SUPERANOVA

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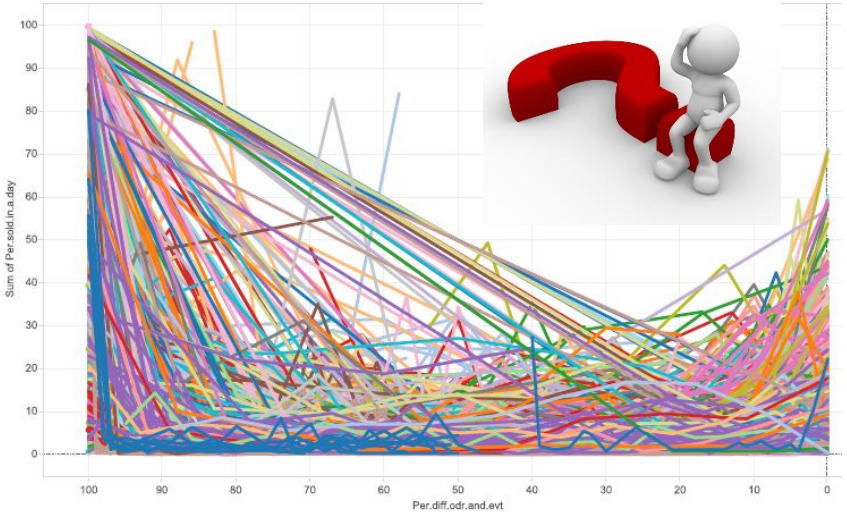
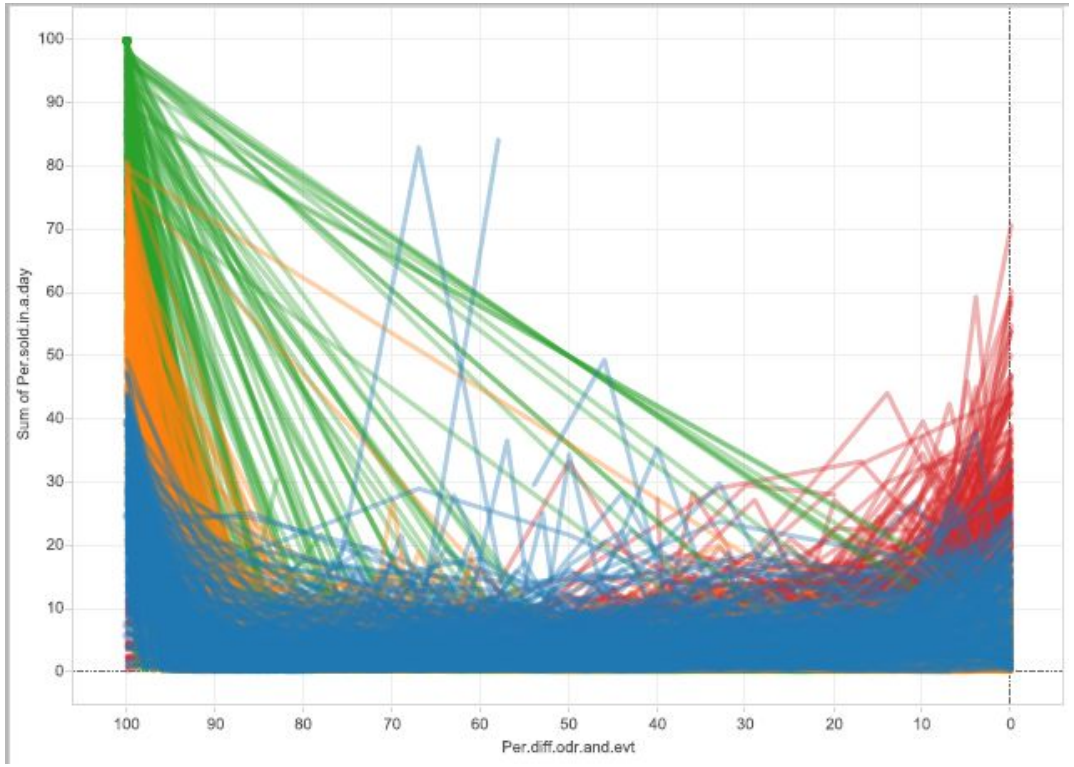
CLUSTERING OF TICKET SALES



% of tickets sold vs % of time before the event

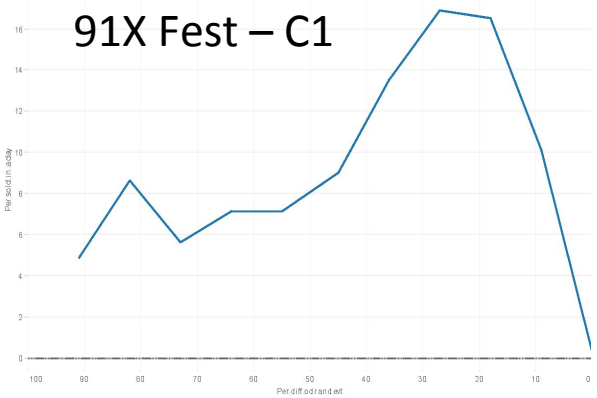
K MEANS CLUSTERING



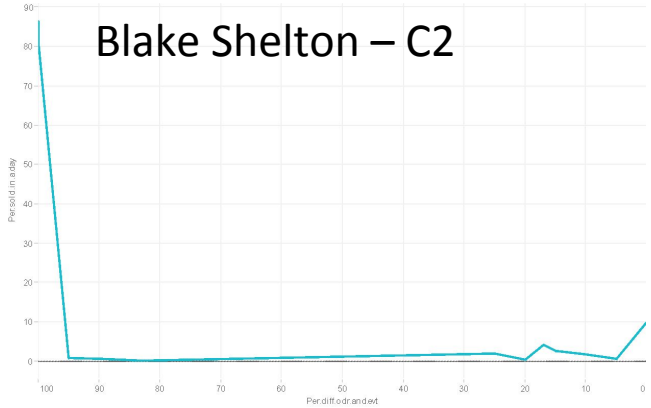
Cluster #1 : Double DIP/PEAK
Cluster #2 : Early Peak and stable all through
Cluster #3 : Early Peak and bumpy all through
Cluster #4 : Late peak

Examples of performers divided into clusters

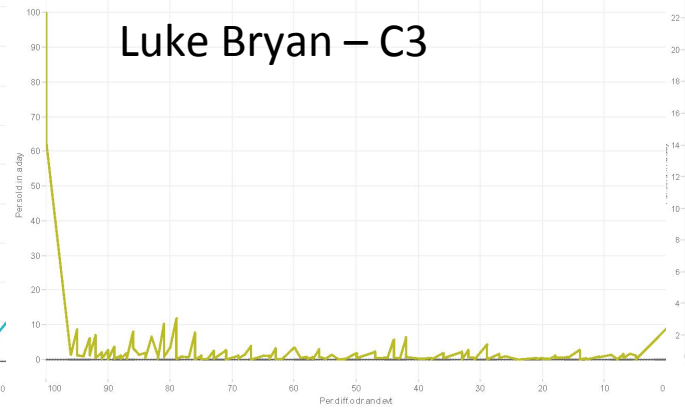
91X Fest – C1



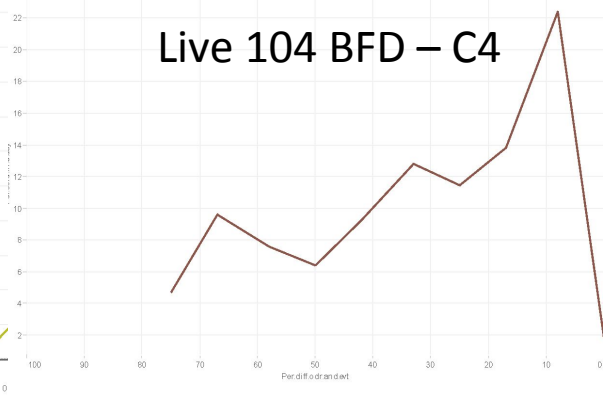
Blake Shelton – C2



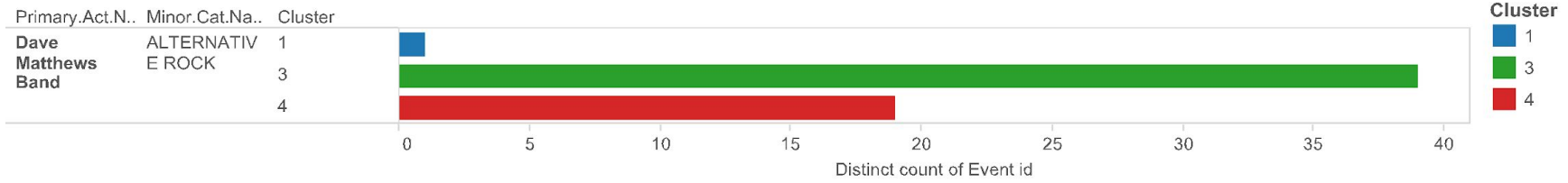
Luke Bryan – C3



Live 104 BFD – C4

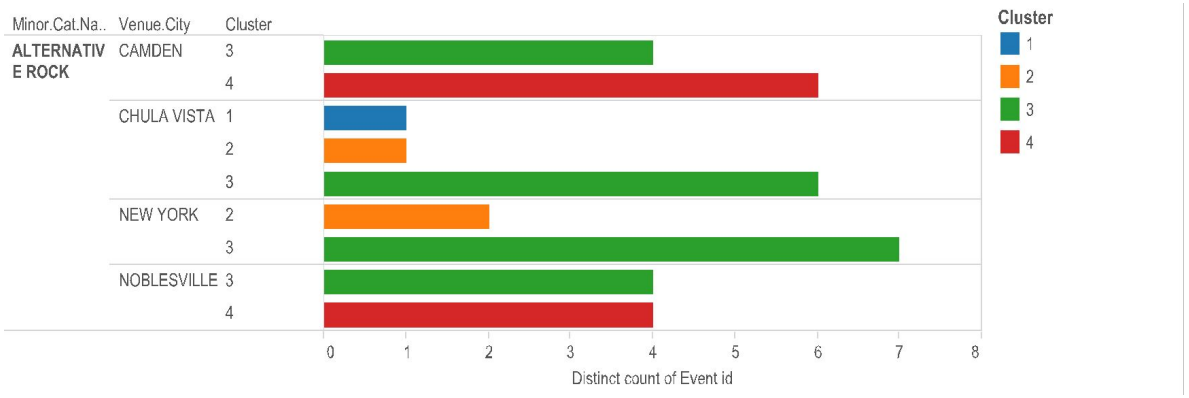


PREDICTING THE BUYING PATTERN FOR A PARTICULAR ARTIST IN A SPECIFIC CITY



This graph shows the buying patterns of Dave Matthews band concerts. They mostly (66%) belong of early peak cluster

The graph here shows the response of 4 cities to the Alternate Rock category. We see that the response is varied ranging from early peak in New York and Chula Vista to mixed response in Camden and Noblesville. The two graphs can then help to predict the response Dave Matthews might receive in these cities.



This plot confirms our finding from the above two graphs. The Concert in Chula Vista was sold out early for Dave Matthew. In the cities of Camden and Noblesville the response was not a clear early peak or late peak (an indication we got from plot 2).
We can conclude, New York may be a good city to sell Dave Matthews tickets for a high price early on.

CONCLUSIONS

- There are 3 Categories in the sales data
- These can be used to predict the popularity of artist in a new area before the artist even performs depending on the genre of the artist
- Dynamic pricing of an event can be made possible even before sales start as you know the buying patterns for a particular genre in a particular city