Highest Average Ticket by Continents Calculated measure (KPI) • The Avg([Ticket Price]) is 699.7. Ranking • The Avg([Ticket Price]) is 699.7234703251949. • The top Continents is South America with Avg([Ticket Price]) average equal to 700.8368520246302. **Mutual information** • The mutual dependence between Ticket Price and Continents is 14%.