

# Tuition Comparison

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# Data Collection

- Schools:
  - Philadelphia Ballet School
  - Rock School
  - Philadelphia Dance Academy
  - Philadelphia Studio Ballet
  - En Pointe
  - Metropolitan Ballet Academy
  - Wissahickon
  - Philadelphia Dance Theatre

- Format:

	A	B	C
1	Program	Trimester tuition	Yearly tuition
2	Creative movement	195	585
3	Level 1	245	735

- Each school with unique sheet

# Normalizing The Data

- Frequency issue
- Creating the master sheet
- Clustering, creating averages

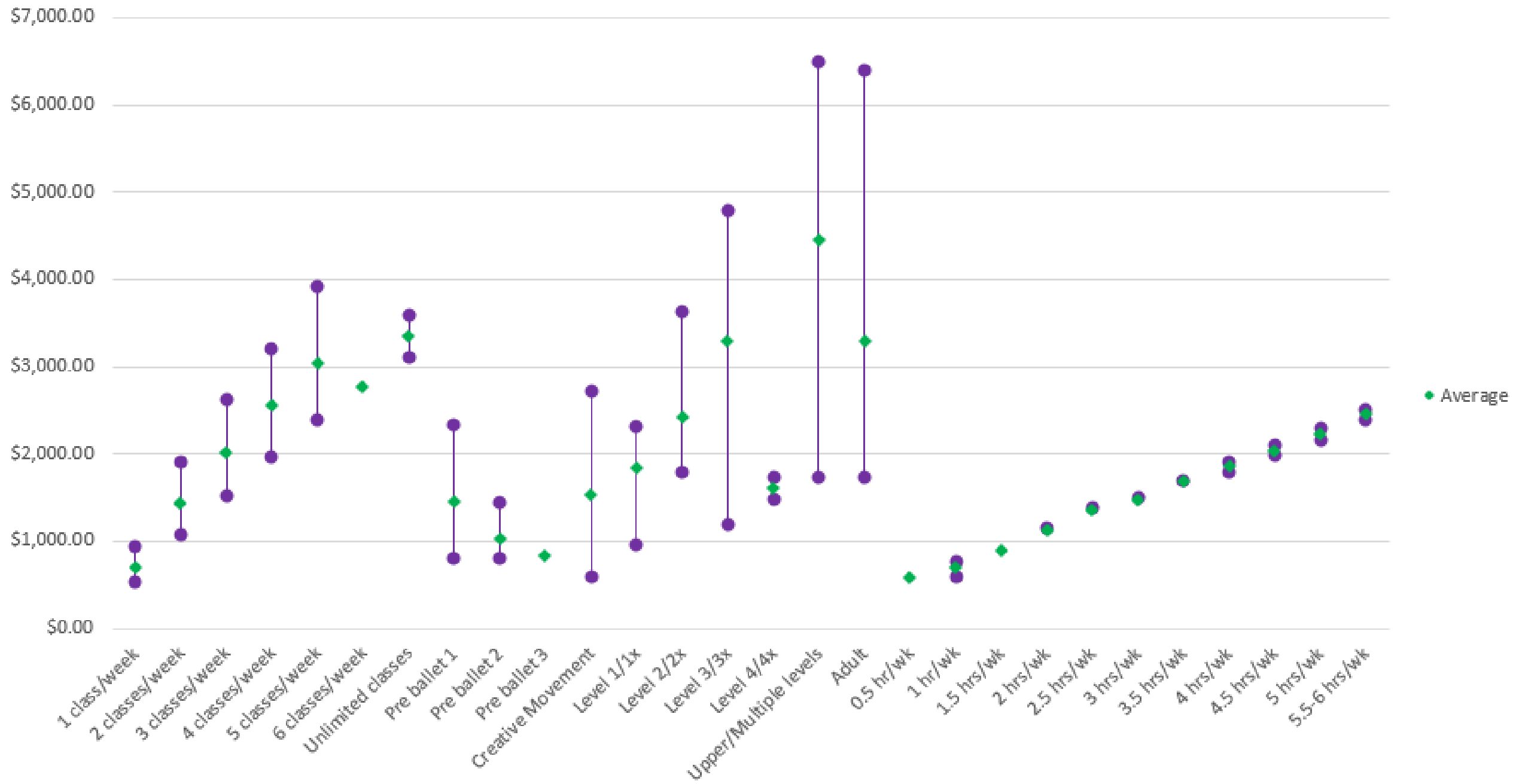
	A	B	C	D	E
1	<b>Program</b>	<b>Average Tuition</b>	<b>High</b>	<b>Low</b>	<b>Size of Sample</b>
2	1 class/week	\$697.33	\$940.00	\$531.00	3
3	2 classes/week	\$1,429.00	\$1,900.00	\$1,071.00	4
4	3 classes/week	\$2,017.75	\$2,620.00	\$1,521.00	4
5	4 classes/week	\$2,551.25	\$3,200.00	\$1,971.00	4
6	5 classes/week	\$3,041.75	\$3,920.00	\$2,385.00	4
7	6 classes/week	\$2,763.00	\$2,763.00	\$2,763.00	1
8	Unlimited classes	\$3,352.50	\$3,600.00	\$3,105.00	2
9	Pre ballet 1	\$1,456.00	\$2,340.00	\$800.00	5
10	Pre ballet 2	\$1,026.67	\$1,440.00	\$800.00	3
11	Pre ballet 3	\$840.00	\$840.00	\$840.00	1
12	Creative Movement	\$1,537.50	\$2,718.00	\$585.00	6
13	Level 1/1x	\$1,840.00	\$2,320.00	\$960.00	4
14	Level 2/2x	\$2,416.00	\$3,640.00	\$1,800.00	5
15	Level 3/3x	\$3,284.29	\$4,800.00	\$1,185.00	7
16	Level 4/4x	\$1,605.00	\$1,725.00	\$1,485.00	2
17	Upper/Multiple levels	\$4,451.25	\$6,500.00	\$1,725.00	4

1	<b>School</b>	<b>Level/Classes per week</b>	<b>Yearly Tuition</b>
2	En Pointe	0.5	576
3	En Pointe	1	600
4	En Pointe	1.5	900
5	En Pointe	2	1080
6	En Pointe	2.5	1380
7	En Pointe	3	1440
8	En Pointe	3.5	1680
9	En Pointe	4	1800
10	En Pointe	4.5	1980
11	En Pointe	5	2160
12	Metropolitan Ballet Academy	Creative movement	585
13	Metropolitan Ballet Academy	Level 1	735
14	Metropolitan Ballet Academy	Level 2	735
15	Metropolitan Ballet Academy	Level 2x	975
16	Metropolitan Ballet Academy	Level 3	1185
17	Metropolitan Ballet Academy	Level 3x	1485
18	Metropolitan Ballet Academy	Level 4	1485
19	Metropolitan Ballet Academy	Level 4x	1725
20	Metropolitan Ballet Academy	Level 5	1725
21	Metropolitan Ballet Academy	Advanced	1725
22	Pennsylvania Academy of Ballet (adult)	2	\$1,512
23	Pennsylvania Academy of Ballet (adult)	3	\$2,184
24	Pennsylvania Academy of Ballet (adult)	4	\$2,712
25	Pennsylvania Academy of Ballet (adult)	5	\$3,144
26	Pennsylvania Academy of Ballet (crtv mvmnt)	1	\$621
27	Pennsylvania Academy of Ballet (crtv mvmnt)	2	\$1,233
28	Pennsylvania Academy of Ballet (crtv mvmnt)	3	\$1,746
29	Pennsylvania Academy of Ballet (crtv mvmnt)	4	\$2,322

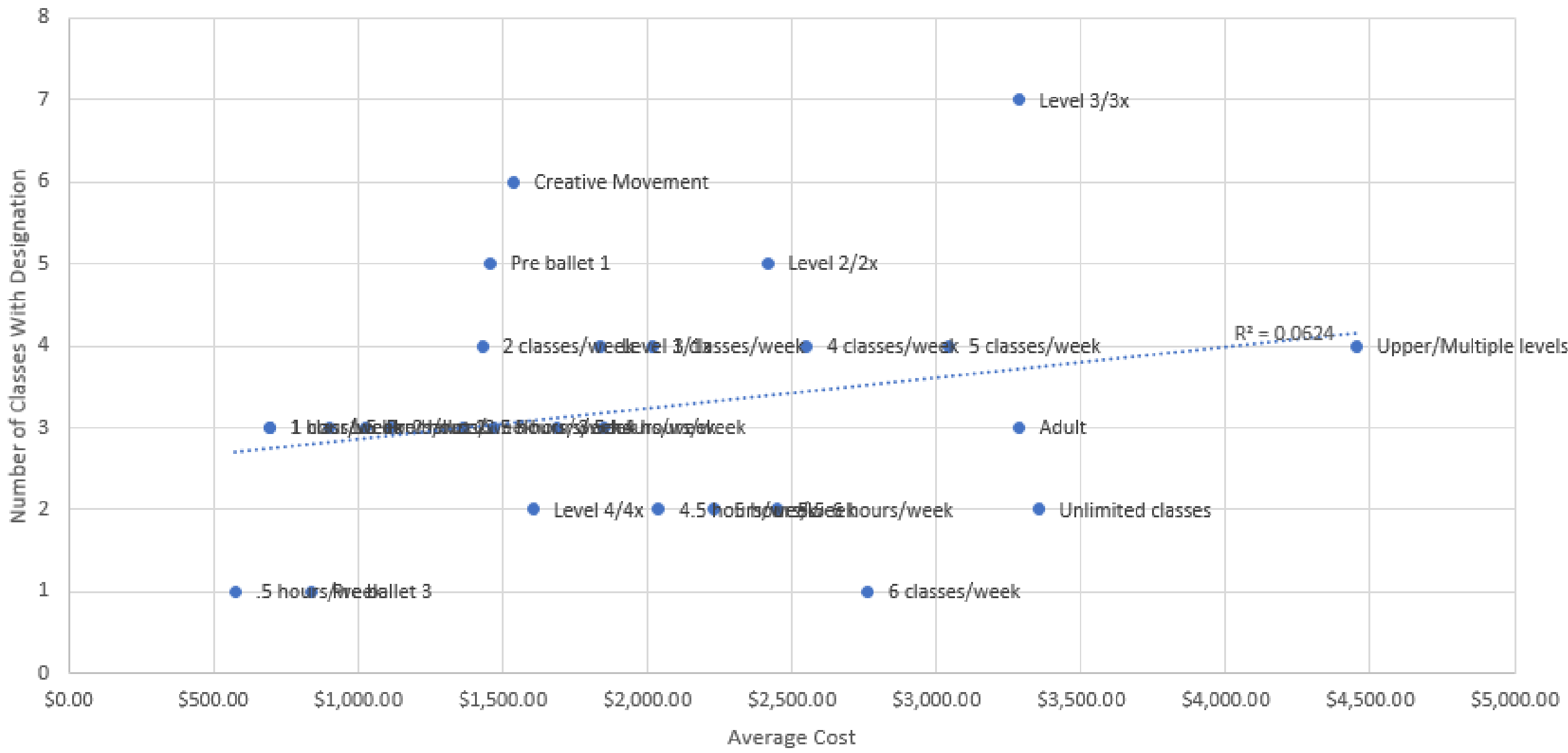


# Conclusions From The Data

# Pricing Variance



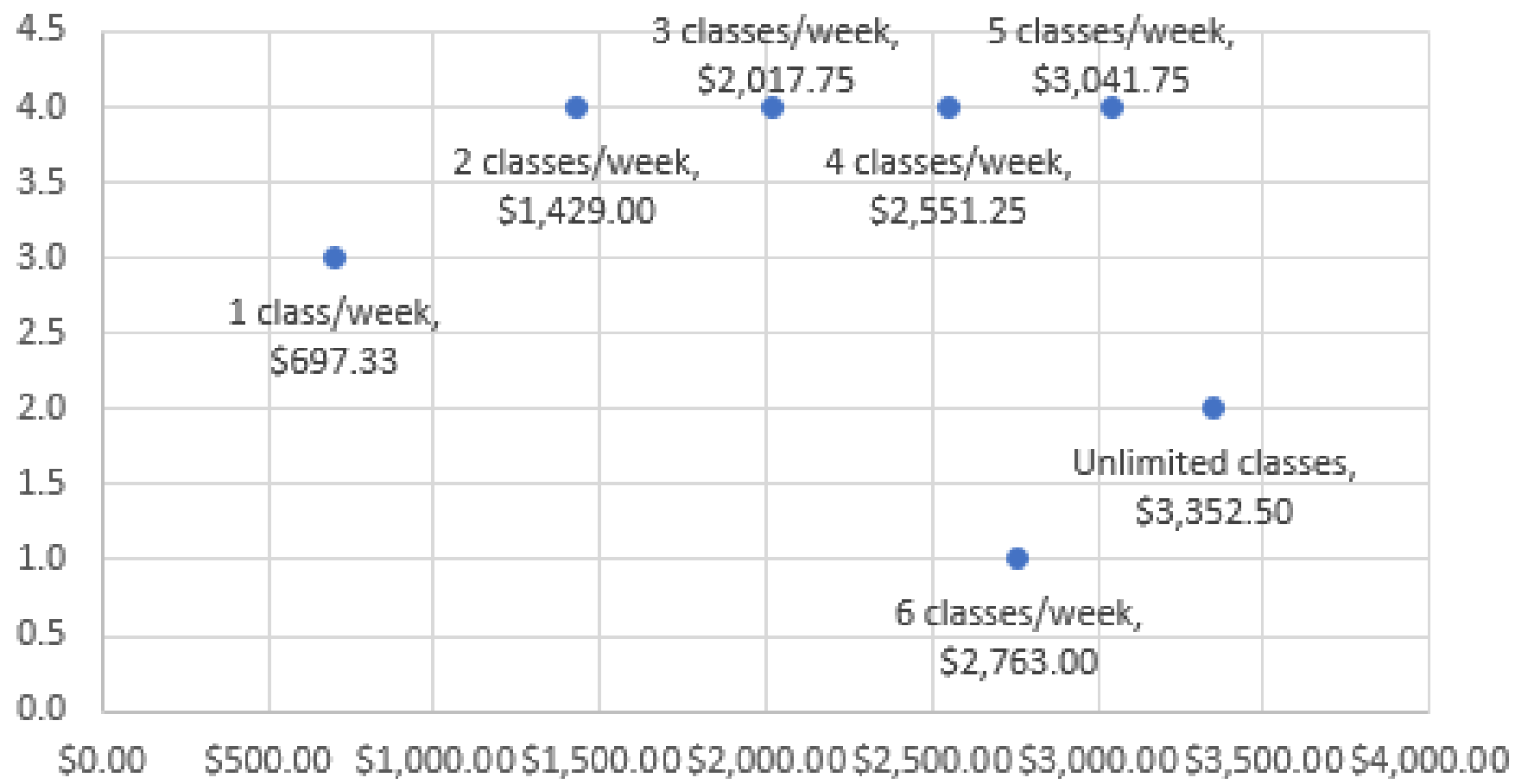
# Program Costs



## Removing the clutter...

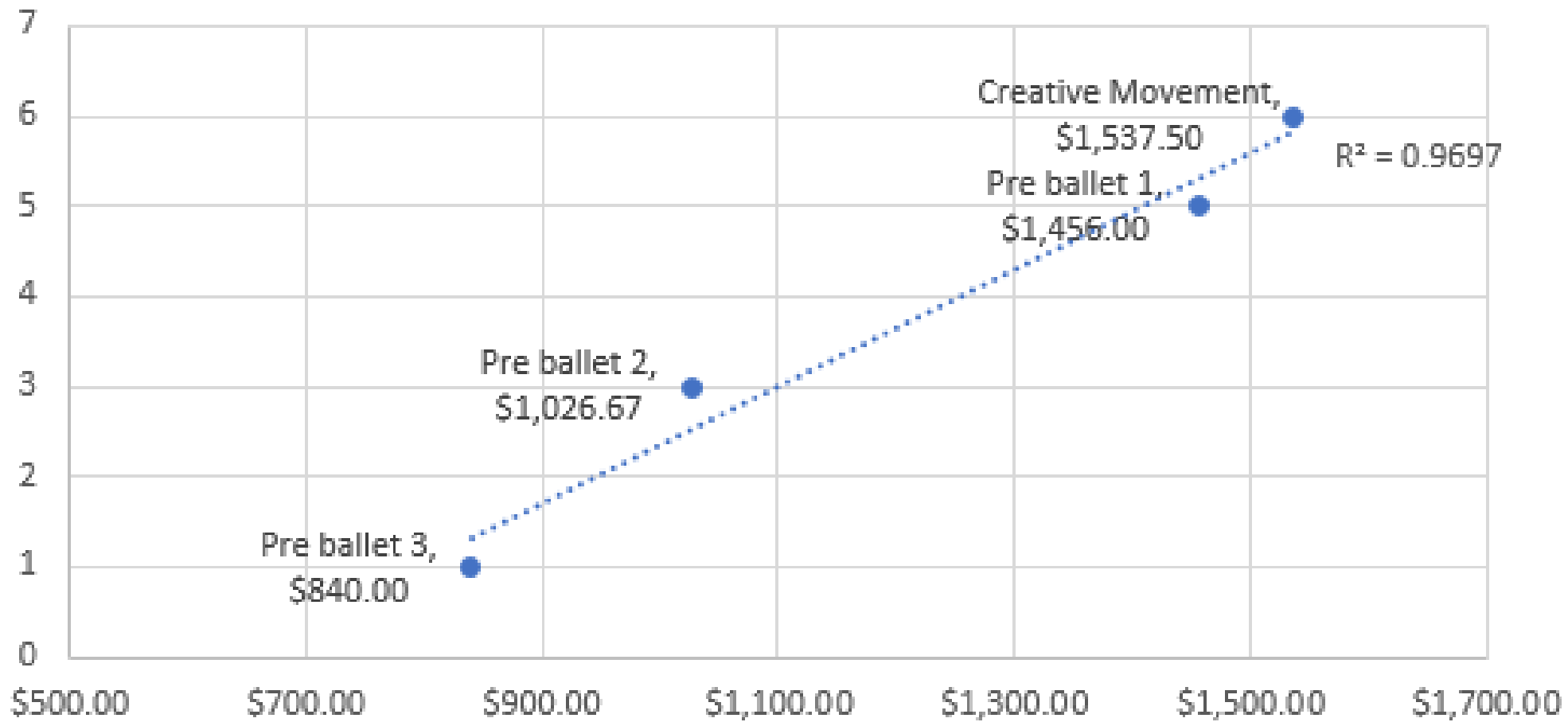
All prices listed are averages of the 12 month calculation, same table format.

# Classes Per Week

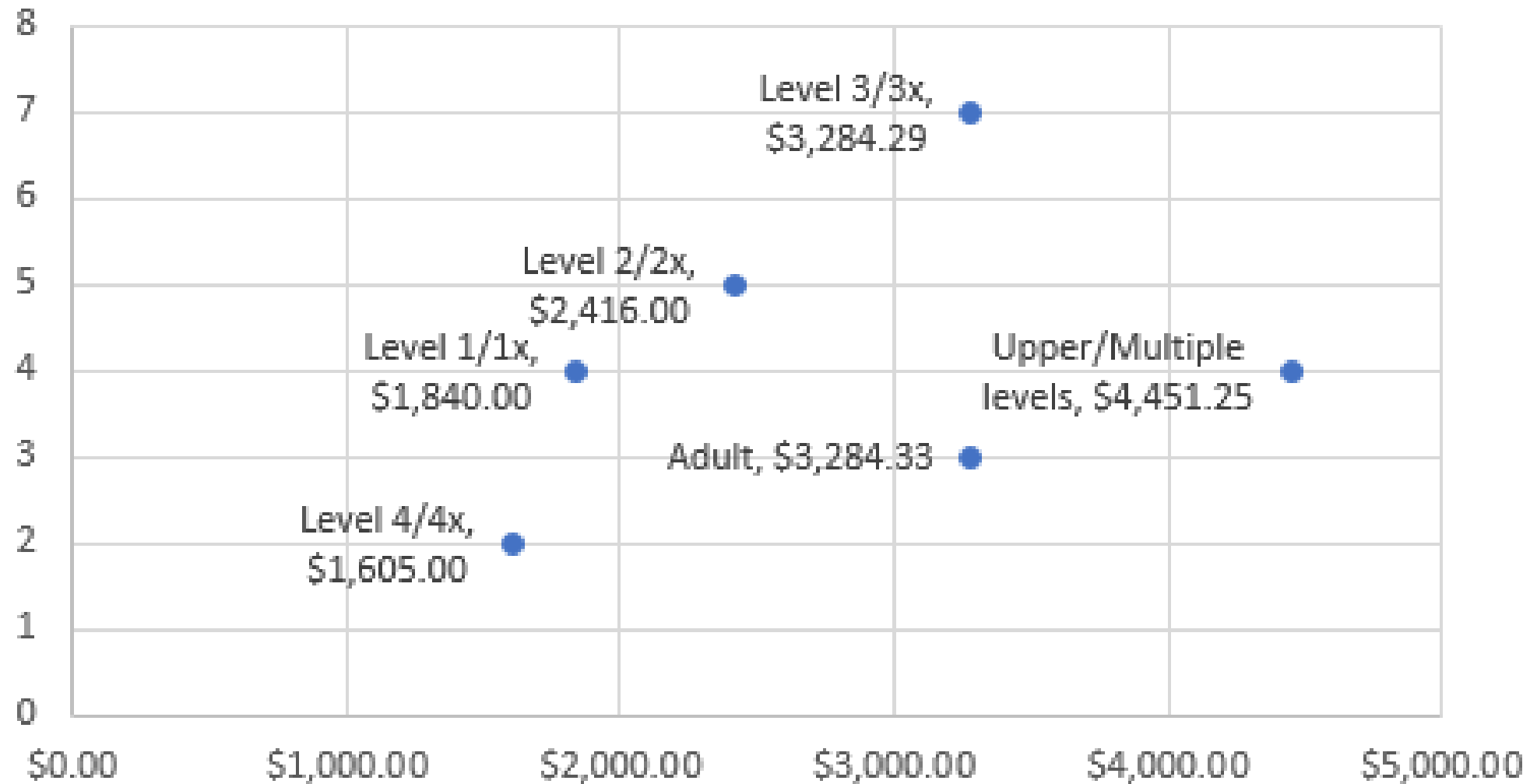




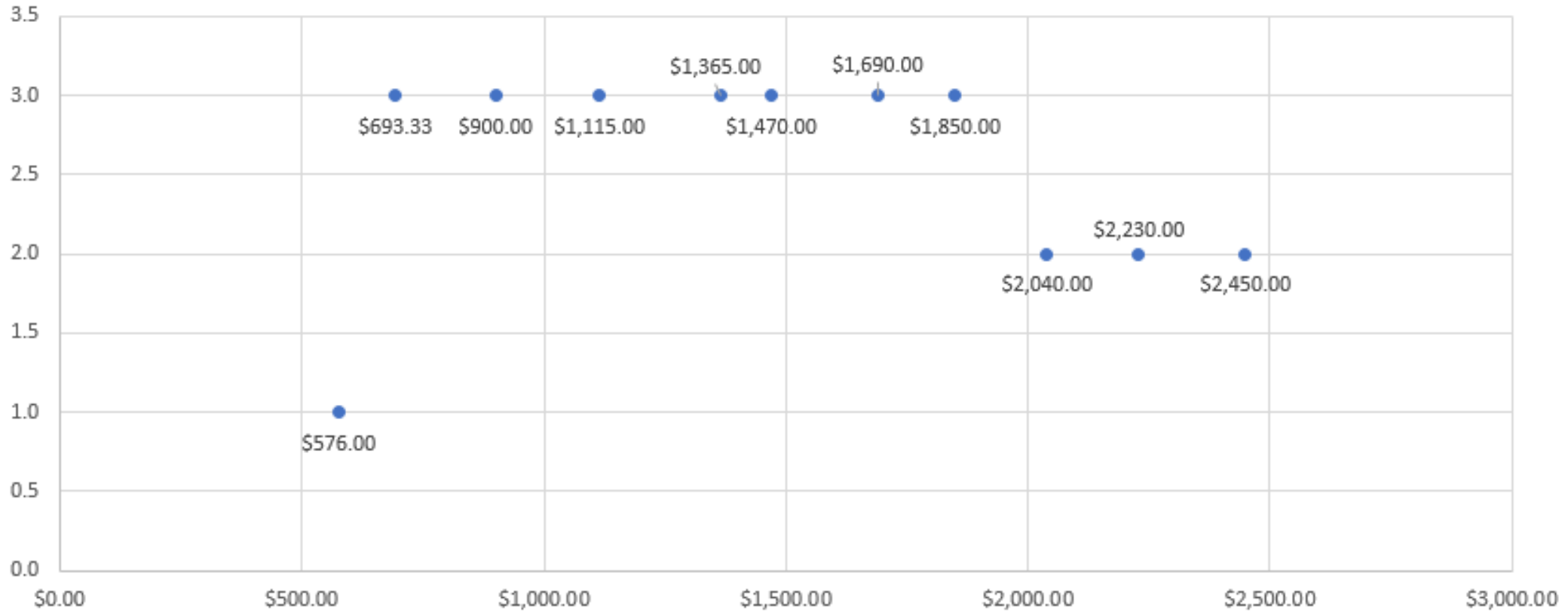
## Early Ballet Classes



## Standard Ballet Level Classes



Hours Per Week



## Increasing by half hour intervals

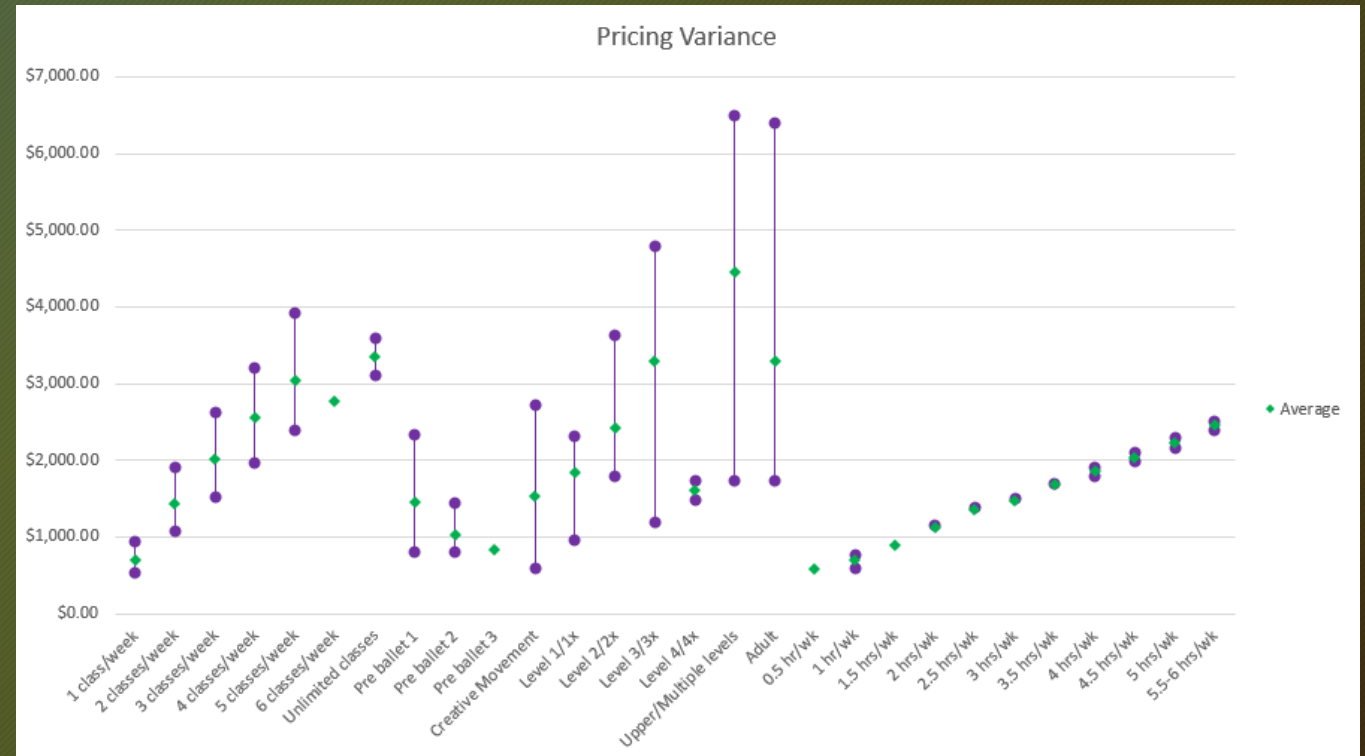
Beginning at .5 hours on the left, to 5.5 on the right

# Adding Context

What to do with this information

# Variance context

- Lower variance
  - Local school pricing extremely relevant
  - Harder to price on reputation
  - Less pricing flexibility to deal with demand
- Higher variance
  - More “name your price” options
  - Pricing can be reputation based
  - Local school data less relevant





# Biggest Takeaways

- Leveled classes → highest variance, slight correlation
  - Pricing options are very flexible
  - Correlation for non adult classes
- Classes per week → consistent supply, pricing is incremental
  - Some variance, pricing can be flexible
- Hourly classes → market dictates price
  - High correlation and little to no variance
- Early ballet classes → younger classes cost more
  - Younger classes also offered more
  - Moderate variance, flexible pricing

# Conclusion

- PA Ballet prices by class
  - Allows for many pricing options
- Competitors price classes all over the place
  - Such high variance leads to many different class prices
- Most important numbers to look at
  - Average price, type of class, variance chart, number of schools offering
- No strong macro correlation between schools offering classes and price
  - General rules of supply and demand do not apply, competitive market requirements not met

# Thank You!

Spreadsheet available upon request