

Ticket Segmentation

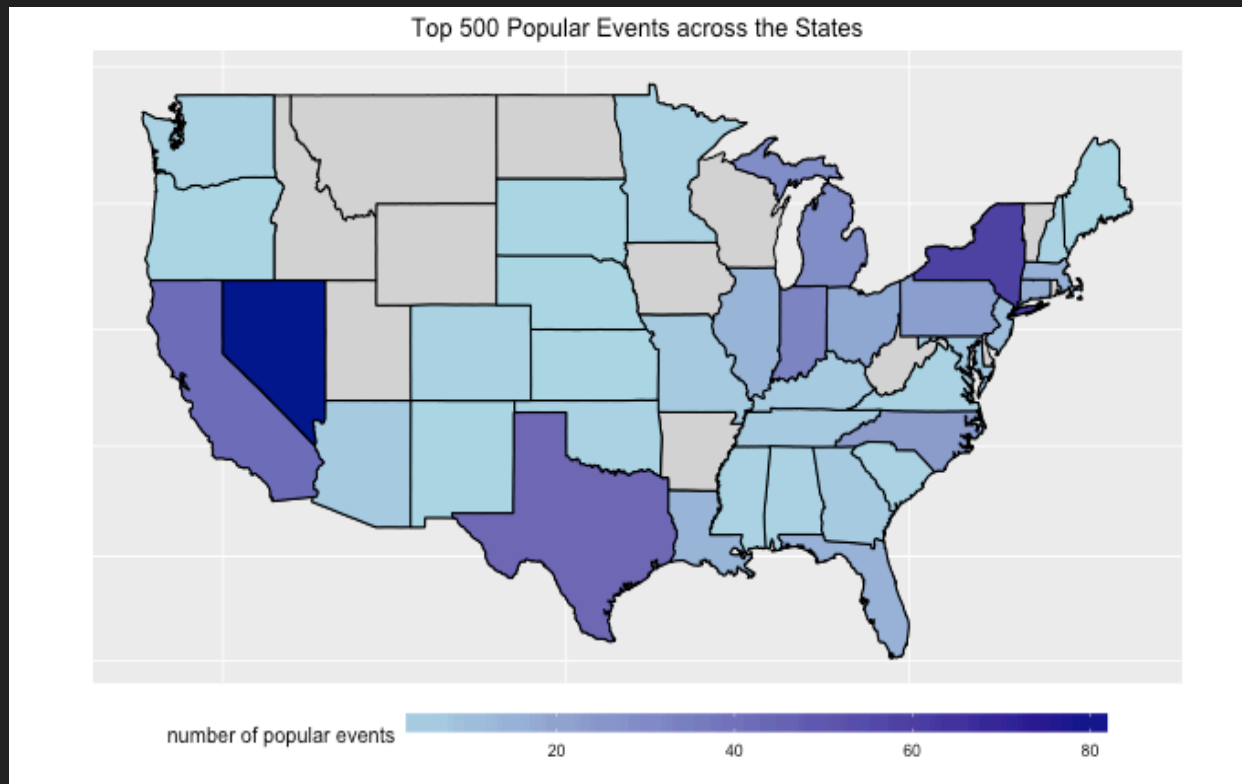
Data Addiction

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April 3rd, 2016

Top 500 Popular Events Across the States



Cross State Popularity Segmentation by Event

- Popularity = Cross State Sold Percentage
- Target Locations:
 - Nevada
 - New York
 - California
 - Texas
 - Indiana

Ticket Price and Cross-State Selling

Cross State
Sold
Percentage

70% - 90%

50% - 70%

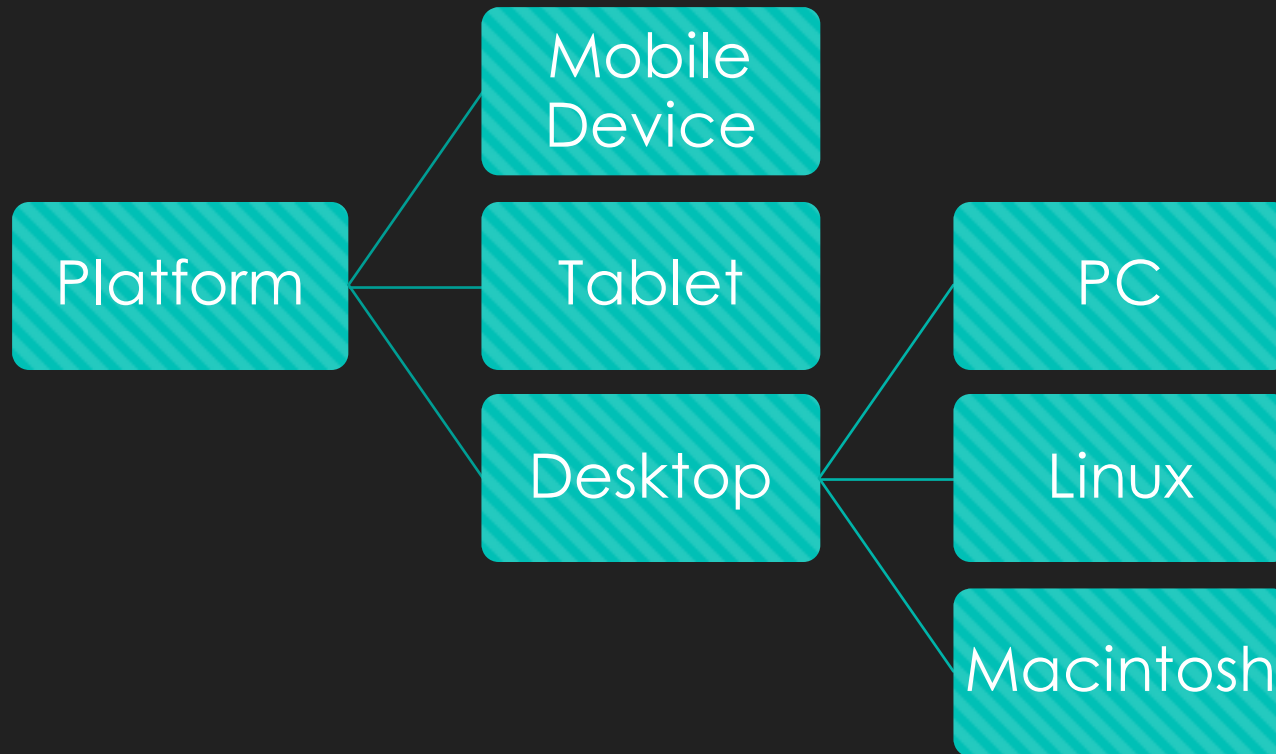
30% - 50%

10% - 30%

< 10%

- The Average Price:
 - 50% - 70% > 10% - 50% > other segmentations
- Total Number of Ticket Selling:
 - 50% - 70% > 30% - 50% > 70% - 90%
- Max Ticket Price:
 - <10% has the highest ticket price

Ticket Price and the Platform & Device



Platform

- Average Price Selling:
 - mobile > desktop >> tablet
- Average Quantity of Ticket Sold:
 - mobile > desktop >> tablet

Device

- Average Price Selling:
 - Apple > Samsung > Other Brandings
- Average Quantity of Ticket Sold:
 - Apple > Samsung > ZTH > Sharp