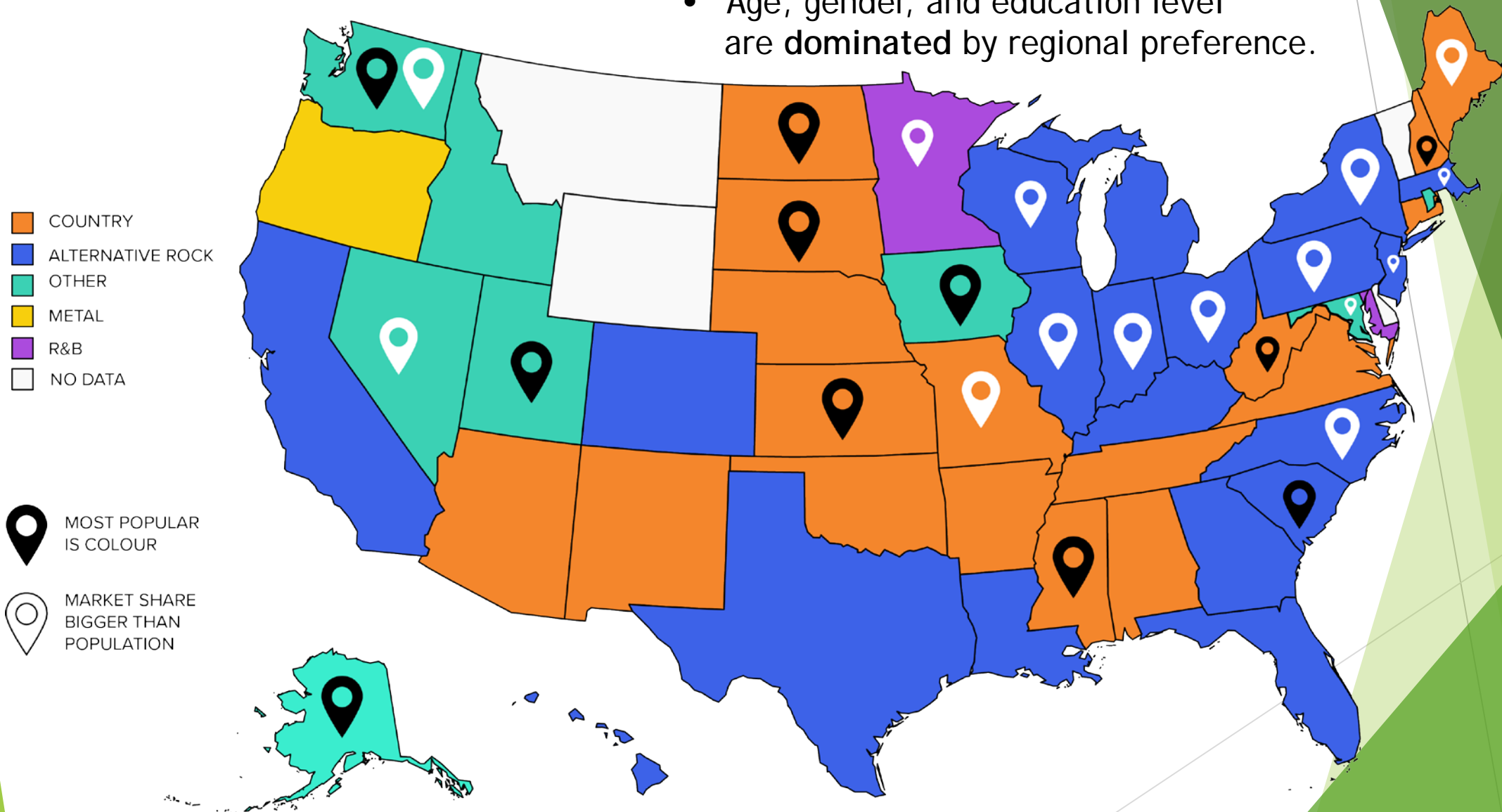


Genre Popularity and Cost Point

Kenji Gerhardt,
Morgan Phillips

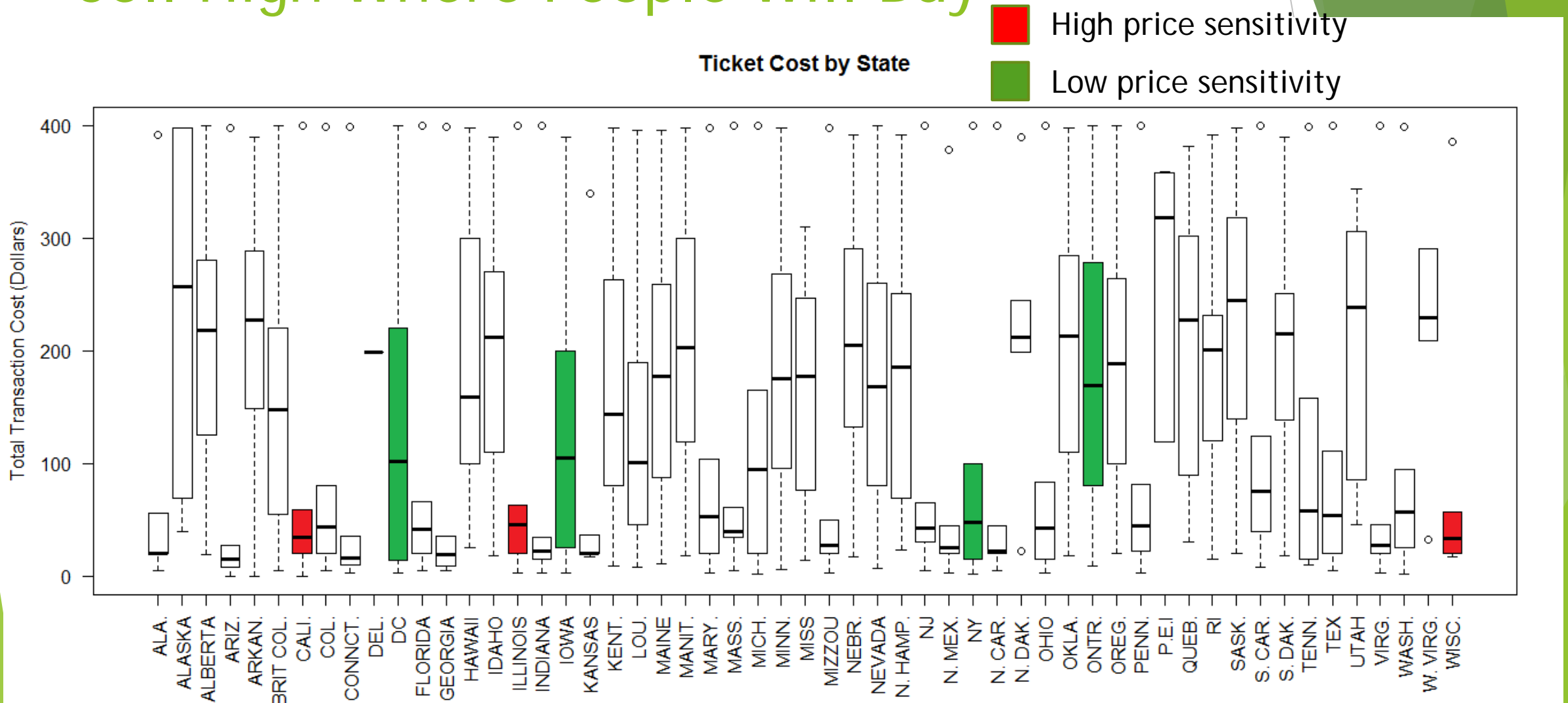
Advertise to the Fans

- Age, gender, and education level are **dominated** by regional preference.



*Population data by state taken from US Bureau of Stats.

Sell High Where People Will Buy



95% of data points are 1 or 2 ticket purchases. These values are calculated from those purchases only.

Marketing Recap

- ▶ Money is best spent marketing to people who are interested in the product being sold.
 - ▶ This includes making sure that the product sold is affordable to buyers.
 - ▶ It also includes making sure advertising is spent letting the people who care about a product know about the product's availability.
 - ▶ It's also reasonable to spend money where the market is generally interested.
- ▶ Plan:
 - ▶ Adjust concert costs on tours to the price point people in a region are willing to meet in order to optimize profits.
 - ▶ Customize advertising to show events in genres people in a region are most strongly interested in.