

## SUMMARY

The goal of this analysis was to leverage historical gig data to maximize future tour revenue. Our predictive modeling (XGBoost) revealed that a one-size-fits-all approach to pricing and scheduling is leaving money on the table. By tailoring strategies to specific venue profiles—particularly the counter-intuitive "Snob Effect" at Venue Gamma—the tour can significantly increase profit margins while simultaneously boosting crowd satisfaction.

## PRICING RECOMMENDATIONS

Based on the XGBoost model's feature importance and regression analysis, an aggressive High-Price Strategy for all future bookings at Venue Gamma is recommended.

### Action Plan:

1. Eliminate Early Bird Discounts: Remove all "early bird" or promotional discount tiers for this venue. These lower price points statistically correlate with lower crowd energy.
2. Increase Base Ticket Price: Raise the standard entry fee by 20% to 30% above the tour average.
3. Market "Exclusivity": Rebrand V\_Gamma slots as VIP or Limited Access events to justify the price hike psychologically.

## FINANCIAL PROJECTION

By aligning the pricing strategy with the unique behavioral profile of the V\_Gamma audience, we project a dual benefit:

- Direct Revenue: A 20-30% increase in gross ticket sales revenue per event (assuming attendance remains stable, which the data supports).
- Indirect Revenue: Higher energy crowds correlate with longer stay times, leading to increased secondary spend (bar and merchandise).

## VERDICT

Venue Gamma is an anomaly where standard economic theory (lower price = higher demand) does not apply. The most profitable strategy is to treat it as a luxury product. Raise the price to raise the energy.