

PURDUE UNIVERSITY



CROSSROADS 2024

KRANNIELS SCHOOL OF BUSINESS

Chu-Yun Hsiao, Chun-Yi Chiang,
Hsiang-Yu Wang, Yi-Chun Huang, Yu-Hui Lin

PURDUE UNIVERSITY



CCAC 24

KRANNIELS SCHOOL OF BUSINESS

MEET THE TEAM

Kranniyels School of Business



**CHU-YUN
HSIAO**



**CHUN-YI
CHIANG**



**HSIANG-YU
WANG**



**YU-HUI
LIN**



**YI-CHUN
HUANG**

Agenda

1 INTRODUCTION

2 EDA

3 FEATURES

4 MODEL

5 CONCLUSION

Agenda

1

INTRODUCTION

2

EDA

3

FEATURES

4

MODEL

5

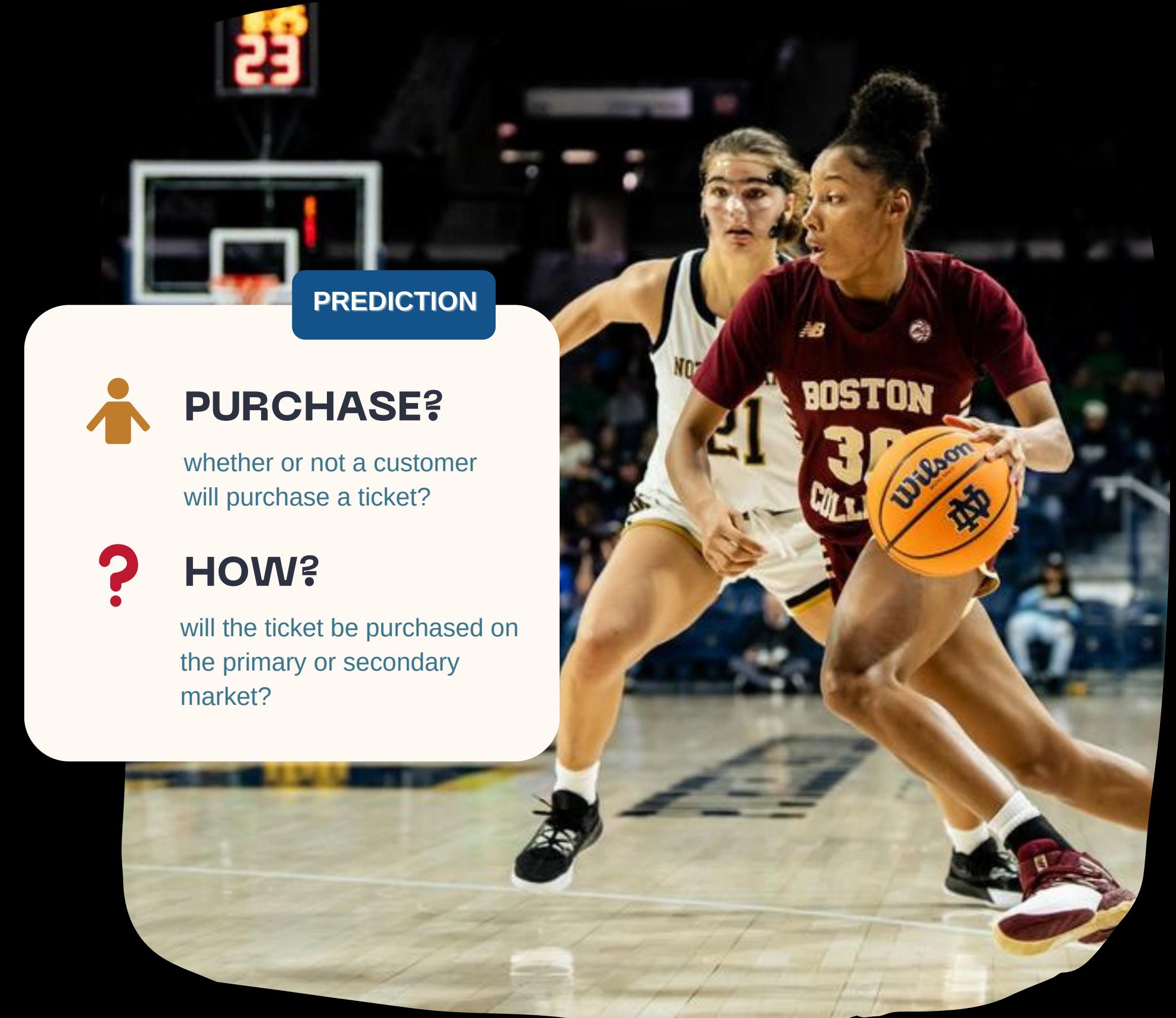
CONCLUSION

Problem Statement

The NCAA wants to optimize ticket sales for its championships by predicting customer behavior.

EDA

MODEL



PREDICTION



PURCHASE?

whether or not a customer will purchase a ticket?



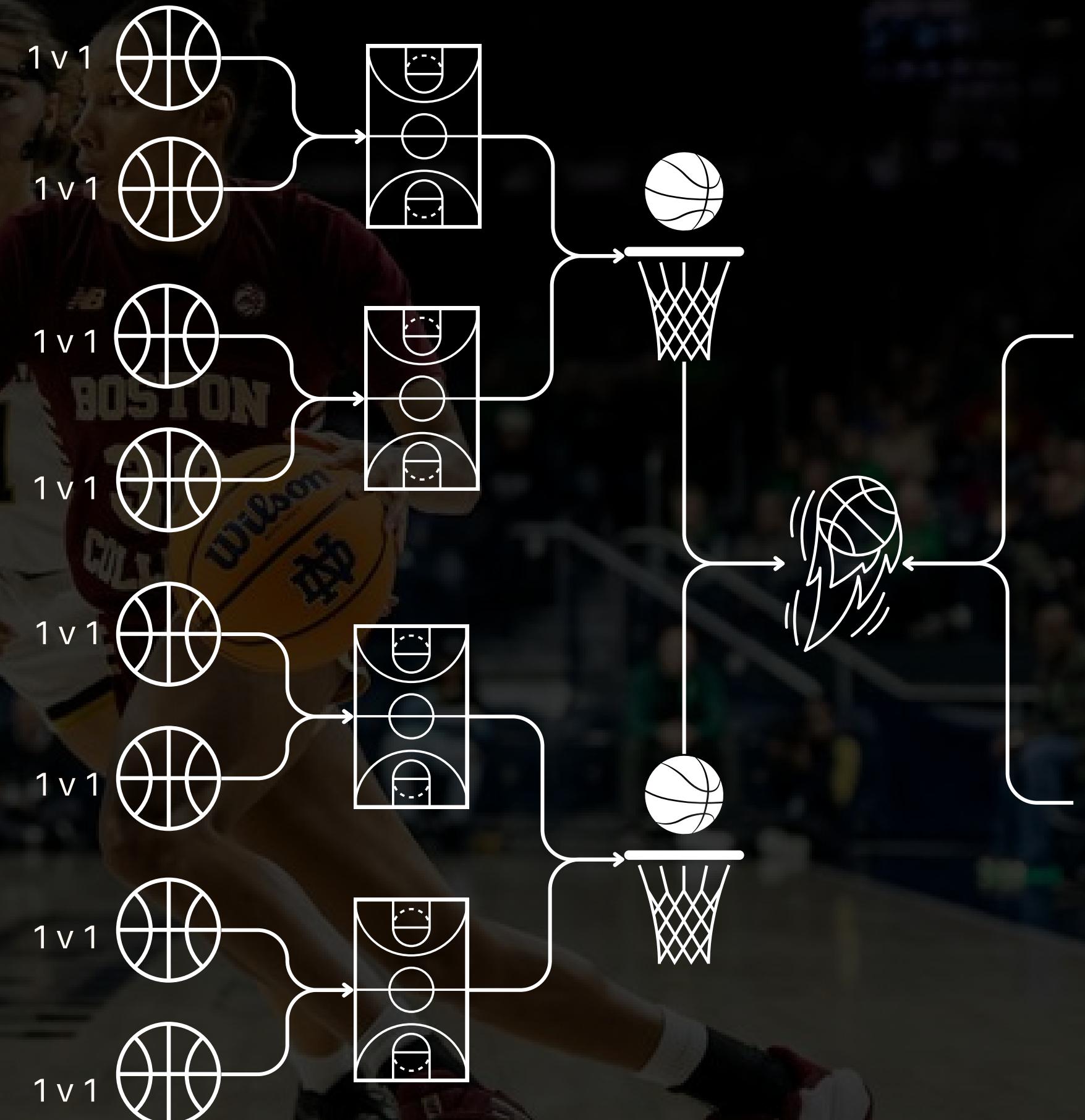
HOW?

will the ticket be purchased on the primary or secondary market?

Tournament Procedure

1.GREENVILLE

2.SEATTLE



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Agenda

1

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CONCLUSION

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EVENT INFORMATION CUSTOMER INFORMATION

CATEGORICAL

Dummy Variables

DATE

Year/Month/weekday

Agenda

1 INTRODUCTION

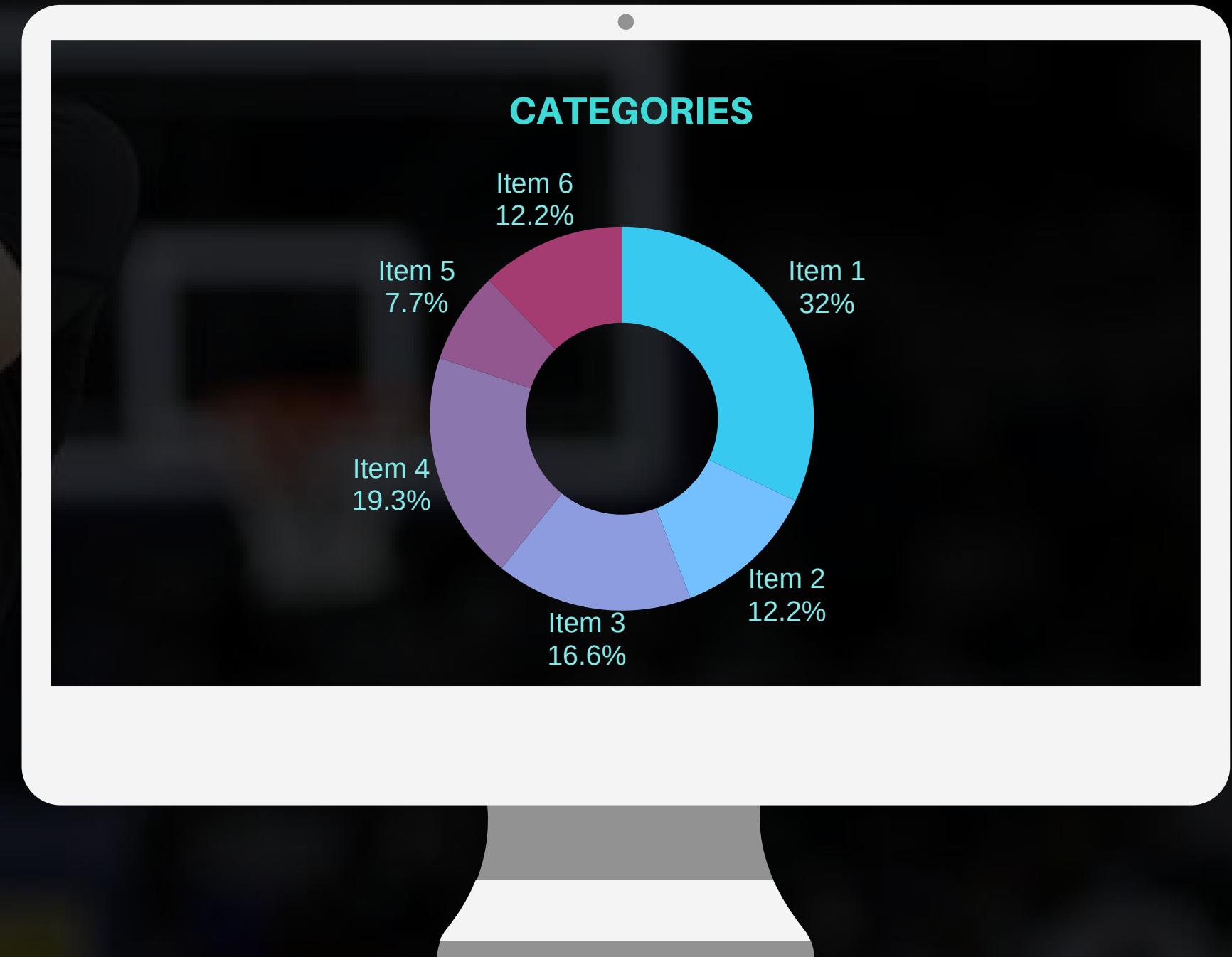
2 EDA

3 FEATURES

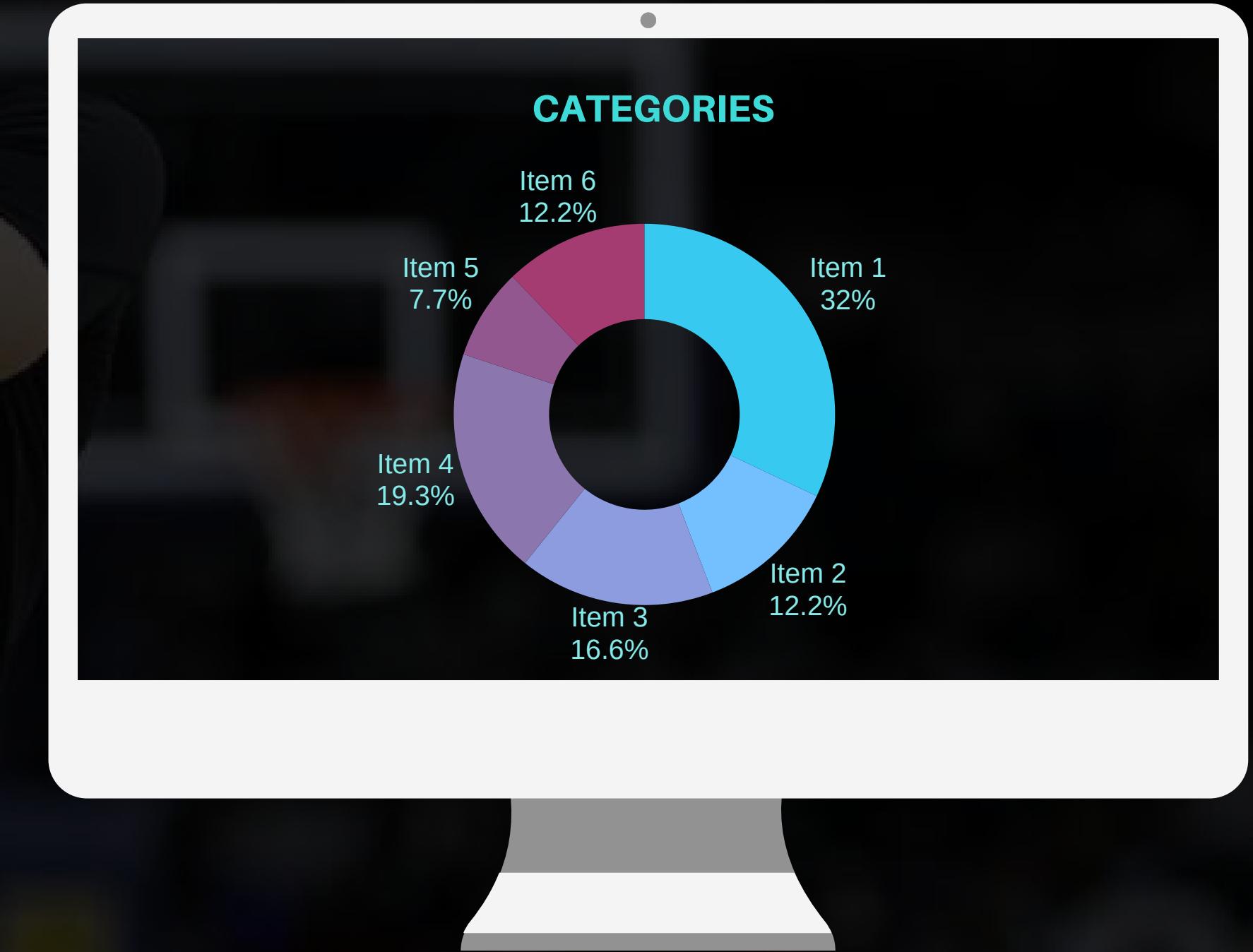
4 MODEL

5 CONCLUSION

MODEL 1



MODEL 2



Agenda

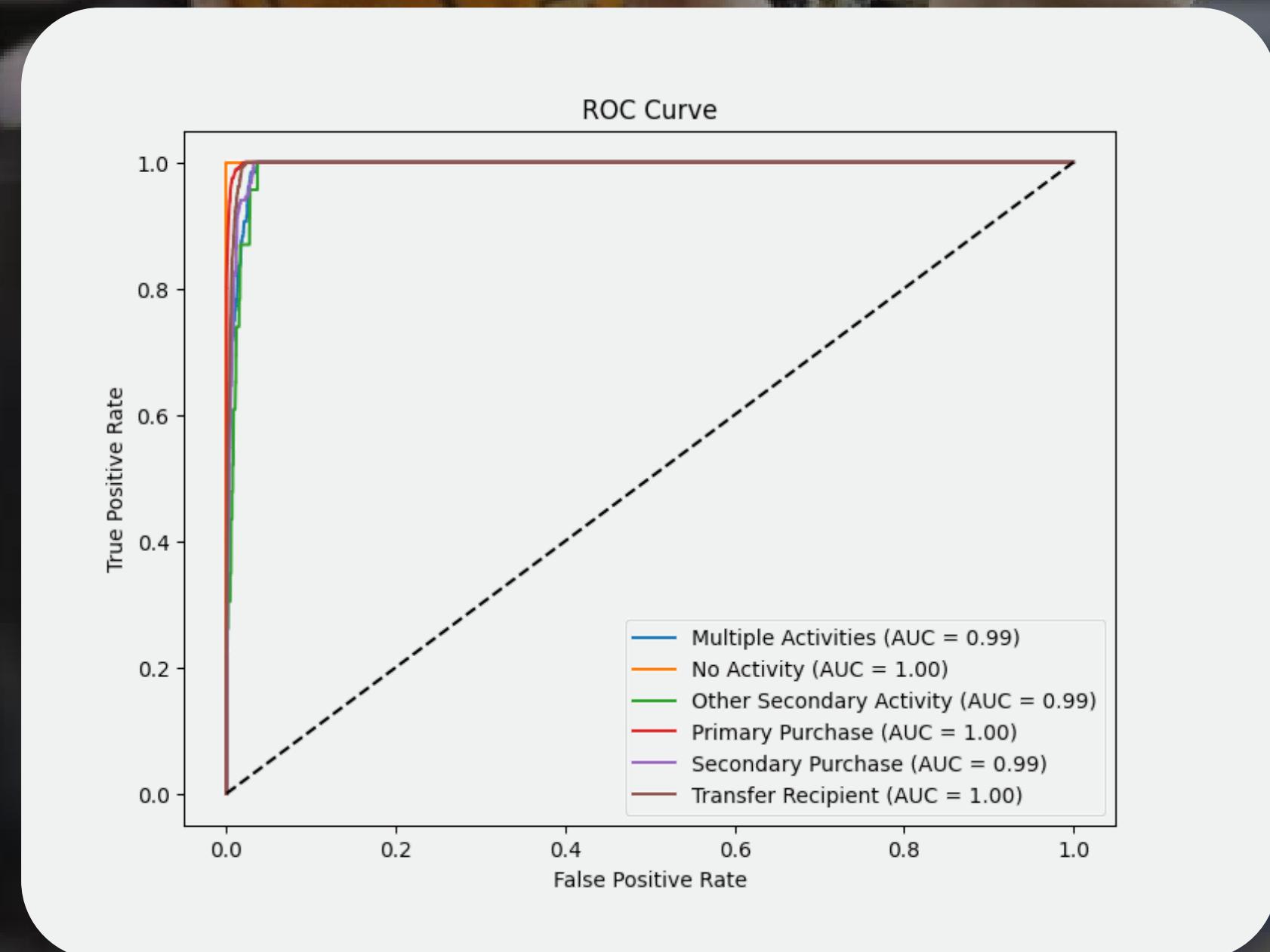
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98.83%

Validation Set Accuracy



THANK YOU