

Ticketmaster's True Fans

Ticketmaster hosts a variety of customers which can be classified into 3 broad categories based on the ratio Total Number of Tickets Purchased / Total Number of Purchases: One-Time Buyers (~80%), Scalpers (~0.1%) & True Fans (~20%).

Categories:

One-Time Buyers (~80%), have a ratio that's either exactly one or very close to it since they use Ticketmaster's services only once but could buy multiple tickets to go as a group.

Scalpers (~0.1%) have a ratio which is very high since they buy in excess on every purchase.

True Fans (~20%) have ratios of ranges within 1-5 since they buy roughly the same amount of tickets on every purchase made plus they do so consistently.

Where they are?

We mapped the location of our True Fans onto a map and noticed that New York has most of these customers on average followed, surprisingly, by states like Illinois, Iowa & Minnesota. Meanwhile states like California, Texas or Washington, where most of the events take place anyways, there are less committed fans. This tells us that the proximity of customers' locations to the events does not necessarily impact the frequency at which they use Ticketmaster.

What are their preferences?

We calculated that 86% of our True Fans purchase exclusively for Concert-type events. Thus, we used this subset of the data to profile certain characteristics:

- Our results showed that within these customers 77% of fans follow at most 1-2 artists.
- Out of the 8 delivery methods, Mail, e-Ticket, TicketFast cover around 94% of the sales. We can infer from this that True Fans mostly prefer having physical tickets or be in priority lines regardless of the additional fees that are charged.

Can we predict and help to convert customers to True Fans?

Having the location and purchase behavior of our True Fans we ran a Bayesian Probit Regression Model to try and predict which One Time Buyers could potentially convert to more frequent customers of Ticketmaster. We trained our model on the first purchases conducted by our customers and regressed on market segmentation, category event, number of tickets and ticket price. The regression indicates that the largest positive coefficient for categories are Concerts, but more interestingly the coefficients per state show a similar pattern to the locations of the current True Fans (e.g Purchasing from Illinois makes it more likely to become a more frequent user).

Takeaways:

- Most loyal customers for Ticketmaster are concert goers. The Sports and Art events offered are not doing well enough to keep customers interested.
- Ticketmaster should not only recommend the same kind of events/genres to their new costumers but focus on informing them about the future events of the artists they have already seen.
- Knowing the location of True Fans, which are mostly not the same as where the event happens, Ticketmaster should work with artists to perform closer to or within those states. Not only would they guarantee revenue but could also boost customer loyalty given its easier for them to access these shows.

In conclusion, Ticketmaster's most loyal customers (i.e. the True Fans) are the customers whom consistently purchase tickets for a small group of 'acts' within a single event category.