


EDZ Ticketz

Presented By: Diana Ortiz & Skylar Hofmann



EVENT TICKET	
GRAND NATIONAL TOUR: KENDRICK LAMAR AND SZA	
CONCERT	
Willimantic, CT	5.2.2025
83 Windham St	8:30pm

GATE


ROW


SEAT

01

02

03

TICKET NUMBER: 0123456789



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Summary of system/application

- tracks real-time ticket data for different events and concerts
- Could be paired with sites like Ticketmaster and StubHub
- Ticket information, price data, and inventory data is logged and updated in our system in real time
- Tracks info like ticket ID number, price of tickets, date of sale, etc
- Good for creating and analyzing different metrics about the ticket data



How It's Different from Ticketmaster

Ticketmaster (Public)	EZ-Ticketz (Private)
Shows 1 ticket at a time	Shows all tickets sold
Only view your section	All sections & statuses
For Buying	For analyzing & managing
No revenue data	Total revenue, per type

Audience/User identification



- Event Planners & Coordinators
- Concert Promoters & Tour Managers
- Event Producers
- Venue Managers
- Marketing Teams

Why they need it:

- Real time access to sales data, customer trends, and venue occupancy

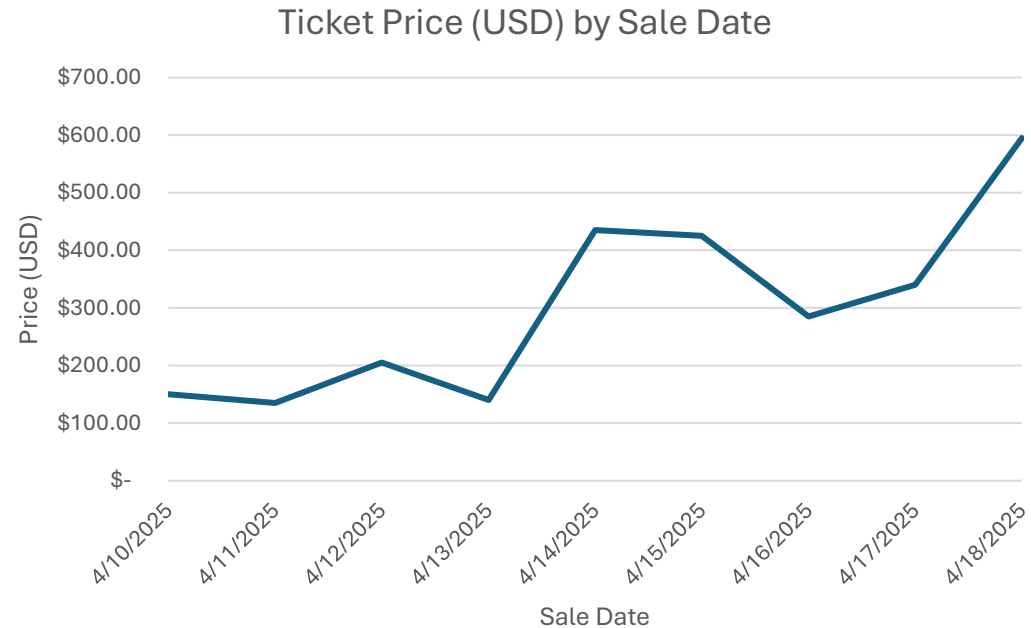
Business Questions

Problem:

When were most tickets sold? Was there an influx on a certain date?

Solution:

- We identified a price spike on April 14, signaling the highest ticket demand. Excel's graphing and average functions revealed this surge, helping planners pinpoint peak sales dates.

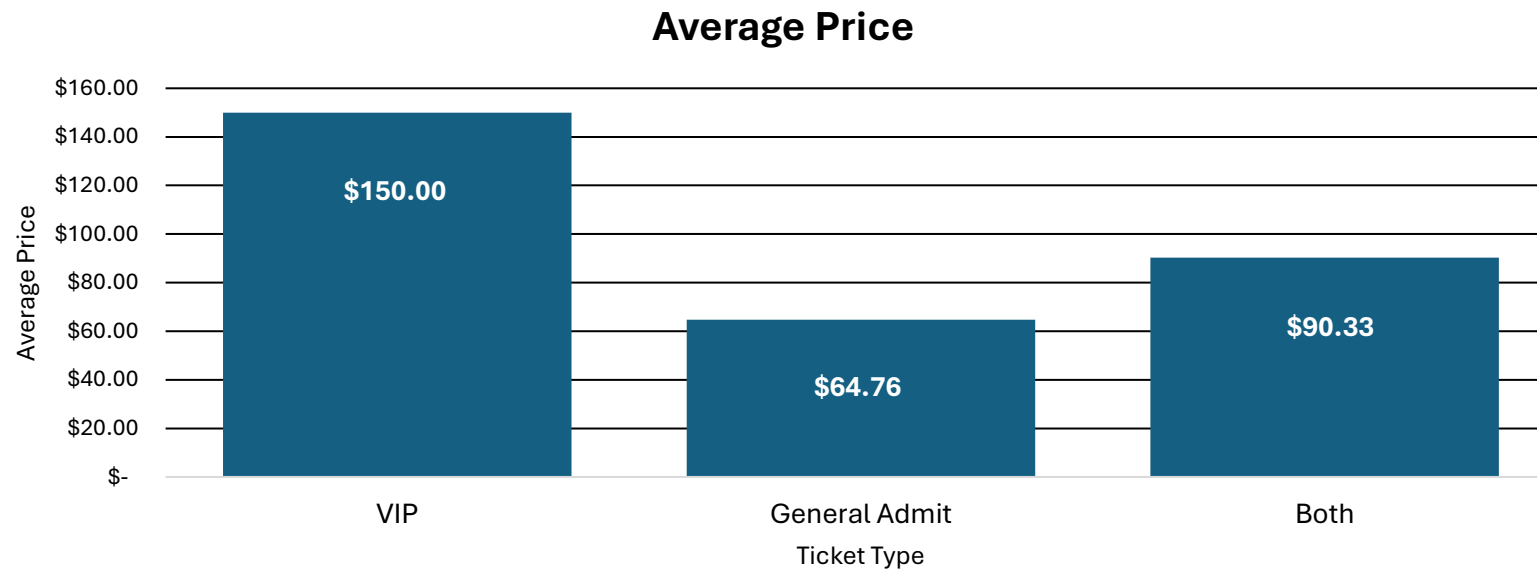


Problem:

What is the average price of a ticket for the event?

Solution:

Our Excel graph breaks down average prices by ticket type—VIP, General, and Overall. This helps event planners and promoters quickly compare pricing levels and understand customer spending behavior, making it easier to adjust future pricing and maximize revenue.



Problem:

Which tickets are available, reserved, or sold? What percentage of total tickets has been sold?

Solution:

Our pie chart clearly shows ticket status:

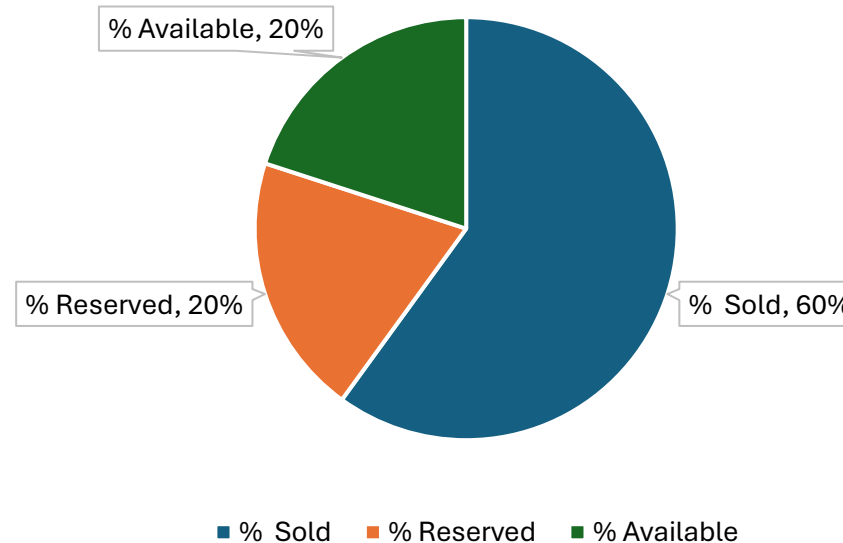
60% Sold

20% Reserved

20% Available

This helps planners monitor inventory in real time and decide when to boost promotions or close sales.

Percentage breakdown of ticket inventory



Problem:

How many General Admission vs. VIP tickets were sold?

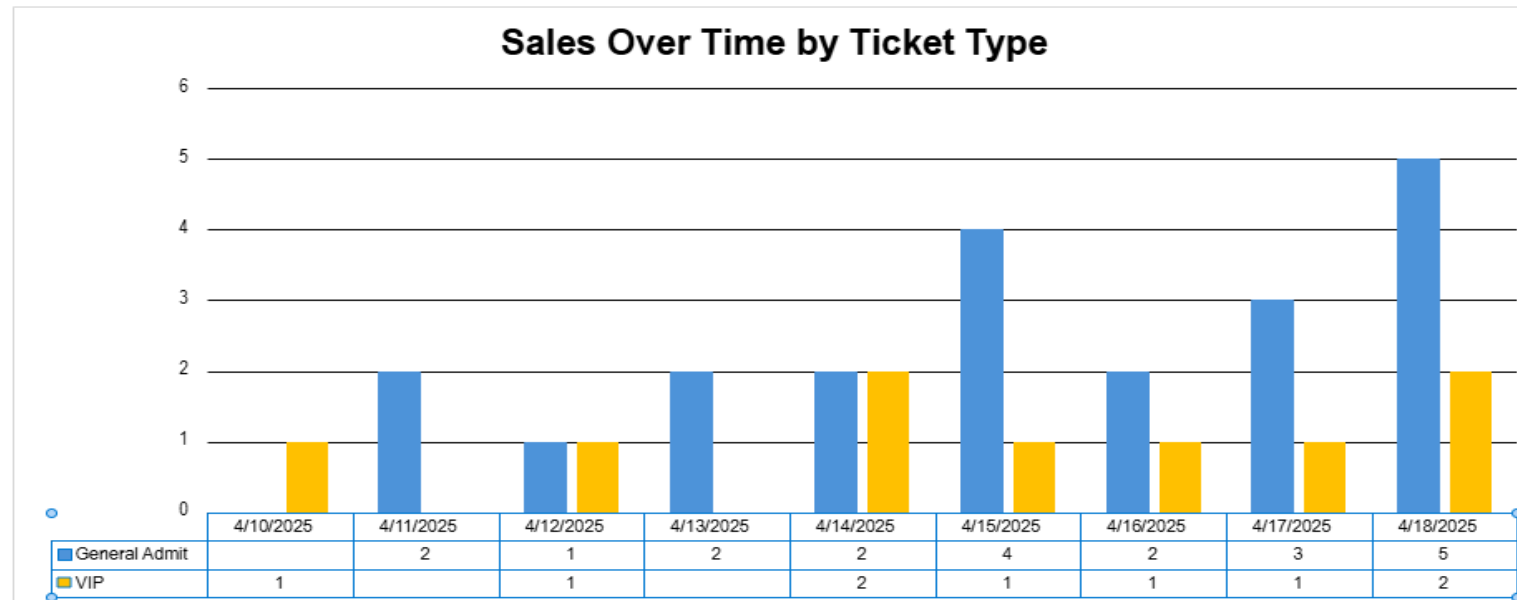
Solution:

Our Excel chart shows ticket sales by type and date:

General Admission sold: 23 tickets

VIP sold: 11 tickets

This breakdown helps planners track demand by ticket type and plan pricing, seating, and marketing strategies more effectively.



Problem:

How much revenue has been made, expected, and left unsold?

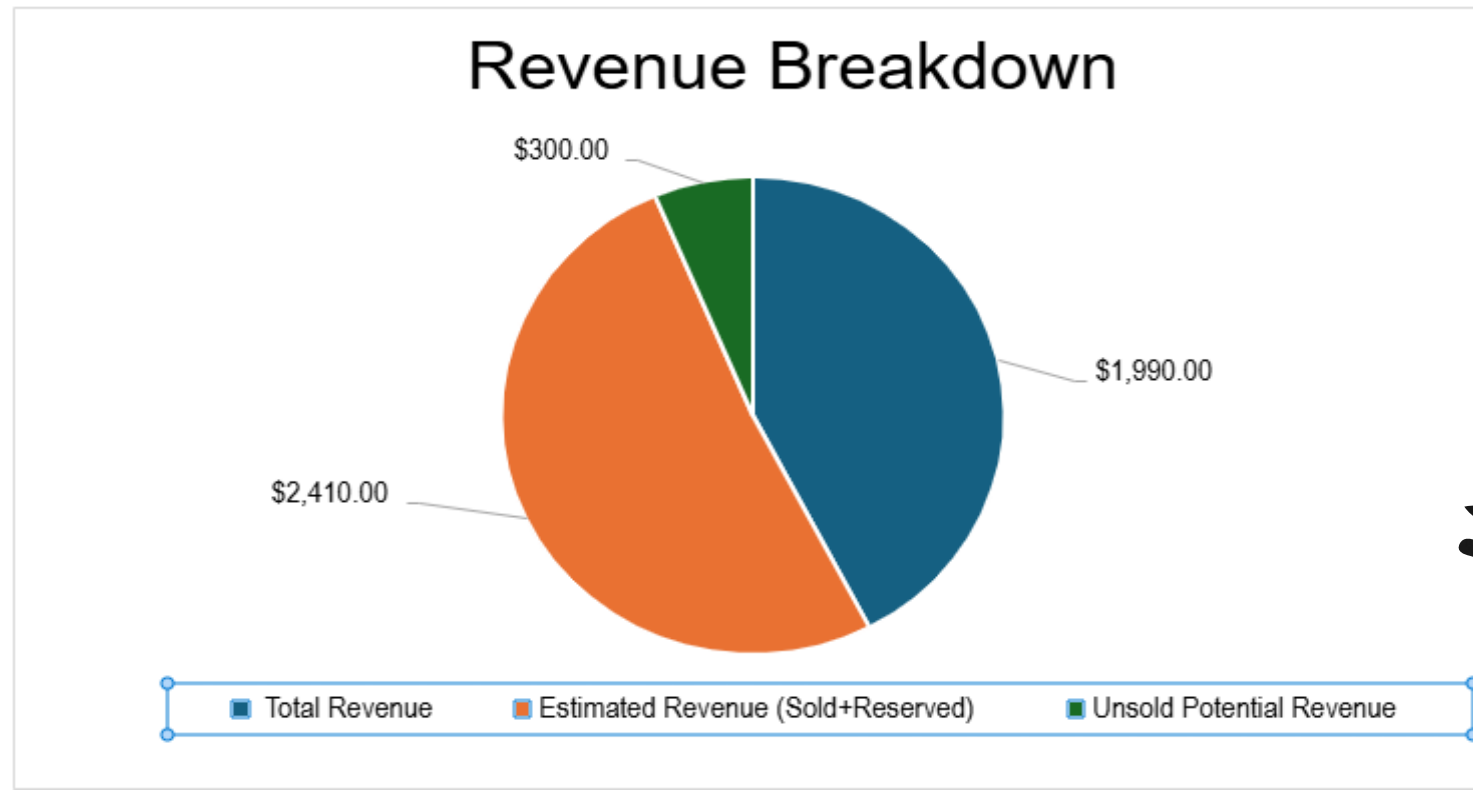
Solution:

Revenue already made (sold): \$1,990

Total expected revenue (sold + reserved): \$2,410

Unsold potential revenue: \$300

This pie chart helps planners and promoters see current income, forecast full earnings, and identify remaining sales opportunities to act on.



Review of features and business question/problem that each feature will solve

2	TCKT1001	Alex Johnson	A12	Floor	\$	150.00	4/10/2025	VIP	Sold
3	TCKT1002	Maria Gomez	B05	Lower	\$	85.00	4/11/2025	General Admit	Sold
4	TCKT1003	James Lin	C23	Upper	\$	50.00	4/11/2025	General Admit	Available
5	TCKT1004	Sarah Khan	A13	Floor	\$	150.00	4/12/2025	VIP	Sold
6	TCKT1005	Ryan Lee	D02	Upper	\$	55.00	4/12/2025	General Admit	Reserved
7	TCKT1006	Olivia Smith	B06	Lower	\$	85.00	4/13/2025	General Admit	Sold
8	TCKT1007	Joshua Carr	C24	Upper	\$	50.00	4/14/2025	General Admit	Available
9	TCKT1008	Kevin Wu	A14	Floor	\$	150.00	4/14/2025	VIP	Sold
10	TCKT1009	Emma Davis	D03	Upper	\$	55.00	4/13/2025	General Admit	Sold
11	TCKT1010	Zoe Chen	B07	Lower	\$	85.00	4/14/2025	General Admit	Reserved
12	TCKT1011	Liam Brooks	A15	Floor	\$	150.00	4/14/2025	VIP	Sold
13	TCKT1012	Ava Patel	B08	Lower	\$	85.00	4/15/2025	General Admit	Sold
14	TCKT1013	Noah Smith	C25	Upper	\$	50.00	4/15/2025	General Admit	Available
15	TCKT1014	Mia Nguyen	D04	Upper	\$	55.00	4/15/2025	General Admit	Sold
16	TCKT1015	Lucas Hall	A16	Floor	\$	150.00	4/15/2025	VIP	Sold
17	TCKT1016	Isabella Lopez	B09	Lower	\$	85.00	4/15/2025	General Admit	Reserved
18	TCKT1017	Elijah Brown	C26	Upper	\$	50.00	4/16/2025	General Admit	Available
19	TCKT1018	Sophia Carter	A17	Floor	\$	150.00	4/16/2025	VIP	Sold
20	TCKT1019	Benjamin Wilson	B10	Lower	\$	85.00	4/16/2025	General Admit	Sold
21	TCKT1020	Chloe Martinez	D05	Upper	\$	55.00	4/17/2025	General	Reserved

Used conditional formatting data bars on the ticket prices to visually show the most expensive and cheaper tickets

Used conditional formatting to highlight VIP ticket cells as a gold color

Used conditional formatting to highlight available tickets green, reserved ones yellow, and sold tickets red

Continued

MIN and MAX formulas used to show range of ticket prices

Used AVG function to find average ticket price

Used SUM function to calculate the total revenue across all tickets

Used SUM function to calculate the estimated revenue (sold tickets + reserved tickets)

Used SUM function to calculate unsold potential revenue from the “available” tickets

	A	B	C	D	E	F
1	Minimum Price ▾	Maximum Price ▾	Average Price ▾	Total Revenue ▾	Estimated Revenue (Sold+Reserved) ▾	Unsold Potential Revenue ▾
2	=MIN('Ticket Data'!	=MAX('Ticket Data'!	=AVERAGE('Ticke	=SUMIFS('Ticket D	=SUMIFS('Ticket Data'!E:E, 'Ticket Data'!	=SUMIFS('Ticket Data'!E:E, 'T

Continued



Used COUNTIF function to calculate total tickets sold, tickets reserved, tickets available

Used COUNTA function to calculate overall total tickets

Used COUNTIF to calculate percentage of total tickets sold, percentage of tickets reserved, percentage of tickets available

	A	B	C	D	E	F	G
1	Tickets Sold	Tickets Reserved	Tickets Available	Total Tickets	% Sold	% Reserved	% Available
2	=COUNTIF('Ticke	=COUNTIF('Ticket	=COUNTIF('Ticket	=COUNTA('Ticket	=COUNTIF('T	=COUNTIF('Ticket	=COUNTIF('

Excel Sheet

EZ Tickets Info
Management.xlsx