Jeremy John, Temple University, (tuf01779)
Andrew Fiss, Temple University, (tuf09924)
Data Analytics Ballet Challenge

For our entry into the Temple University Data Analytics Challenge, we decided to look at the sales data from the Pennsylvania Ballet and analyze potential sources of market growth to determine where and how they should implement a new advertising campaign.

We first researched the demographics that typically buy tickets to the ballet and included that information in our graphic, this information provides some context to the included charts and can give the reader an idea of who the typical customer for the ballet would be. This will help when developing advertisements that target groups who would typically be interested in purchasing tickets to the ballet. We then used tables and charts to show the geographic locations of past customers. This data can be used to show where most customers and revenue come from which can be useful in determining where the advertising campaigns can be located.

Next, we analyzed the sources of ticket sales and created a graphic to display the amounts of tickets that previous ballet customers had purchased from each place. We used this data model to draw conclusions about how the ballet could take advantage of these market places by targeting advertising directly to them in order to enhance ticket sales. Along with the graph showing the sources of revenue we also displayed the actual of number of seats purchased from each source. This is an important distinction because it helps the reader see the spending habits of customers on the different sale platforms while also giving the ballet information about where they are getting their sales from and what kind of advertising they could use to push more customers to the popular sources. They can also base their advertising off of what types of ticket packages people are more likely to buy from each source and where the primary purchasers of certain types of ticket packages are. For example, people who live closer to the Ballet are more like to purchase subscriptions, so individual sales should be more heavily marketed to people who live further away. We included a graph to make this information clear to the reader. To increase the readability of our graphic and to help potential readers understand the data that is being demonstrated, we also included some conclusions that we reach about the ballet's sales patterns based on the data. Finally at the end of our graphic we provide information summarizing the results of our research and analysis of the data by stating what variables are most critical to sales and the allocation of the advertising budget.

In conclusion, our graphic uses a combination of charts, graphs, organized data, and statistical inferences to give the Pennsylvania Ballet as much information as possible about where and how they could potentially expand their ticket sales using a new advertising campaign.

Acknowlegment: http://ureporter.mriplusonline.com/selectdemo.asp
tuf01779@temple.edu , tuf09924@temple.edu