**I Don’t Want This DataFest to End (We Hope You’re A Luke Bryan Fan…)**

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1. Proposed Strategies
   1. Price Optimization – focus on areas where there appears to be discrepancies between income and average price, as well as popularity on social media
   2. Market Optimization – bid on keywords based on the word frequency analysis for mentions on Twitter
2. Ticketmaster Purchase Data
   1. Graph shows the median income for the zip code of the stadium, as well as the average ticket price for that venue
      1. Income data is from the U.S. census
   2. Northern Virginia (Bristow) is an area to focus on
      1. Income is high but the average ticket price is low
   3. Expand on this Research
      1. Use the zip codes from every ticket purchased to get a better idea of the range of incomes of customers
      2. If there are multiple venues close together, consider all of them in order to get a better sense of demand
      3. Incorporating demographic data to identify interested customers
3. Twitter Word Count Data
   1. Map displays a pure count of the mentions of “Luke Bryan” for the past week
   2. Geographic location is the venue city latitude/longitude and a 100 mile radius
   3. The Oklahoma/Texas area has a lot of mentions on social media
      1. Previous slide shows that the prices here are already low, so Ticketmaster should investigate this area further
   4. Expand on this Research
      1. Incorporate more Twitter data – longer time periods and more areas with concert venues
4. Ad words
   1. Word cloud of current purchased keywords mentioning Luke Bryan
      1. Besides Luke Bryan, most of the words are locations or words associated with concerts (tickets, tix, etc.)
   2. Most frequently mentioned words in Tweets that contain Luke Bryan in Oklahoma City and Bristow
      1. Found using a term-frequency matrix
      2. These are potential other keywords to bid on for advertisement, potentially cheaper than “Luke Bryan”
      3. For example, CMT Crossroads is a television show on which Luke Bryan is making an appearance with Jason Derulo, customers searching for the show might also be interested in tickets