**Ticketmaster’s True Fans**

Ticketmaster hosts a variety of customers which can be classified into 3 broad categories based on a simple ratio of Total Number of Tickets Purchased / Total Number of Purchases: One-Time Buyers, Scalpers & True Fans.

Categories:

One-Time Buyers 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.

These compromise ~80% of the data.

Scalpers have a ratio which is very high since they buy in excess on every purchase. We had to give a boundary because we know people usually go to these events in groups but if the ratio is above 6 tickets per purchase then consider a scalper.

These compromise ~0.1% of the data so we say scalpers are not a huge issue as we thought they would be in making the ticket market secondary.

True Fans 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.

They compromise ~20% of the data.

How to identify True Fans? Leo

How we find them? Xin

Where they are? Jane Plot

What are their preferences? Lei, Fu

Recommend shows of an artist to a “true fan” of the artist

Recommend the same kind of shows to new costumers