**[Competitor Analysis](https://github.com/MajidMemon/GameOfCodes---Event-Ticking-App---MAD-Project--Fall2023/blob/main/MAD%20Business%20Analyst/Start%20working%20on%20Competitor%20Analysis" \o "Start working on Competitor Analysis):   
  
TickTake (Event Ticket Booking)**

**Android Application**

**List of Competitor Apps:**

1. **Eventbrite:**

**A well-established platform offering a wide range of events, from small local gatherings to large conferences.**

1. **Ticketmaster:   
   One of the largest ticketing platforms globally, covering a broad spectrum of events, including concerts, sports, and theater**
2. **StubHub:  
   A popular ticket resale marketplace, offering tickets for a variety of events, with a focus on sports and concerts.**
3. **SeatGeek:  
   A ticket search engine that aggregates tickets from various platforms, providing users with options and recommendations.**

**Bookmyshow:  
BookMyShow is both a mobile application and a website. BookMyShow is a popular platform for booking tickets for movies, events, concerts, and various entertainment activities**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **App Name:** | **User Experience:** | **Feature Analysis:** | **Pricing Models:** | **Event Coverage:** | **App Performance:** | **Marketing and Promotion:** | **Customer Support:** |
| **Eventbrite** | User-friendly interface with easy event discovery and streamlined ticket booking. | Comprehensive event listing, ticket customization options, and event promotion tools for organizers. | Charges fees to event organizers based on ticket sales. | Covers a wide range of events, including small local gatherings, conferences, and large-scale festivals. | Consistent updates to improve performance and user experience. | Strong emphasis on social media promotion and targeted advertising. | Provides customer support through email and a help center. |
| **Ticketmaster** | Well-designed platform with a clear layout for event search and ticket purchase. | Comprehensive event coverage, including sports, concerts, and theater. | Charges fees to event organizers based on ticket sales. | Covers a wide range of events, including small local gatherings, conferences, and large-scale festivals | High-rated mobile app with a user-friendly interface. | Strong emphasis on social media promotion and targeted advertising. | Provides customer support through email and a help center. |
| **StubHub** | Interactive seating charts enhance the purchasing experience. | Specializes in ticket resale, allowing users to buy and sell tickets. | Service fees applied to both sellers and buyers. | Focuses on a wide range of events, especially in sports and concerts. | Mobile app with features like 360-degree seat view. Real-time updates on ticket availability. | Partnerships with sports teams and venues for exclusive promotions. | Offers customer support through email, chat, and phone. |
| **SeatGeek** | Aggregates tickets from various platforms for easy comparison. | Aggregated ticket search, showing prices from multiple sources. | Service fees applied to buyers. Service fees applied to buyers. | Covers a broad range of events, including sports, concerts, and theater. | High-rated mobile app with a user-friendly interface. Focus on mobile ticket entry for seamless access. | Engages in social media promotions and influencer collaborations. Special promotions and discounts for users. | Responsive support for inquiries and assistance. |
| **Bookmyshow** | User-friendly platform with a focus on movie and event discovery. Intuitive design for easy navigation | Comprehensive event listing, including movies, sports, and live events. | Comprehensive event listing, including movies, sports, and live events. Discounts and cash back offers for certain events. | Extensive coverage of movies, concerts, plays, and sports events. | Highly-rated mobile app with features like in-app seat selection. Regular updates for performance enhancements. | Strong brand presence and collaborations with sponsors. Loyalty programs and targeted promotions. | Provides customer support through email, chat, and helpline. |

**Overall Analysis All These Apps:**

Analyzing the five event ticket booking apps (Eventbrite, Ticketmaster, StubHub, Seat Geek, BookMyShow) together involves synthesizing the information gathered across various dimensions. Below is a holistic overview that compares these apps comprehensively.  
  
**1. User Experience:**

**Strengths:**

- Eventbrite and Ticketmaster offer user-friendly interfaces with intuitive designs.

- StubHub and SeatGeek emphasize transparent pricing and easy ticket comparison.

- BookMyShow focuses on seamless movie and event discovery.

**Considerations:**

- Evaluate which aspects of user experience resonate most with your target audience.

- Identify specific design elements or features that set each app apart.

**2. Feature Analysis:**

**Strengths:**

- Eventbrite offers comprehensive event promotion tools for organizers.

- Ticketmaster emphasizes Verified Tickets for authenticity.

- StubHub specializes in ticket resale, providing options for both buyers and sellers.

- SeatGeek aggregates tickets from various platforms for comparison.

- BookMyShow integrates loyalty programs and exclusive memberships.

**Considerations:**

- Determine which features align with your app's unique value proposition.

- Identify any innovative features that competitors have introduced.

**3. Pricing Models:**

**Strengths:**

- Ticketmaster employs dynamic pricing based on demand.

- StubHub charges service fees to both sellers and buyers.

- SeatGeek focuses on transparent pricing with no hidden fees.

- BookMyShow offers service fees and discounts for certain events.

**Considerations:**

- Assess how competitors balance service fees with user expectations.

- Evaluate the impact of dynamic pricing on user satisfaction.

**4. Event Coverage:**

**Strengths:**

- Eventbrite covers a broad spectrum of events, from small local gatherings to large conferences.

- Ticketmaster has extensive coverage of events worldwide, including high-profile concerts and sports events.

- StubHub focuses on a wide range of events, especially in sports and concerts.

- SeatGeek covers a broad range of events, including sports, concerts, and theater.

- BookMyShow has extensive coverage of movies, concerts, plays, and sports events.

**Considerations:**

- Assess if competitors have specific niches or strengths in certain event categories.

- Consider partnerships or collaborations that enhance event coverage.

**5. Mobile App Performance:**

**Strengths:**

- Eventbrite, Ticketmaster, StubHub, SeatGeek, and BookMyShow all have highly-rated mobile apps with user-friendly interfaces.

- All apps focus on mobile ticket entry for seamless access.

**Considerations:**

- Analyze user reviews to identify specific features that users appreciate or find lacking.

- Regularly update the app based on user feedback and performance metrics.

**6. Marketing and Promotion:**

**Strengths:**

- Eventbrite, Ticketmaster, StubHub, SeatGeek, and BookMyShow engage in strong marketing and promotion.

- Differentiators include partnerships, influencer collaborations, and targeted advertising.

**Considerations:**

- Explore collaborations and promotional strategies that resonate with your target audience.

- Leverage social media and partnerships to enhance visibility.

**7. Customer Support:**

**Strengths:**

- Eventbrite, Ticketmaster, StubHub, SeatGeek, and BookMyShow provide customer support through various channels.

- Each platform offers responsive support for different inquiries.

**Considerations:**

- Emphasize responsive and personalized customer support to enhance user satisfaction.

- Identify any common customer pain points and address them proactively.

**8. Overall Strategy:**

**Strengths:**

- Each app has a unique value proposition and strengths.

- Competitive advantages include exclusive partnerships, innovative features, and a focus on specific event categories.

**Considerations:**

- Identify opportunities for differentiation and innovation.

- Regularly update strategies based on changes in the competitive landscape.  
  
 **Conclusion:**Synthesizing the analysis of these five apps reveals a dynamic and competitive landscape. Understanding the strengths, considerations, and overall strategies of each competitor provides a foundation for making informed decisions in developing and positioning your own "Event Ticket Booking" app. Continuous monitoring of the market, user feedback, and emerging trends will be crucial for maintaining competitiveness in this dynamic industry.