



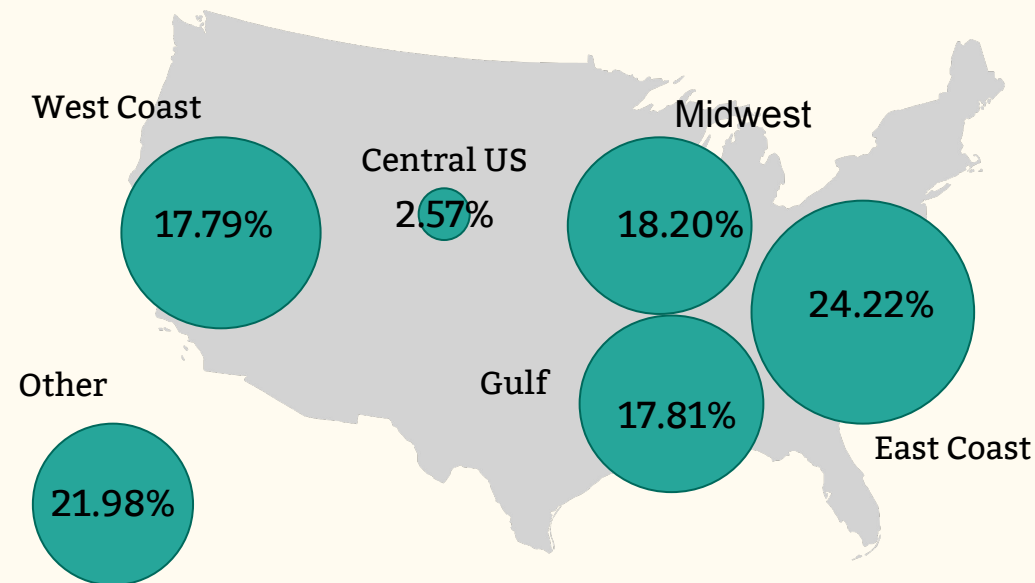
image credit: NOAA

EYE ON THE STORM:  
SEVERE WEATHER AND IMPLICATIONS  
FOR PRICE OPTIMIZATION

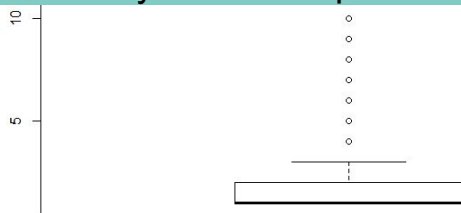
Statistical Anomaly  
*At DataFest*

Mae Hutchison, James White,  
Kathleen Fillingim, and Mohamed Meziane-Tani

# Customer Demographics



Quantity of Tickets per Transaction



Mean: 1.6 tickets

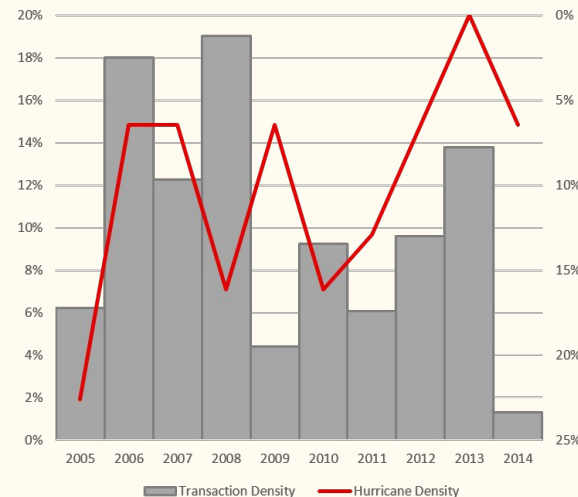
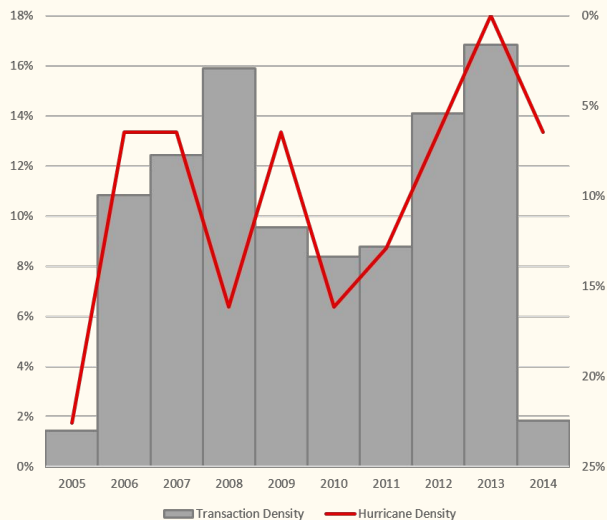
Median: 1 tickets

## Top 6 States by Customers

California  
New York  
Texas  
Ontario  
Illinois  
Florida

## Top 6 States by Events

California  
New York  
Washington  
North Carolina  
Indiana  
Texas



## Correlation

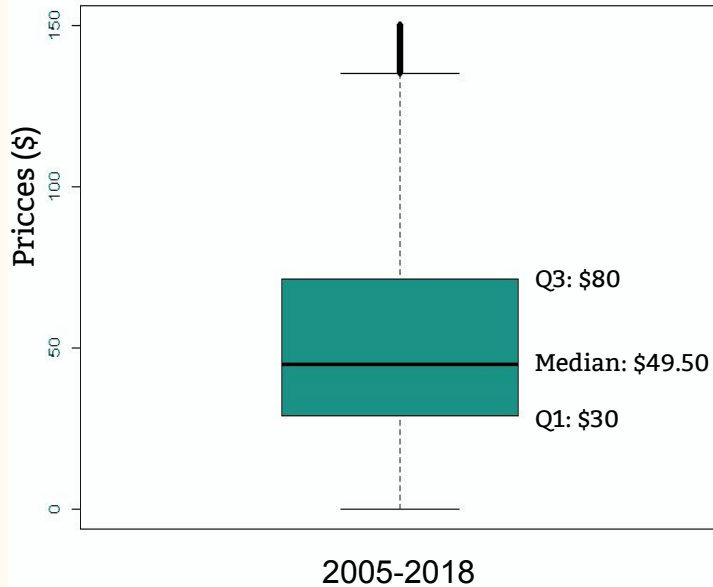
of cat. 3+ hurricanes and  
transaction density

National: -0.09  
Gulf Region: -0.47  
Without possible  
Outlier: -0.68

Hurricane Data Source:  
NOAA National Hurricane  
Center

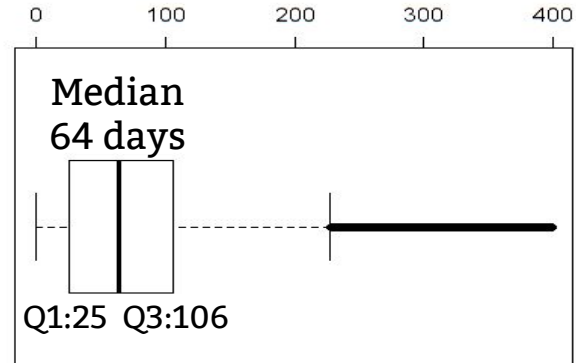
# Ticket Insurance and Price Optimization

Frequency of Ticket Prices



## Current Insurance Policy

At Purchase: \$7  
Post-Purchase: \$15



Transactions Relative to Event Date