

Ticketmaster's House

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<https://github.com/kevinkissinger/isba-4715-project>

The pitch

As a Data Analyst for Ticketmaster Music, I am helping them become a leading seller of tickets for house music events in Los Angeles by analyzing the top genres of house music and the top venues in the area to provide recommendations.



What's the problem?

- House music is a beloved, popular genre of EDM
- There is an event every weekend for house music in LA
- Ticketmaster is rarely the lead seller for initial tickets
- DICE and AXS are in charge of the initial ticket sales for many of these events
- Opportunity to grow sales and beat out competitors if they can become a more prominent seller of these tickets



What are the job expectations?

- “Provide planning and and analysis across all areas of business”
- “Handle large data sets to help provide analyses and recommendations”
- “Query databases, create data sets (SQL) and build dynamic dashboards to track key KPIs, consumer/campaign insights, and empower channel leads to discover actionable insights”
- “Track and analyze data through exploratory data analyses to solve business questions and identify areas for optimization and automation”



ticketmaster

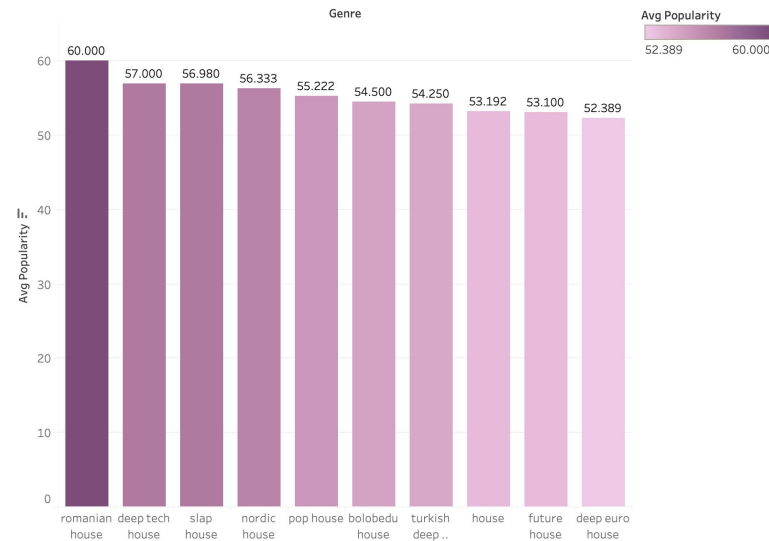
First Data Source - Spotify API



What are the most popular subgenres of house music?

- Top 5 most popular subgenres: romanian house, deep tech house, slap house, nordic house, and pop house

Top 10 Genres Based on Artist Popularity



Sum of Avg Popularity for each Genre. Color shows sum of Avg Popularity.

Lookout for events we can partner with for these subgenres

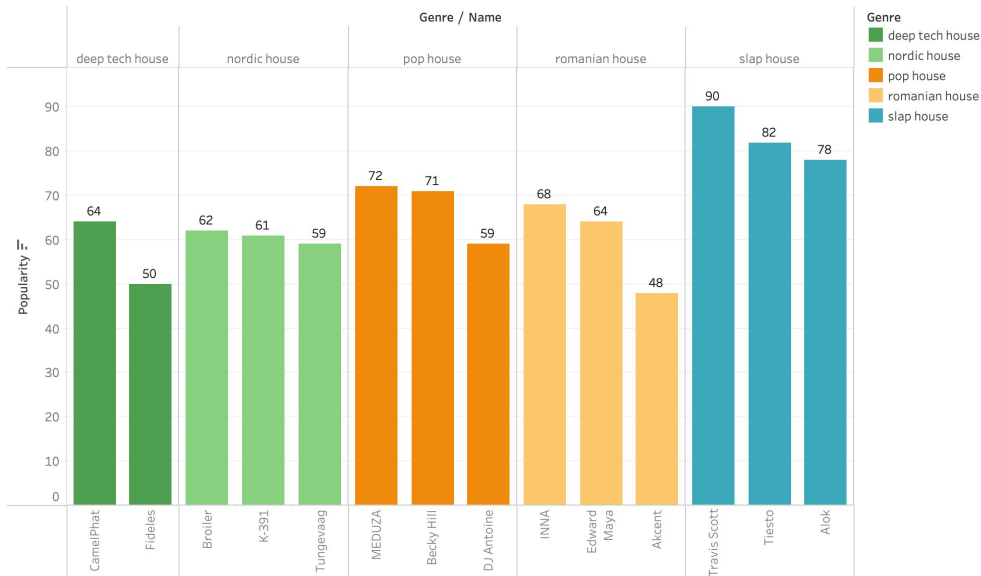
- Aim to partner with events with these subgenres in particular
- Increase ticket sales and revenue if we are targeting events with the most popular subgenres



Which artists are making these genres most popular?

These artists are the most popular out of the top 5 subgenres.

Top Artists for Top 5 Genres



Sum of Popularity for each Name broken down by Genre. Color shows details about Genre.

Target these top artists

- We should target to partner with events with any of the top artists
- CamelPhat, Broiler, Meduza, INNA, or Travis Scott would bring in the most revenue as they are most popular
- Becoming the initial ticket seller for events with these artists would increase our revenue and allow us to beat out competitors



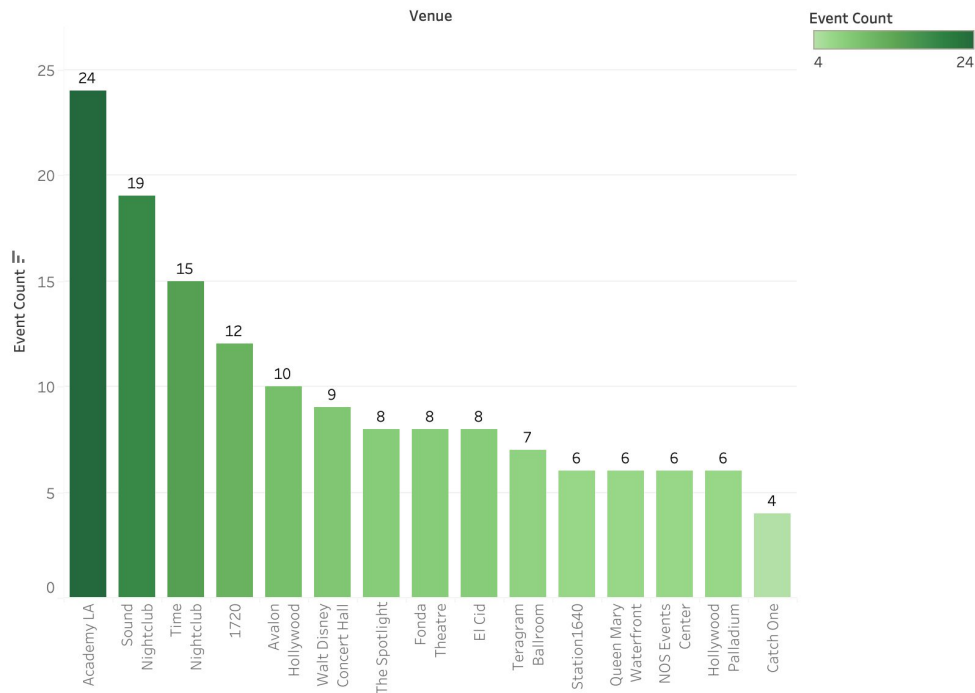
Second Data Source - EDM Train



- Lists upcoming events and info

What venues in Los Angeles are hosting the most EDM events?

Venue Event Count



Sum of Event Count for each Venue. Color shows sum of Event Count.

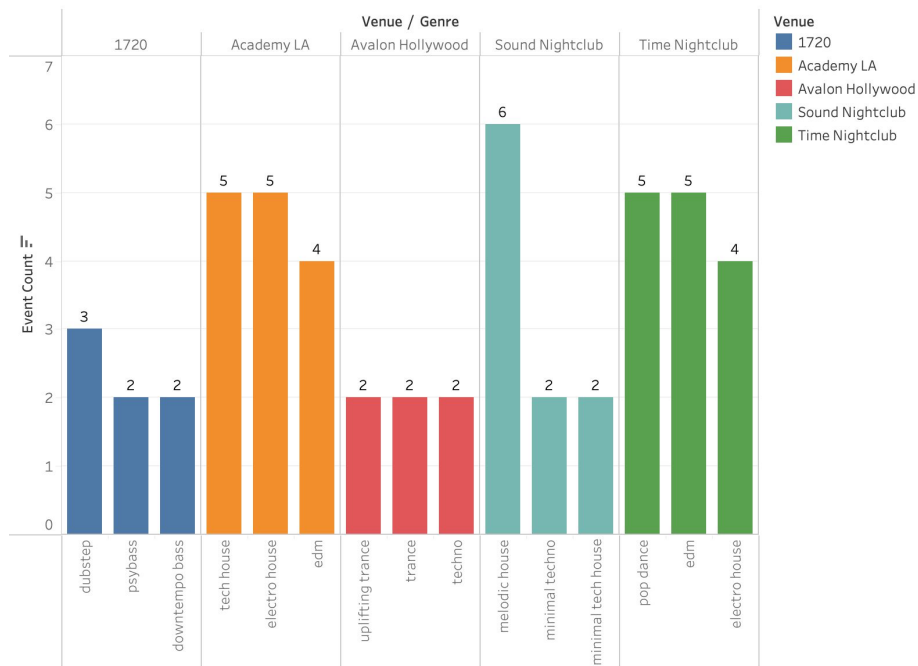
Build relationships with these venues so we can be the initial ticket sellers

- The venues with the most events in LA are Academy LA, Sound Nightclub, Time Nightclub, 1720, and Avalon Hollywood
- Narrow down these top venues to see which are holding the most house music events
- Grow our reach over ticket sales by selling for the most active venues



Which of the top venues are holding the most house music events?

Venues Top Genres for Events



Sum of Event Count for each Genre broken down by Venue. Color shows details about Venue.

Our best venues to partner with

- Academy LA, Sound Nightclub, and Time Nightclub hold the most house music events
- We should strengthen our relationships with them with the goal of becoming their provider for initial ticket sales
- Customers will have to buy tickets from us rather than competitors if we become the lead seller, increasing our revenue



Bringing it together

- Data Analyst for Ticketmaster music
- Grow their reach over house music events in LA
- Gathered data from Spotify API for artist and genre data
- Web scraped EDM Train for upcoming events and venue data
- Discovered the top venues and artists that Ticketmaster should partner with to become their initial ticket sellers
- Increase revenue, beat out competitors

