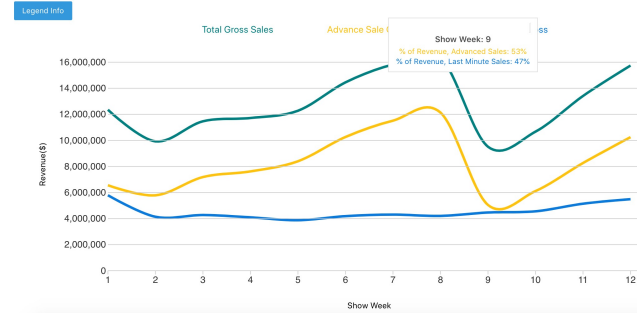


SHOW'S FINANCIAL PERFORMANCE

REVENUE, BY SHOW WEEK

This chart shows total gross revenue by show week. We define a new variable, purchase type, and we consider tickets purchased week of show or 1 week before to be "last minute sale", and 2+ weeks before to be "advance sale". Weekly gross revenue is broken out by this purchase type variable.

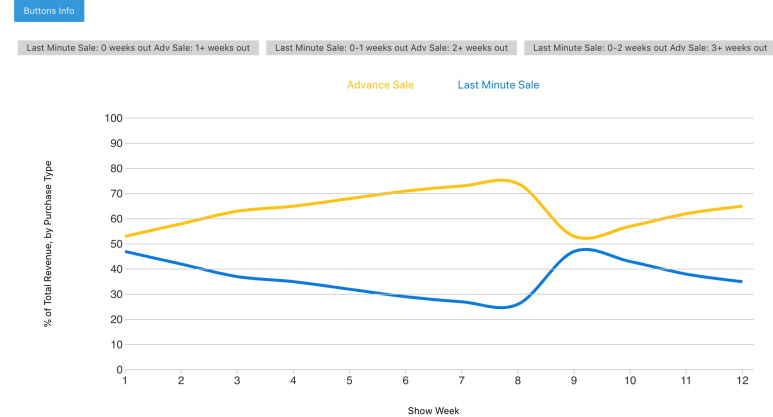


REVENUE BREAKDOWN BY PURCHASE TYPE AND SHOW WEEK

This chart shows percent of gross revenue from advance ticket sales versus last minute ticket sales for each show week, and how that distribution changes over the course of a show's run. It also provides an opportunity to interactively explore the data!

What if we change our assumption that tickets purchased week of show or 1 week before is a last minute sale?

What if last minute ticket sales only count week-of-show purchases? What if last minute purchases are anything sold within 2 weeks prior to the show? How does the distribution of purchase type over the show run change if we change our assumptions?

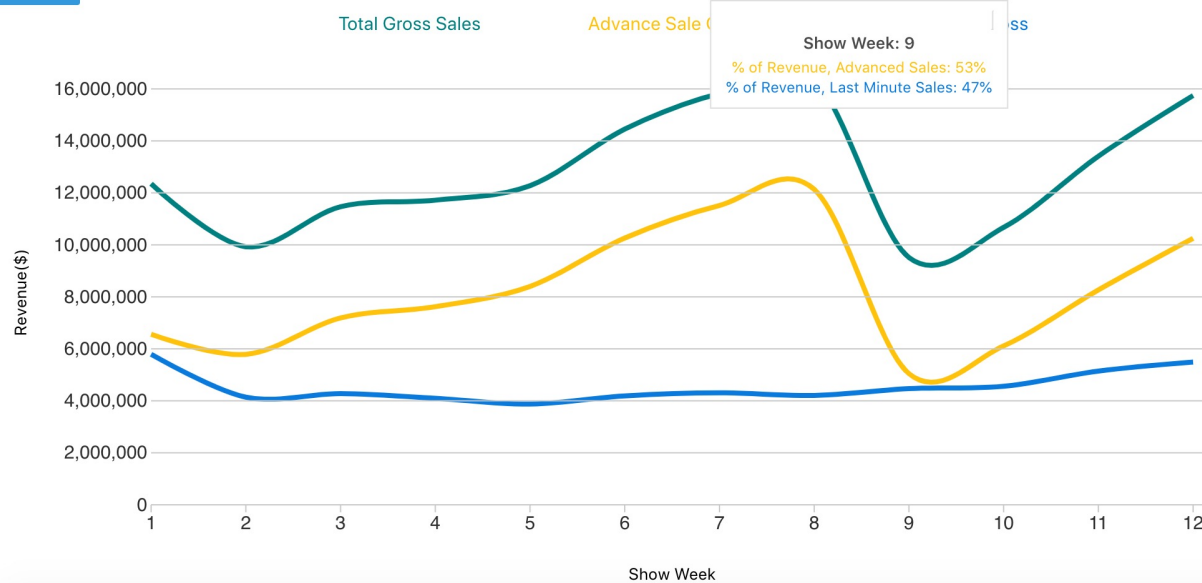


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Legend Info



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Buttons Info

Last Minute Sale: 0 weeks out Adv Sale: 1+ weeks out

Last Minute Sale: 0-1 weeks out Adv Sale: 2+ weeks out

Last Minute Sale: 0-2 weeks out Adv Sale: 3+ weeks out

