

# Ticket Segmentation

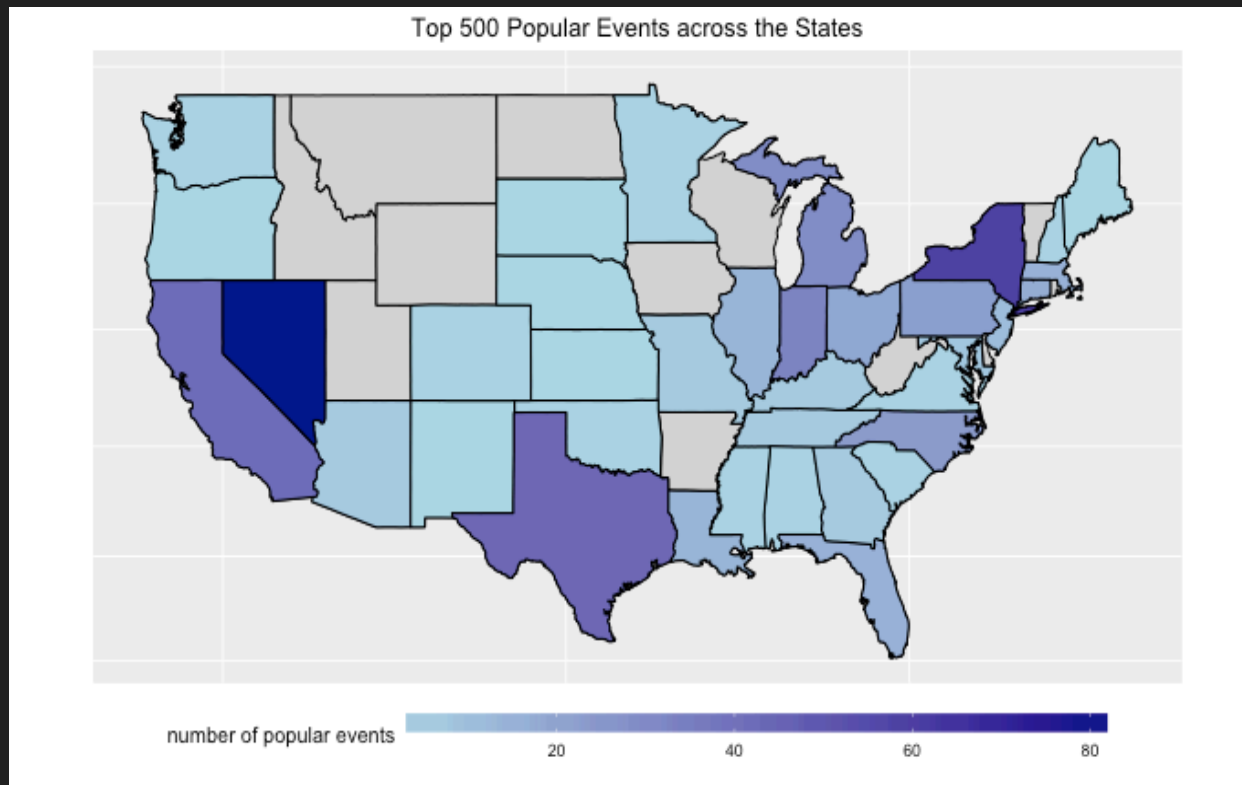
## Data Addiction

QI Wang, Shijia Bian, Mengrun Li, Yaqian Cheng, Yuan Gao

Duke University

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# 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%

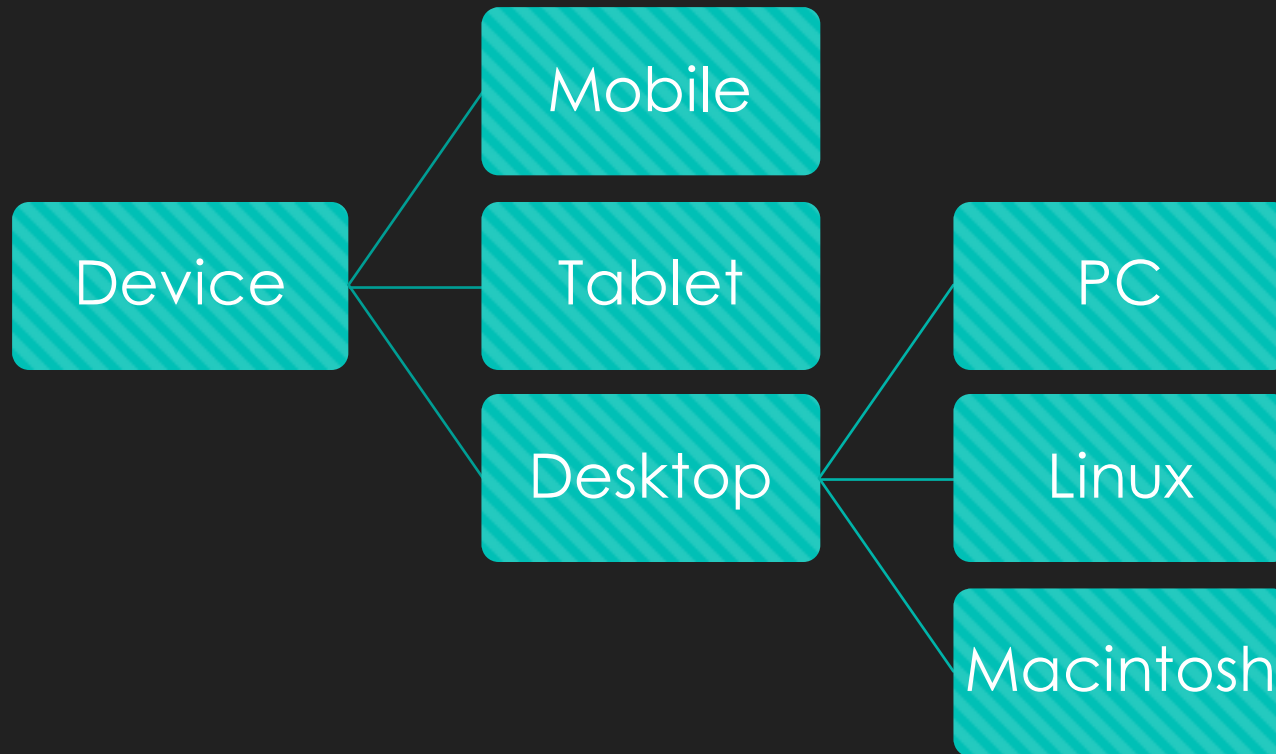
30% - 50%

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