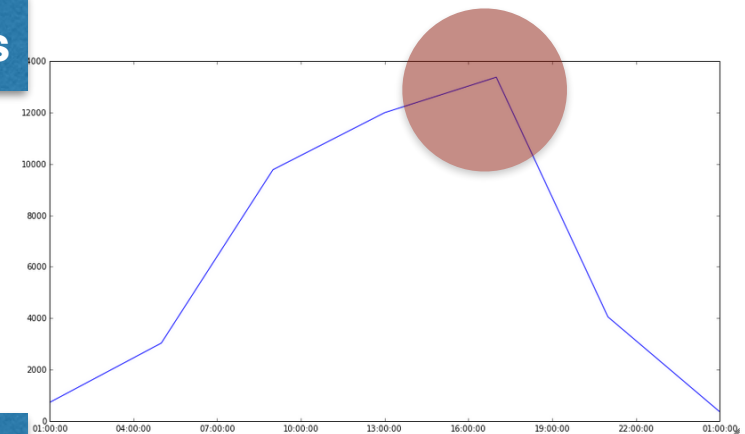


**86th Street, Lexington Avenue Station:**  
*Target demographic presence = %25*

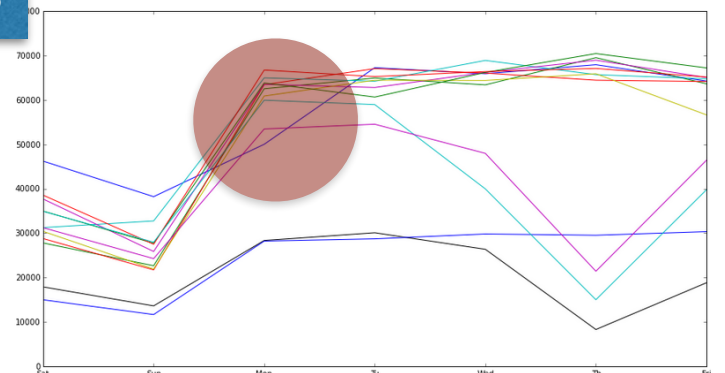
## recommendation

Mondays, 7:00am - 11:00am  
Wednesdays, 5:00 pm - 9:00pm

## peak entry times



## peak entry days



# **Our solution:**

## **Create an interactive tool**

The tool:

- First filter by areas where higher concentrations of your target demographic live
- From there, identify the high traffic subway stations to concentrate your flyer distribution efforts