Name: Cleo Pollinger

Project Name: Analyzing Fan Engagement and Ticket Pricing Trends Across U.S. Concert Venues

GitHub Repository: https://github.com/cleopollinger/proposal

Job Description

The Data Visualization (LiveAnalytics) Intern at Ticketmaster supports the Global Sales Operations team in designing and building dynamic dashboards using Amazon QuickSight. The role focuses on transforming complex datasets into clear and insightful visualizations that help drive decision-making for clients in the live event space.

Why This Job?

This internship aligns perfectly with my interests in data storytelling and passion for live events. I selected this job because it uniquely blends real-world business analytics with creative, user-focused dashboard design. It's an exciting opportunity to make a measurable impact while growing my technical and communication skills.

Relevance to Career Goals

As a student double-majoring in Information Systems & Business Analytics and Economics, my goal is to work at the intersection of data analysis, technology, and social behavior. This role offers hands-on experience with tools like SQL and QuickSight, supporting my pursuit of a career in data-driven consulting or business intelligence.

Personal Interest

I'm drawn to this internship because of Ticketmaster's impact on the live entertainment industry and its commitment to innovation. The opportunity to contribute to fan engagement strategies and work with real client data makes this a meaningful step in my professional journey.

Problem

Problem to Solve:

How do fan engagement trends and average ticket pricing vary by region, artist genre, and venue capacity—and how can these insights be used to inform smarter marketing and pricing decisions?

Relevance to Job:

This question aligns closely with the internship's focus on dashboard development and data storytelling. It involves optimizing data visualizations to extract actionable insights for Ticketmaster's internal teams and clients.

Feasibility:

This problem can be effectively explored through SQL-based data manipulation, a Python-based data engineering pipeline (for cleaning and merging), and visualization via Amazon QuickSight or Power BI.

Data Sources

1. **API:**

- **Source:** Ticketmaster Discovery API
- **Data:** Event listings, ticket pricing, venues, genres
- **Collection Method:** REST API calls using Python's requests library

2. **Web Scraping:**
   - **Source:** Pollstar.com or Setlist.fm
   - **Data:** Artist tour dates, setlists, venue sizes
   - **Collection Method:** Python's BeautifulSoup for HTML parsing

Relevance:

These data sources provide a rich foundation to evaluate pricing trends and fan engagement across venues. The combined dataset will enable exploration of relationships between artist popularity, venue characteristics, and ticket value.

Solution

To solve this problem, I'll build a pipeline that ingests and combines data from both sources. SQL will be used to create derived tables on key metrics such as average ticket price by genre or region, fan attendance, and venue popularity. These metrics will then be visualized through interactive dashboards in Amazon QuickSight, focusing on usability and storytelling. Visual elements will include heat maps of regional pricing trends, genre popularity by city, and a timeline view of tour performance.