

## RECOMMENDATION

### Executive Summary

The Afro Express analysis reveals strong demand from a concentrated core audience in Texas, especially Austin, with balanced gender engagement and clear temporal purchasing patterns. Most attendees are young working professionals or students who make spontaneous or last minute purchases, typically in the afternoon or evening hours.

The challenge isn't awareness it's timing, conversion, and urgency.

The goal is to activate earlier ticket sales, attract group buyers, and scale interest beyond Texas.

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### Key Behavioral Insights

#### Purchase Timing

- Average ticket purchase: 5 days before the event.
- 50% of sales occur on or the night before the event.
- Purchasing spikes in the evening (40%) and afternoon (30%).
- Cluster 0: Early planners (buy 14 days ahead).
- Cluster 1: Last-minute buyers (buy < 7 days ahead).
- Cluster 2: Group/high-value buyers (buy close to event but spend most).

#### Geography

- Texas is the dominant state especially Austin, San Antonio, Houston, and Dallas.
- Out of state engagement appears in New York and Georgia, offering small expansion potential.

#### Demographics

- Balanced gender mix, campaigns should remain inclusive.
- Names suggest an Afro-diasporic audience, many of whom are African-American or African immigrants with strong cultural affiliation to Afro centric experiences.

#### Ticket & Sales Patterns

- Single ticket purchases dominate, but clusters indicate small group purchases are growing.
- Average spend per order is higher among late buyers due to last minute price increases.

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### Data-Driven Recommendations

#### Optimize Timing and Conversion

Objective	Strategy	Data Justification
Drive early purchases	Offer 30 day pre-sale or earlybird discounts, expiring two weeks before event.	Cluster 0 and 1 differences show some buyers plan early but need incentive.
Capture late buyers efficiently	Deploy “Last-Chance” social, email and SMS campaigns starting 10 days before event, peaking 48 h before.	50%+ of buyers purchase within last week.
Align with active hours	Schedule paid ads, influencer posts, and email drops between 5 PM – 10 PM.	Highest ticket purchase hours are evening and afternoon.

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#### Deepen Presence in Texas

- **Austin as the hub:** center campaigns and partnerships here (local bars, campuses, Afro-fusion restaurants).
  - **San Antonio and Houston:** secondary audiences retarget Austin ad viewers who live in these cities.
  - **Geo-targeted ads:** run on Instagram, Snapchat, and TikTok for Texas ZIPs with historical purchase density.
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#### Scale Group & High-Value Buyers

- Introduce **“Bring 3 Get 1 Free”** or **bundle discounts** 10 days before event.
- Add **group checkout features** on ticket site to ease multiple purchases.
- Use **cluster based retargeting:**
  - Cluster 2 → Group deals.
  - Cluster 1 → Urgency countdowns.
  - Cluster 0 → Exclusive early-bird access.

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### Strengthen Messaging & Experience

- Emphasize community, Afro-vibes, and cultural connection, this audience values belonging as much as entertainment.
  - Use balanced visuals representing both genders and diaspora styles.
  - Integrate video testimonials or recap reels from AfroTech-adjacent events to boost trust and nostalgia.
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### Retention & Data Activation

- Link email addresses across events to track repeat attendees.
  - Reward repeat buyers with loyalty points or early-access codes.
  - Use machine-learning clustering continuously to monitor shifts in behavior (e.g., new cities showing traction).
  - Collect more data details for better accuracy; gender, Age, Occupation, ethics, etc
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### Tactical Rollout Plan (A three Weeks plan)

Week	Focus	Actions
Week 1	Awareness	Re-activate past buyer lists via email/SMS, launch teaser ads in Austin & Houston.
Week 2	Conversion	Release early-bird countdown, group-ticket offers, and local influencer content.
Week 3	Urgency	Shift messaging to “almost sold out,” run retargeting ads from 5 PM onward, push night-before reminders.

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### Closing Summary

Analysis shows Afro-Express has a loyal but time-sensitive base.

To grow audience size and revenue:

- **Capitalize on timing:** mirror user purchase patterns.

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- **Leverage clustering insights:** personalize outreach.
- **Double down on Texas:** deepen the local network.
- **Reward repeat buyers:** turn one time attendees into community advocates.