

# DataFest 2016

## The Imagineers



Grant Savage



Brett Bejcek



Cameron Priest



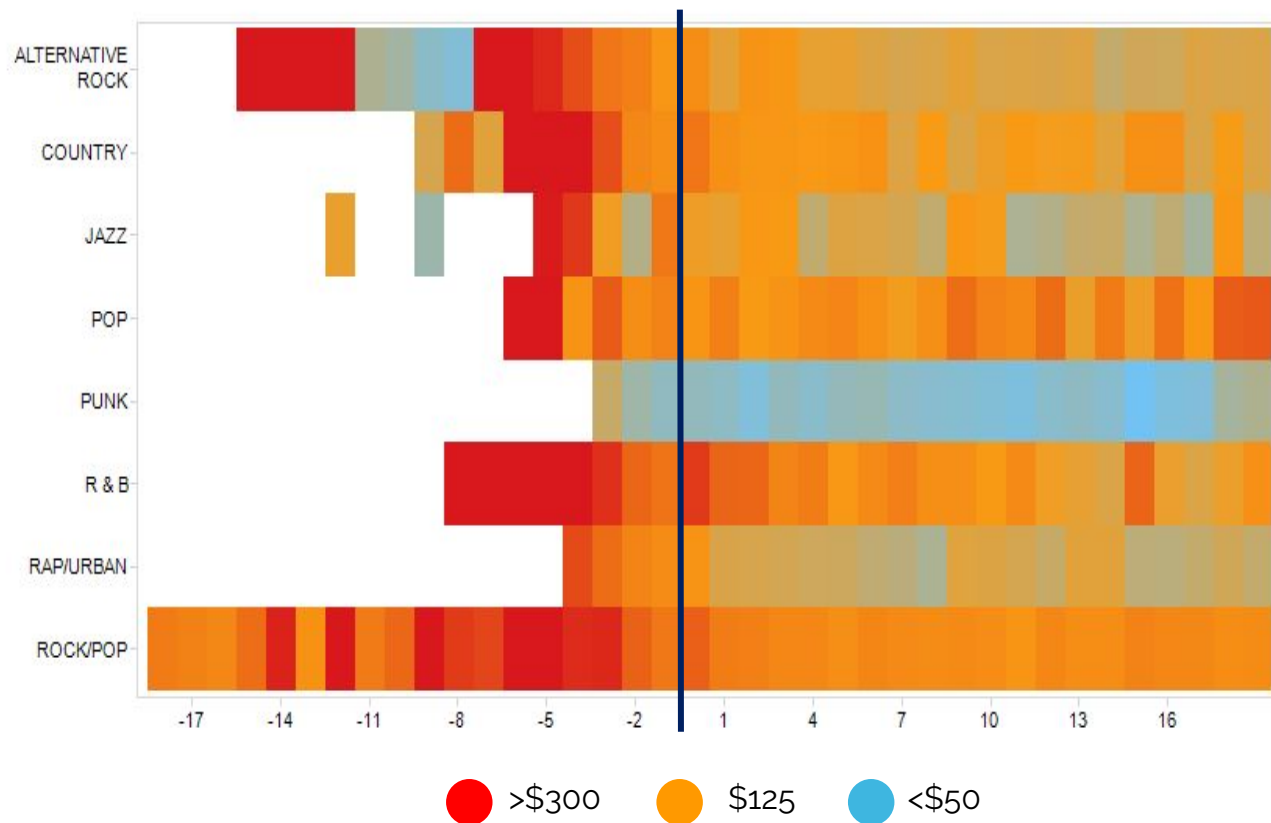
Alisa Noll



Jack Schroder

Increased promotion of presale tickets will capture a greater profit.

Average Ticket Price by Day of Sale



R & B

Presale

80.5%

\$93.16  
each

Post

19.5%

\$77.05  
each

Rock / Pop

Presale

28.5%

\$132.72  
each

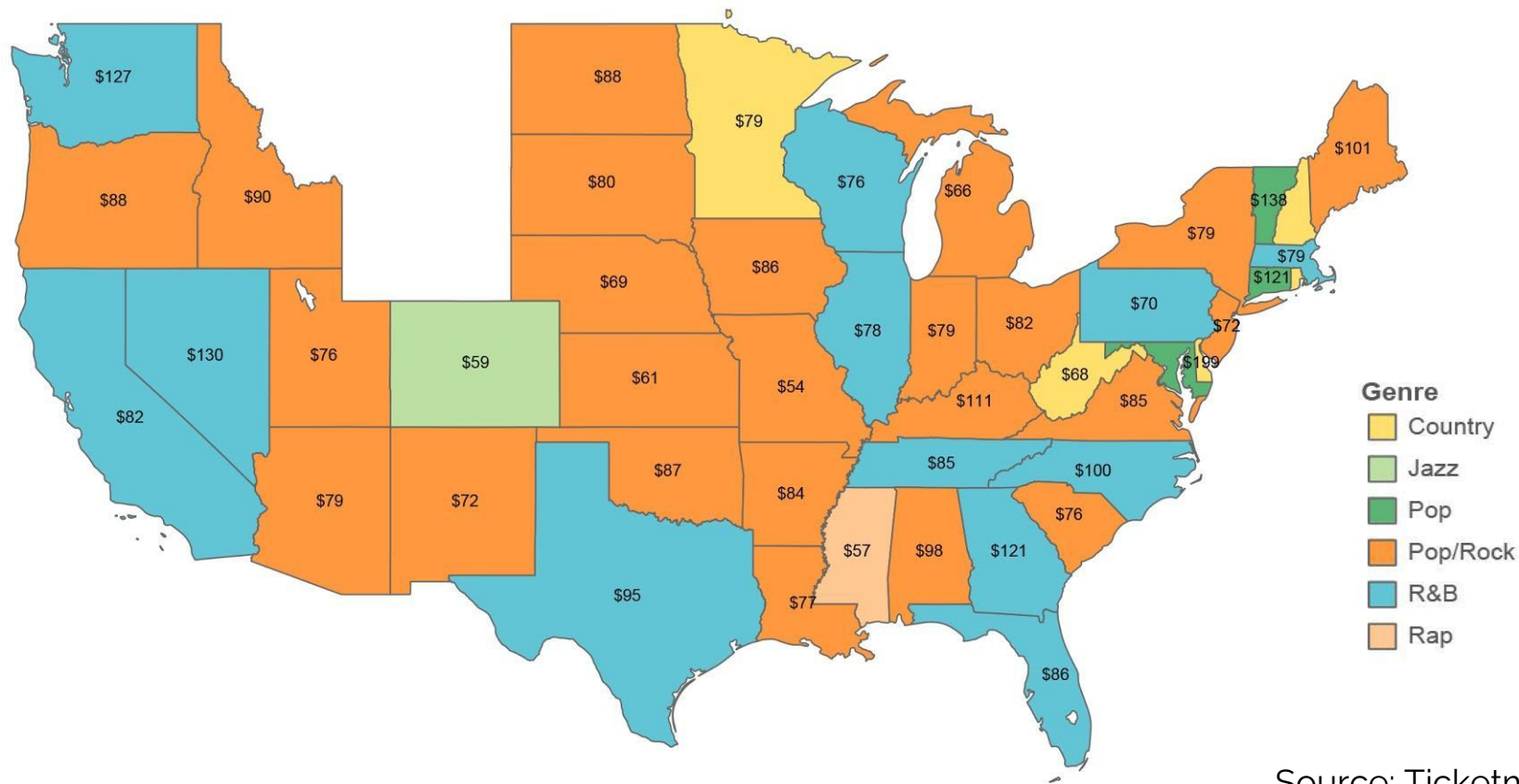
Post

71.5%

\$98.57  
each

Source: Ticketmaster

By determining best selling genres per state, Ticketmaster can better segment its customers.



Source: Ticketmaster

Areas of high income and low ticket prices indicate an opportunity for further profit.

