

# Ticket segmentation

## Data Addiction

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

# Ticket Price and Cross-State Selling

Cross State  
Price Sold  
Percentage

70% - 90%

50% - 70%

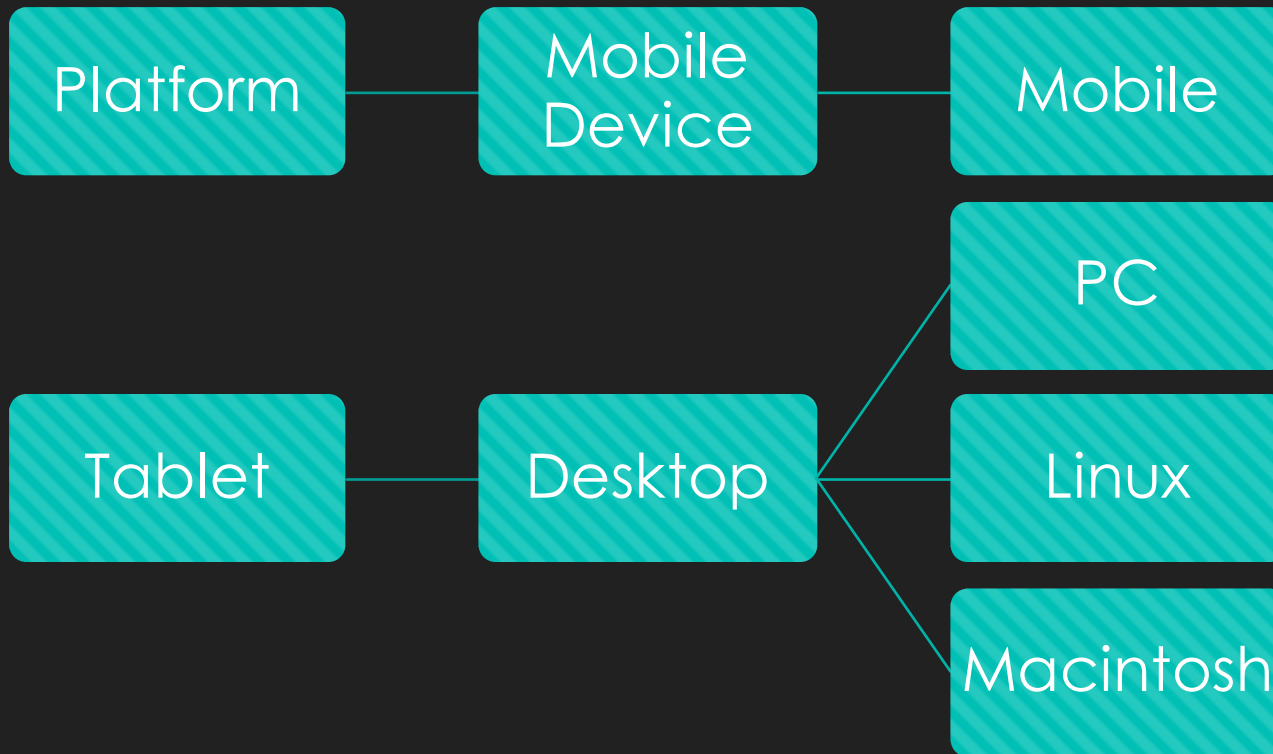
30% - 50%

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



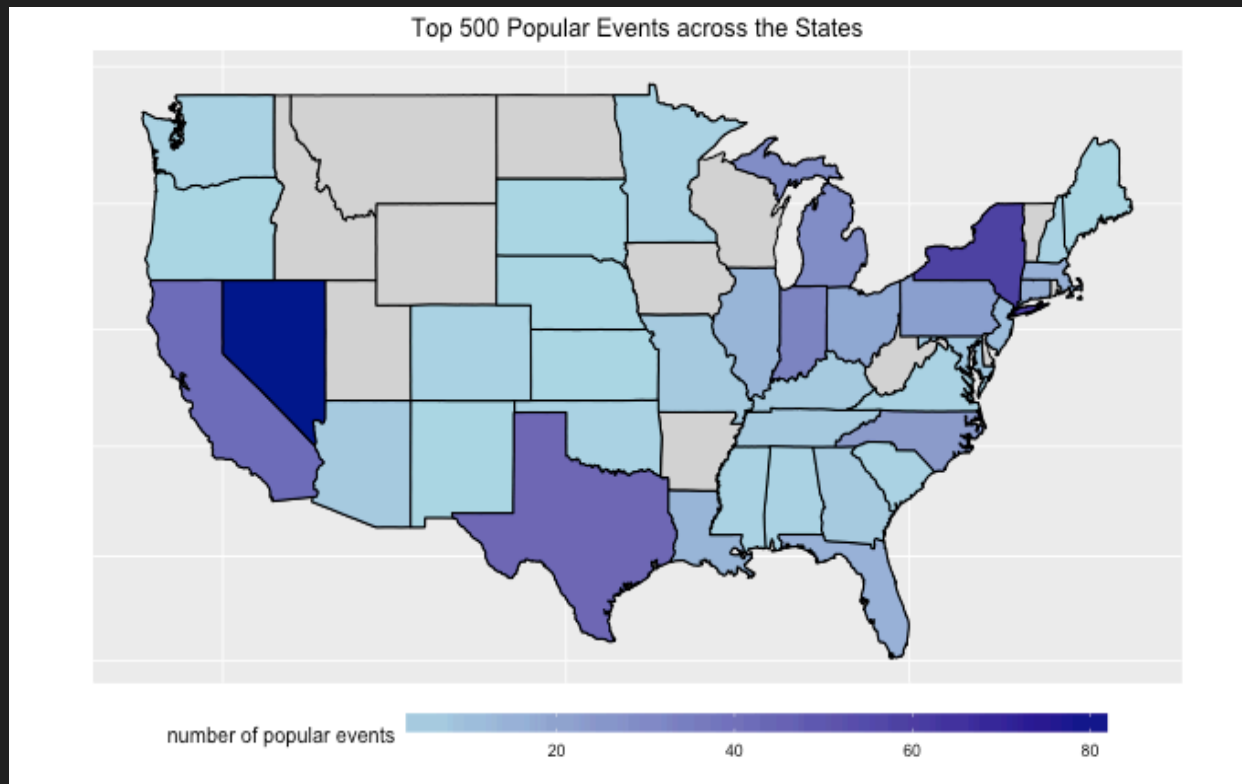
## Platform

- 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

# Top 500 Popular Events Across the States



Cross State Popularity Segmentation by Event

Popularity = out of state ratio

Target locations:

- Nevada
- New York
- California
- Texas
- Indiana