

Which Locations Sell the Most Tickets?


Why?

#1. Distance
The Pennsylvania Ballet resides in Philadelphia, PA which could be a reason why Philadelphia is the most popular selling location.

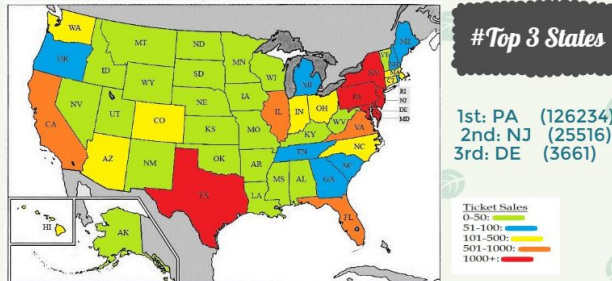
#2. Wealth
Cities within a shorter distance to Philadelphia tend to demand the most ticket sales compared to cities further away.

#3. General Interests in the Arts

PAB Ticket Sales!!!!

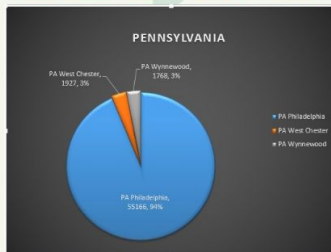


The Number of Ticket sales in America



Ticket Sales in Pennsylvania Cities

Philadelphia take charge of the market!!! There is also a large gap in the amount of ticket sales between the three cities!!



2 West Chester takes the second place, why?

Wealth could be associated with the amount of ticket sales. People in West Chester make a median household income of \$53,187, which is higher than the median household income in Pennsylvania, making them more capable of buying tickets!

Ticket Sales in Delaware Cities

In Delaware, Wilmington plays the main role in ticket sales. Like Pennsylvania, there is also a large gap between the three, top selling cities in Delaware!!



Another factor could be associated with is an interest in the arts among people from Wilmington.

It is home to many different art galleries and theaters. This could mean that citizens of Wilmington are more likely to have an interest in art and attending the ballet!!

DELAWARE



Ticket Sales in New Jersey Cities

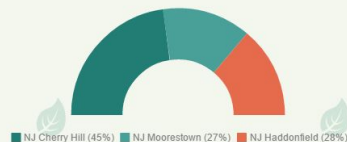
In New Jersey, the amount of ticket sale is spread evenly between the three cities!! Cherry Hill wins by a narrow margin!!

NEW JERSEY



Considered a suburb of Philadelphia

The fact that it is close in location could have an impact on the amount of tickets sold to people residing in Cherry Hill!!



How do we increase sales in other cities



Part of Pennsylvania Ballet's mission is to provide artistry and performance to the largest possible audience

To reach a greater audience,

#1 Developing and reworking their marketing strategy will be more beneficial

#2 By increasing advertising, offering more discounted rates on tickets, and providing more engagement programs in cities further away from Philadelphia

Who Project

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