HAMILTON PLANS TOURS WITH DATA

NORC's predictive analytics provide superior insight into Hamilton's audience

BACKGROUND

Hamilton: An American Musical tells the life story of Alexander Hamilton through hip-hop, rhythm and blues, pop music, soul music, and traditional style show tunes. The show consciously employs a racially and ethnically diverse cast of actors to portray the Founding Fathers and other historical figures. Since its debut in 2015, the show has achieved critical acclaim and unprecedented box office success, but understanding how the musical would perform in markets outside New York City required more than just gut instinct.

THE CLIENT

Broadway producers are responsible for the overall financial health of a show, hiring the creative team, overseeing the show's marketing, merchandising, and more. With a record-breaking, paradigm-shifting Broadway production like Hamilton, even the most experienced and talented producers would be faced with exciting and daunting business decisions.

> "Working with NORC was a perfect opportunity to combine our institutional knowledge with their exemplary data science. It will contribute to the success of our many touring companies."
>
> Jeffrey Seller, Lead Producer, Hamilton: An American Musical

THE CHALLENGE

Hamilton Lead Producer Jeffrey Seller wanted to understand the musical's non-traditional appeal to better inform planning for touring engagements. In making decisions about the performance's tour expansion, Jeffrey Seller typically relied on his intuition, experience, and creative goals. Knowing the significance of Hamilton's performance in an era of rising diversity, especially in culture and the arts, Seller knew he needed to do more than go with his gut.

THE SOLUTION

In response to Seller's needs, NORC developed a research approach that integrated an extensive array of data and analytical tools. Backed by NORC's data scientists, Seller and his staff were able to efficiently and effectively understand the show's demographically diverse audience. Together with predicative analytics around show longevity, the results permitted the producers to make data-based judgments regarding the duration of tours in specific cities and informed commitments to theatre owners and those that fuel the performances. Hamilton continues to partner with NORC's Behavioral and Economic Analysis and Decision-Making (BEAD) team on additional analytics initiatives to support the performance's ongoing success.
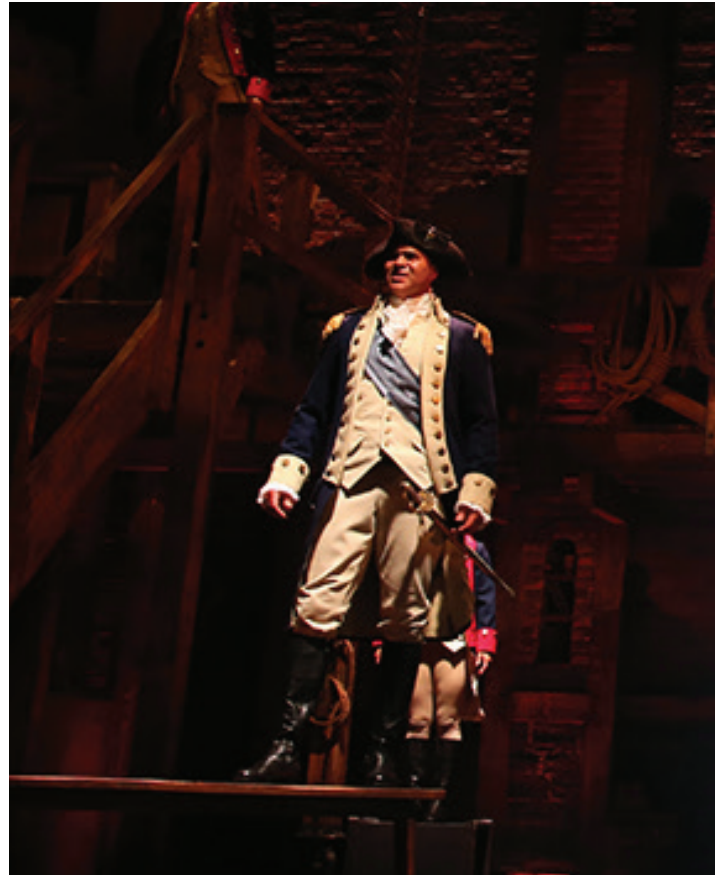
RESULTS

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"NORC's broad range of analytic capabilities provided superior insight into Hamilton's unique position as a cultural phenomenon while also informing complex decisions around market positioning."

Julie Banks, Associate Director, Statistics and Methodology, NORC at the University of Chicago

START A CONVERSATION

NORC's team of full time researchers, subject matter experts, and data scientists can help you use predictive analytics and data science to address your strategic business challenges with confidence.

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