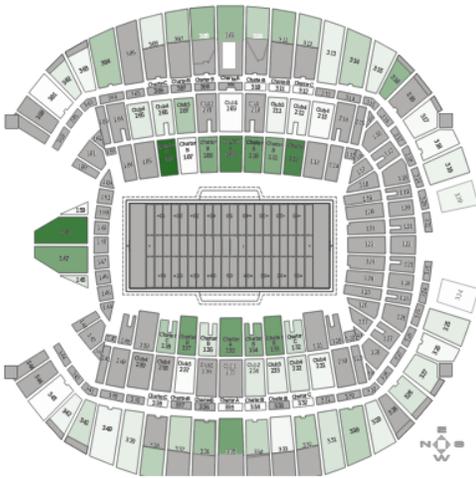




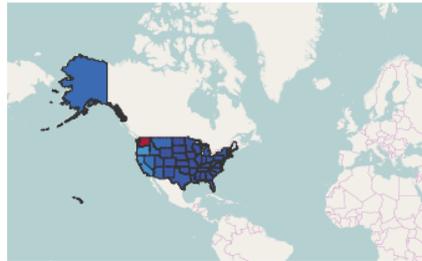
Speak with Facts, Speak with Data. SME Ticket Sales Analytics Edition

SME is a Business Intelligence consulting company that specializes in customized solutions and approaches for companies across the U.S. Our consultants operationalize companies' existing data providing a true and real-time evaluation of their current business landscape. Reach out to Info@smesgroup.com to learn about our other use cases.

\$421,934.07



U.S. Ticket Sales



Global Ticket Sales by City



Overview

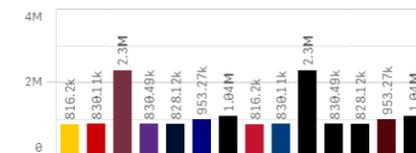
Data analytics has come to bat in the world of sports and entertainment. Sports teams are reaping benefits from learning more about their game day plays and companies are digging deeper into their expenditure analysis. Data analytics can be used to boost ticket sales, eliminate fraud, and increase overall revenue. Your ticketing sales data holds hidden insights into proper budget allocation, ticket sales velocity, and revenues by section.

This BI application encourages discovery by associating multiple layers of data including tickets, merchandising, as well as food and beverage sales to drive analysis. Utilizing Qlik's intuitive, associative engine, managers can more wisely allocate their marketing budget, optimize point of purchase sales, and increase overall revenue.

Key Performance Indicators

Key performance indicators (KPIs) stand-out on a business intelligence dashboard for a reason—anyone from an analyst to an executive will be able to interpret a KPI, understanding if the proposed trajectory is on or off target.

Ticket Revenue



Ticket Revenue

This chart measures Ticket Revenue by Abbreviation.

- Total Ticket Revenue is 15.2 million across all 14 entities.
- Ticket Revenue is relatively concentrated with 30% of the total represented by two of the 14 entities (14%).
- The top two entities represent over a quarter (30%) of overall Ticket Revenue.

powered by Narrative Science

Solution Overview

Industry: Sports & Entertainment

Function: Analyze event ticket sales data to drive revenues and marketing campaigns.

Benefits:

- Optimize marketing budget based on ticket distribution by location.
- Real-time tracking of seat purchases to better target necessary price changes.
- Understand customer purchases within the stadium.
- Determine highest and lowest performing sales representatives.

Key Performance Indicators:

- Ticket Sales Velocity: average length between purchase date and event date.
- Price per Opponent: drill down analysis to learn which opponents bring the most revenue.
- Average Price per Section: average price of ticket sold within predetermined sections.
- Promotional Codes: identify unusual ticket discount code patterns.

Qlik Sense® features that Drive these Insights:

- Mapping: learn where your largest customers are coming from on a Net Revenue Map
- Ad Hoc Views: create customized tables, on-the-fly, to drill down to specific purchase/sale details
- Narratives for Qlik®: intuitive extension that interprets data and narrates analysis of charts and graphs through advanced Natural Language Generation.



Partner

Elite Solution Provider

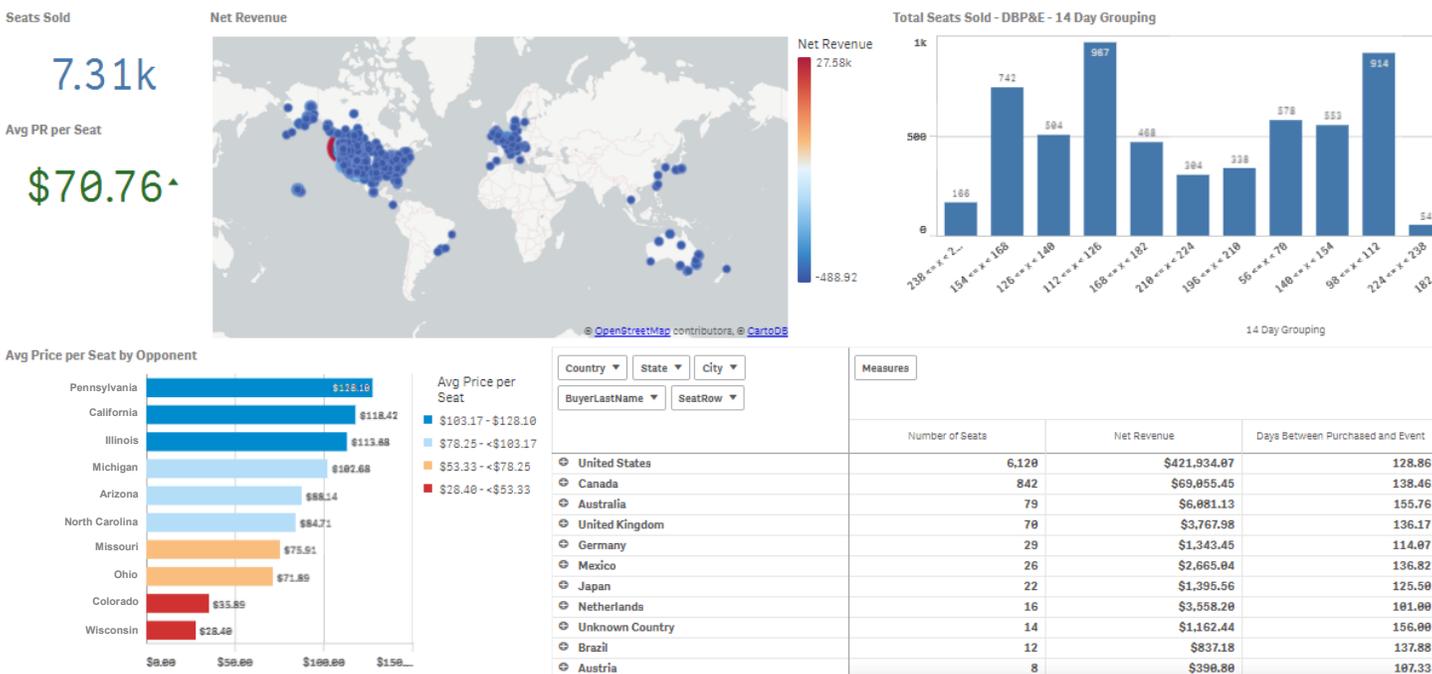
Actionable Insights

To increase revenues from tickets, seat upgrades, concessions, merchandise, and all other point of purchase sales you must revert to the raw data. We used the following KPIs to drive insights on how to make the increase in revenues actionable: ticket sales velocity, price per seat per opponent, average price per section, and unwarranted discounts.

Learn more about your **ticket sales velocity** to have flexible pricing according to when people are most likely and least likely to purchase their tickets. If people are most likely to purchase tickets 5 days prior to the event, set up a promotion to get them to buy more tickets (like a 4 pack discount package)! Expose key insight that may significantly reduce secondary market brokers from stealing revenues and introduce better methods for ticket price distribution, by monitoring these **promotional codes**. Not only will this drive more fan action, but you can reduce fraudulent resale value on secondary markets.

Some teams have a stronger fan base than others; subsequently, the fans will often travel to see the team play. Therefore, the pricing model for ticket sales should change in accordance with these events. For example, section 301 over multiple games has the highest **average price per seat**. This is where your marketing would increase in order to get the average ticket holder to become a season ticket holder. You can also drive revenues by offering in-stadium deals on merchandise or food and beverage packages in these high volume sections.

Dive deeper by utilizing a data market that provides detailed demographic information on your customers to better target the audience (for example families vs. business ticket holders). If you have promotional items or mini events, focus them here to have their experience worth being a season ticket holder, and make your marketing campaign more customized (Family Four Pack—buy 3, get 1 free).



Moving Forward

A daunting task for companies is learning how and when to use data. Consider hiring subject matter experts to help your company develop by gaining more than just revenue while reducing the stress of data cleansing.



Our deep rooted understanding of business operations gives us a competitive advantage; this knowledge is passed on to you.

Reach us at info@smesgroup.com or (813) 414-5669.