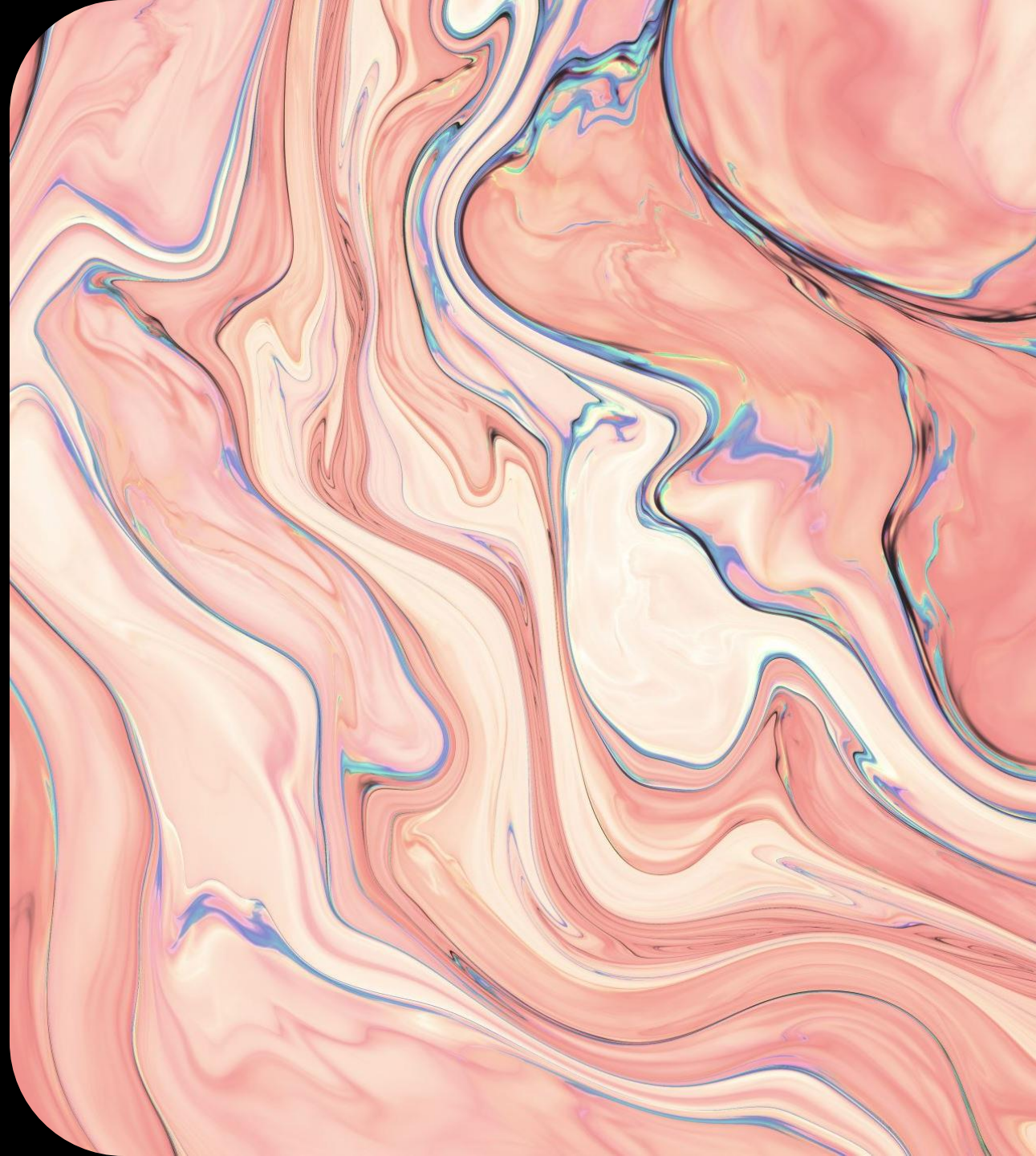
Improving sales performance through effective data utilisation

Analysis by Arthur Hilton



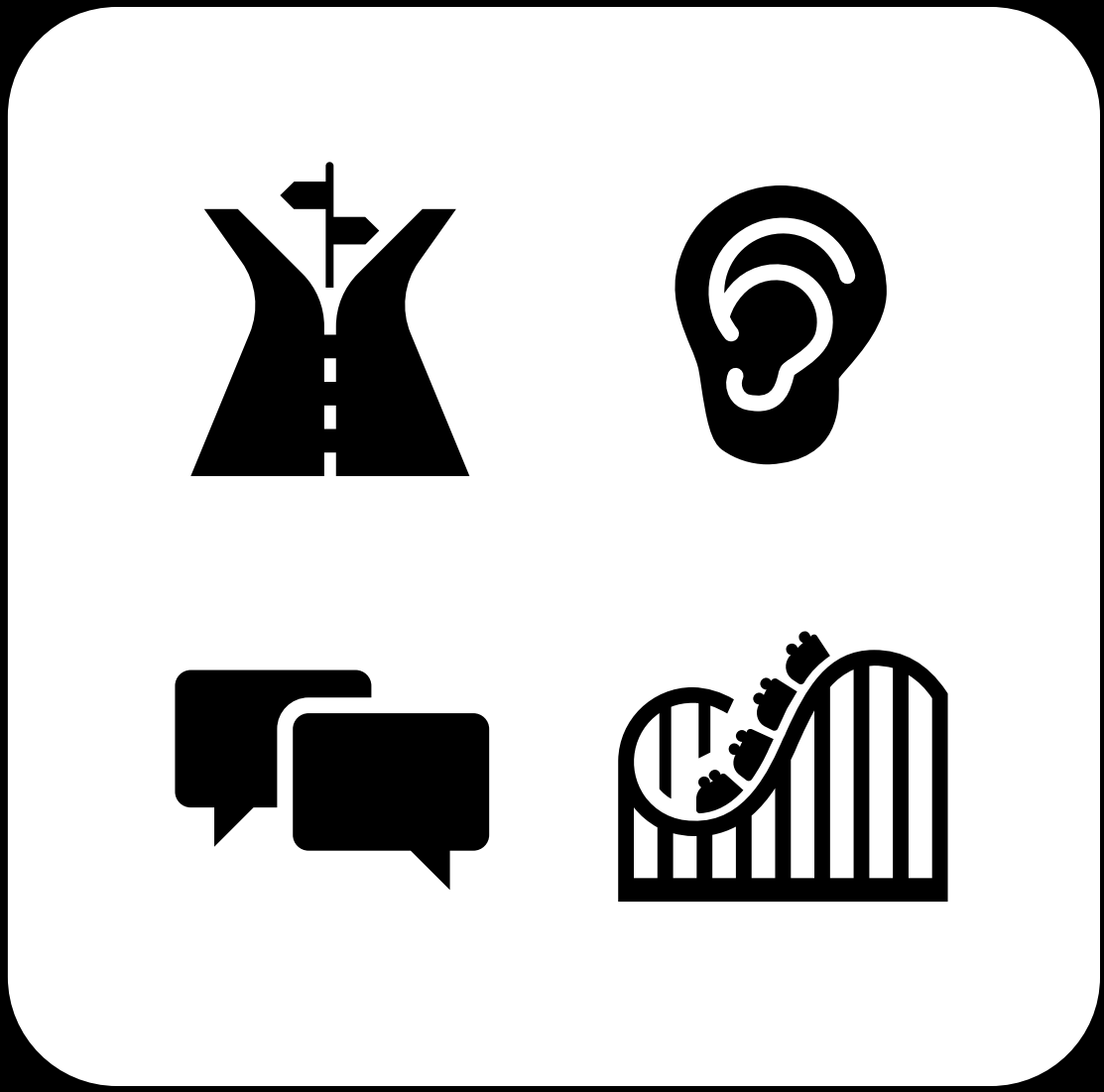
Crossroads

- Customers have been making choices: to engage or not to engage?

- TurtleGames must decide what their future looks like.

Recommendations:

- Customers are different. Identify their journey and speak to them accordingly.
- Listen to their sentiment (with caution) and devise your marketing strategy accordingly.
- The console market is shifting. Divest and diversify away from the volatility and hype of new releases.
- Keep an eye on North American and EU markets.
- Data is not ideal for modelling, however we are able to make predictions with it. Further treatment can improve this.

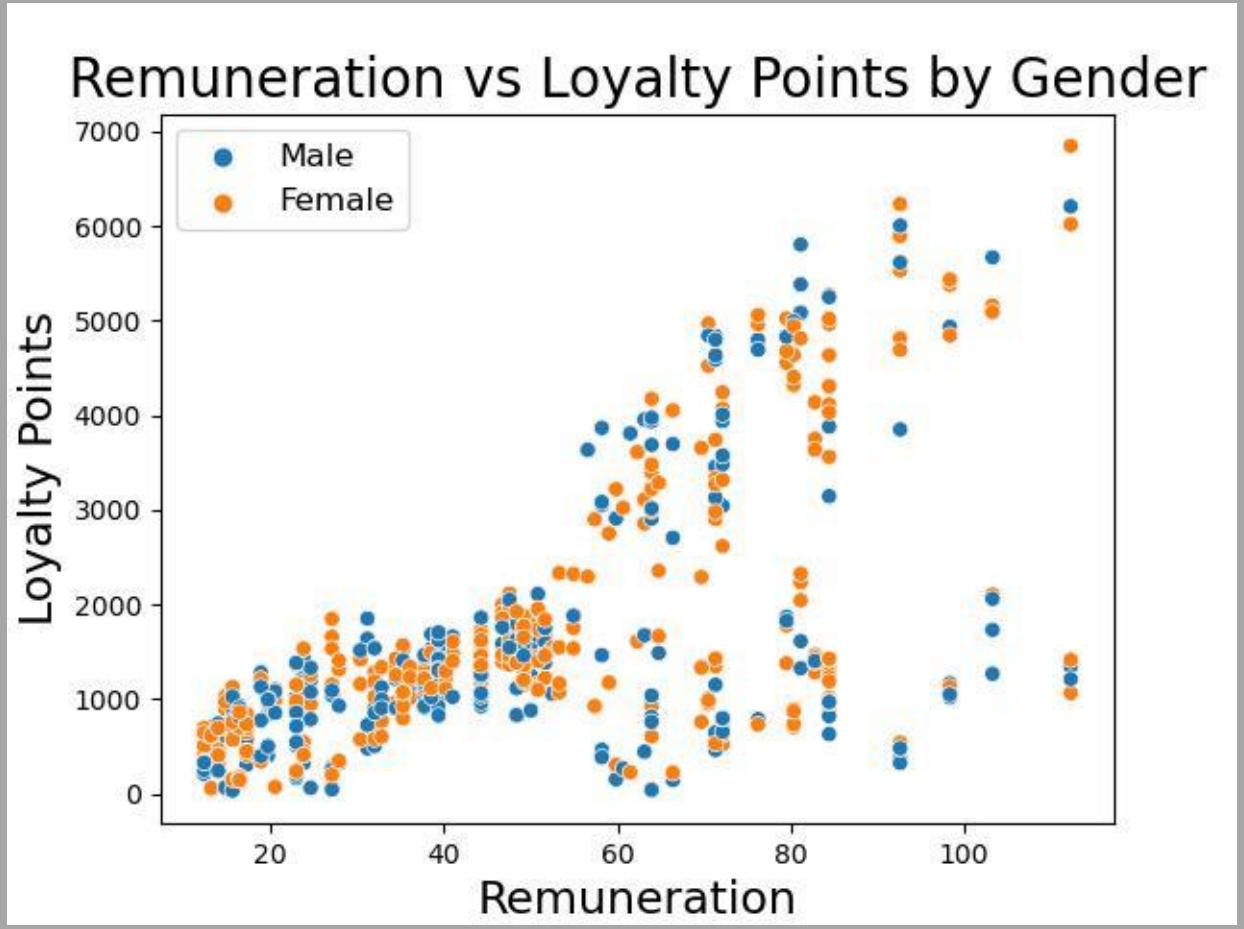


The Scenario:

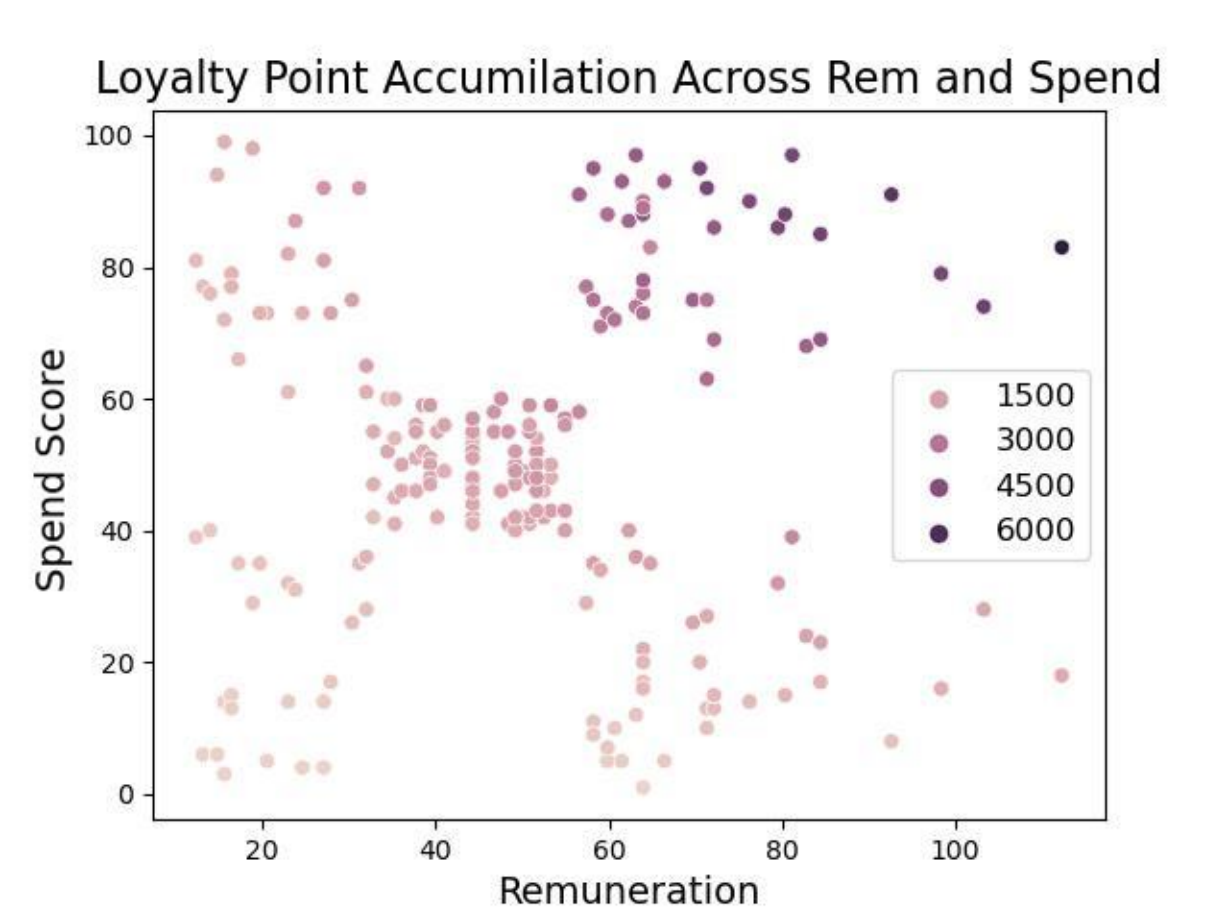
- How are customers accumulating loyalty points? Which groups of customers? What does this journey look like?
- Can those groups be targeted for marketing? How might we speak to different customers?
- How are customers speaking BACK TO US?
- What relationships can we infer between North American and European sales? Can we make reliable predictions?
- In what direction are console sales heading? Is this a global phenomenon?

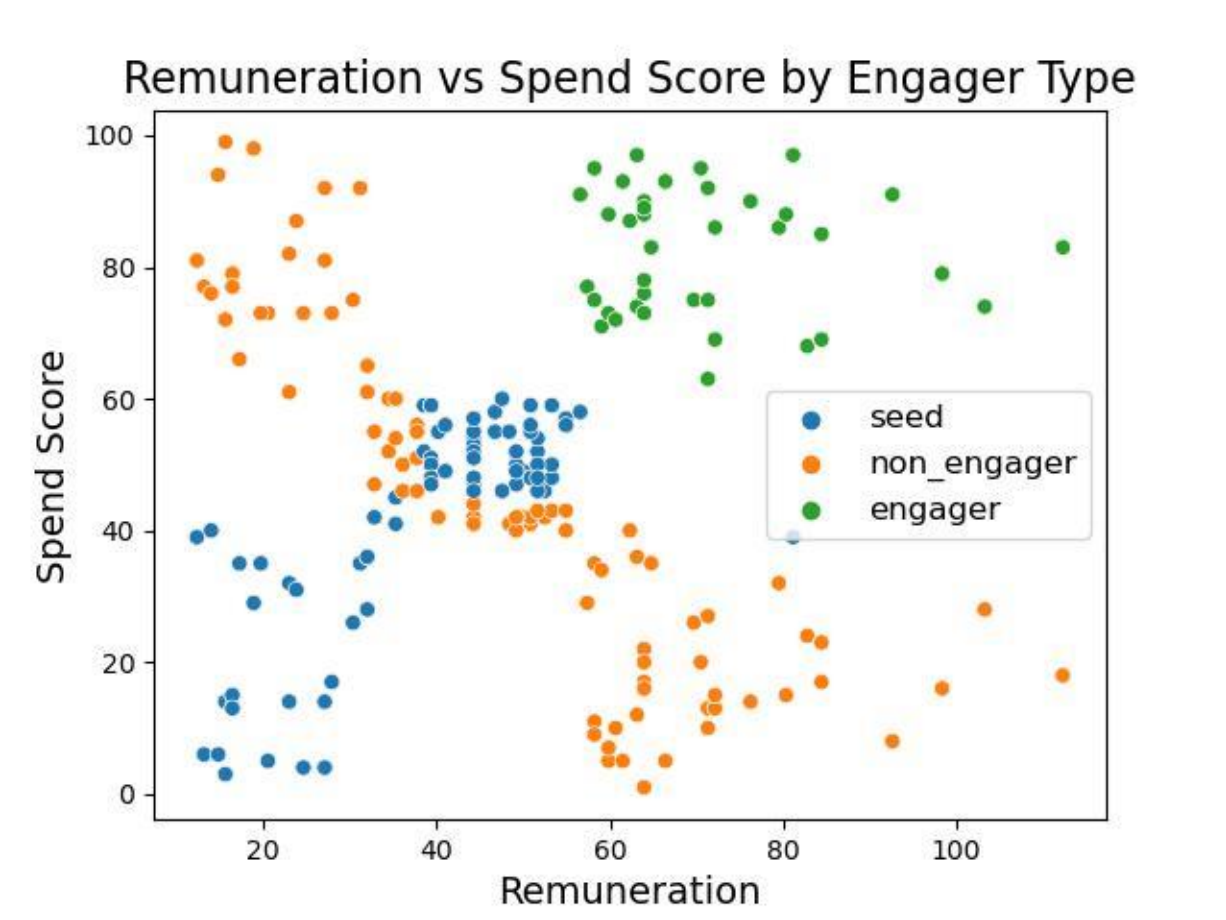
Loyalty Points

- Remuneration and spend score drive loyalty point accumulation.
- No clear relevance of age or education.
- Tends to be a ‘cut-off’ point after around rem/spend = 55.
- Before this, we can model the accumulation of loyalty points well. Accuracy decreases as we go up.
- Typically found some customers go on to engage while others don’t.
- Potential to identify them early and intervene.

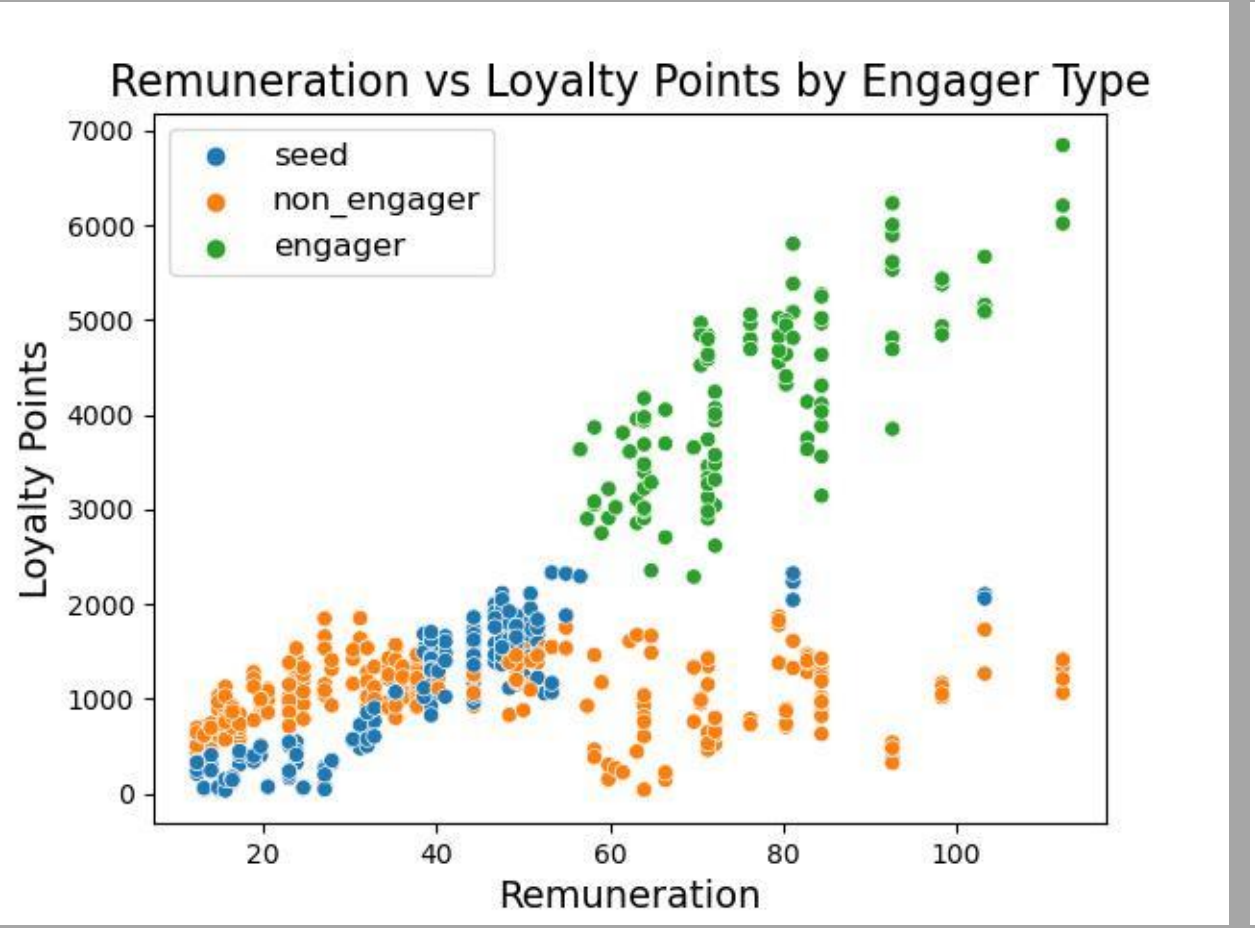


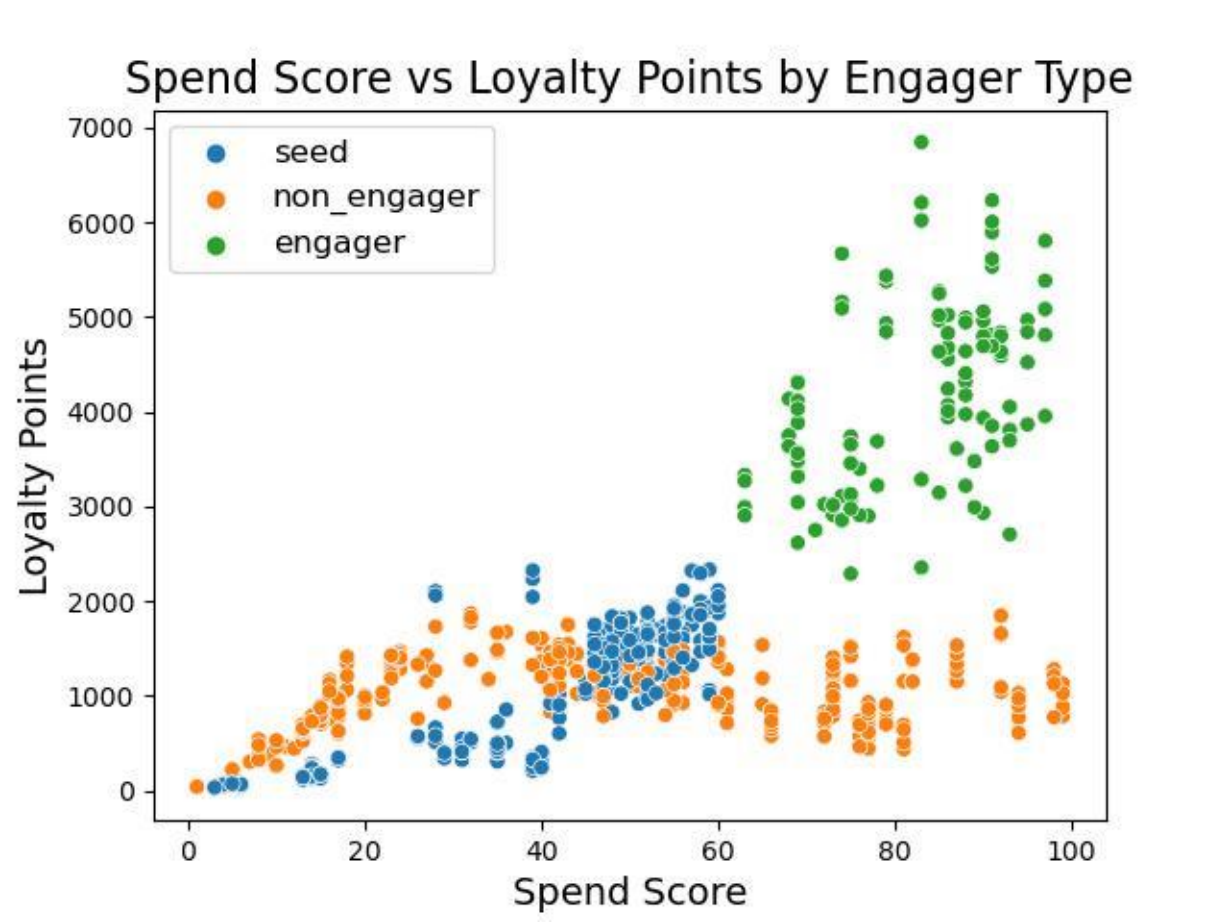
Loyalty Points





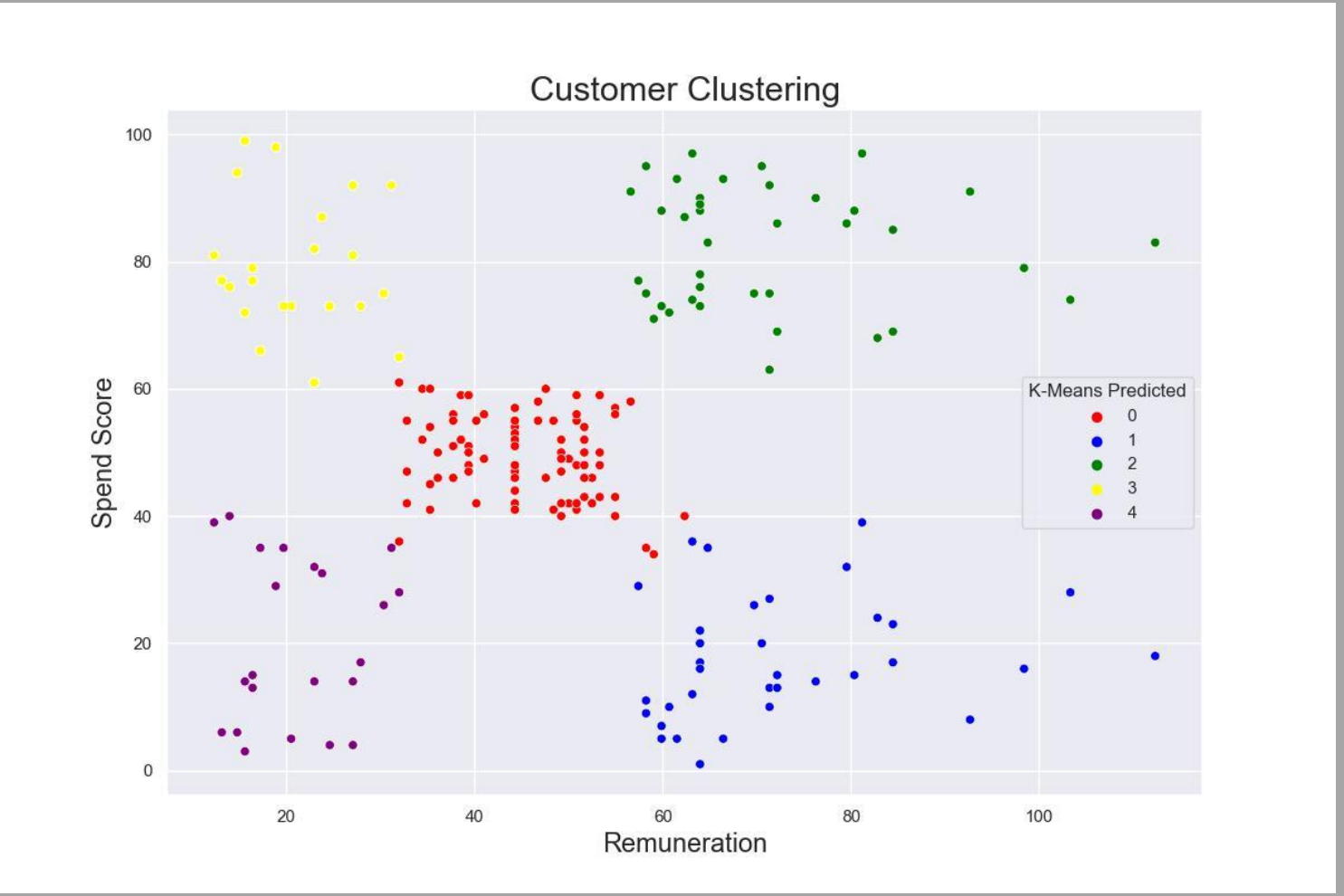
Loyalty Points





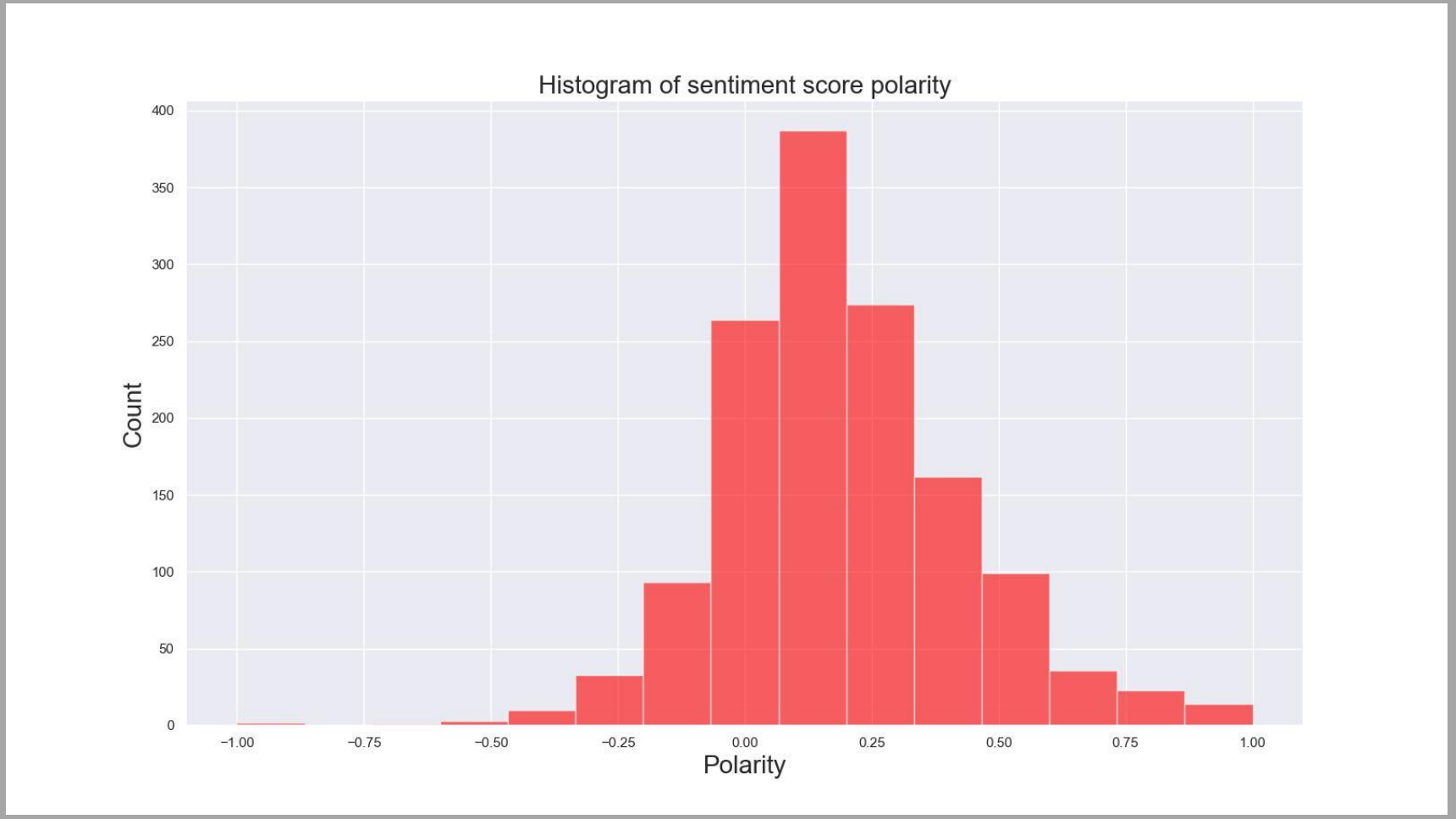
Marketing Groups

- K-means clustering techniques to identify clusters.
- Consider the marketing strategies more broadly.
- How do we speak to customers in different areas and with different means?
- How do we promote them across the middle and prevent them ‘veering’ off the edges?



Customer Text Data

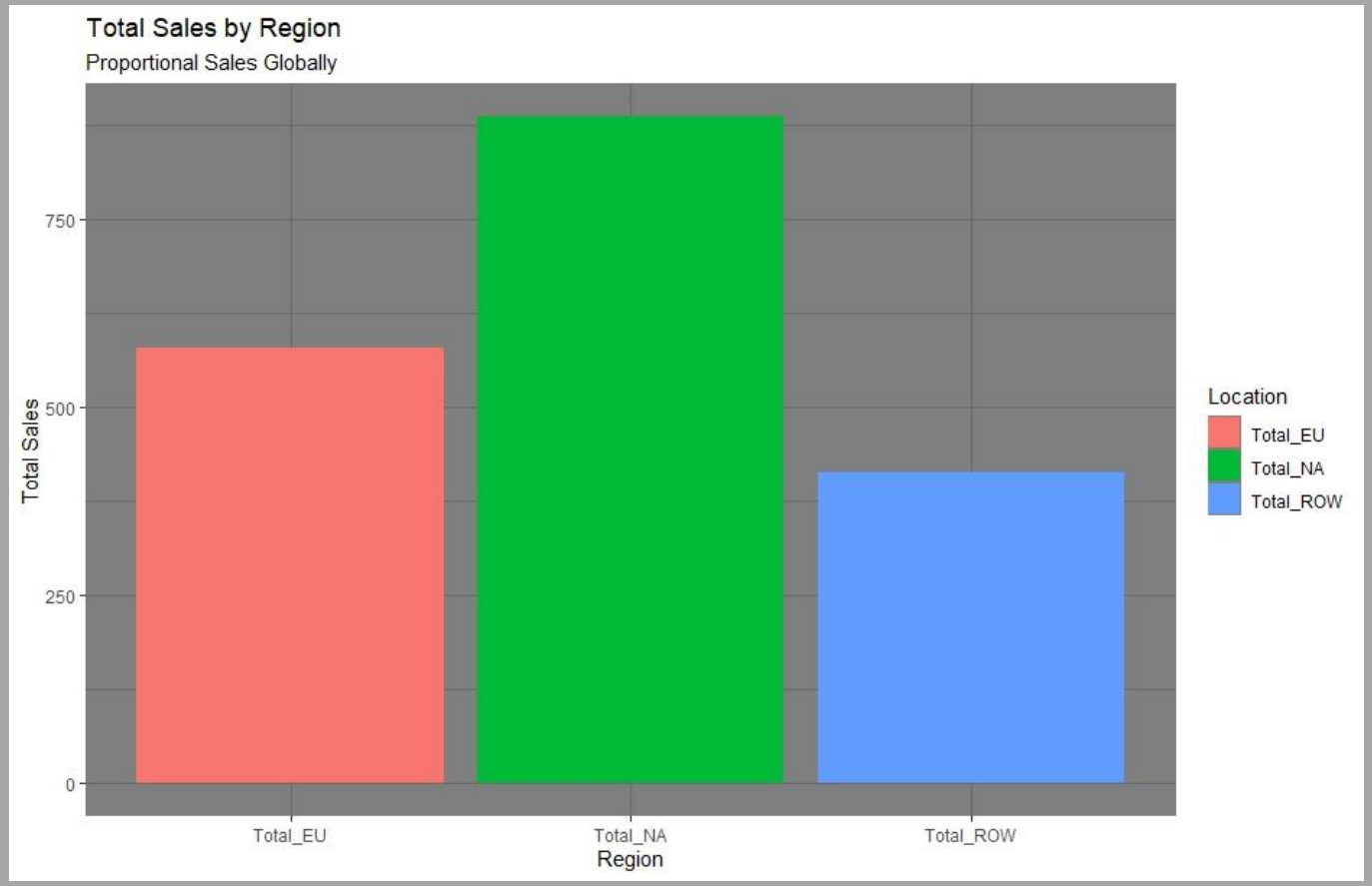
- Generally, a positive audience.
- Potential to drill into specific complaints.
- Can identify potential ‘passives’ and attempt to convert them to promoters.
- Requires a deeper dive.



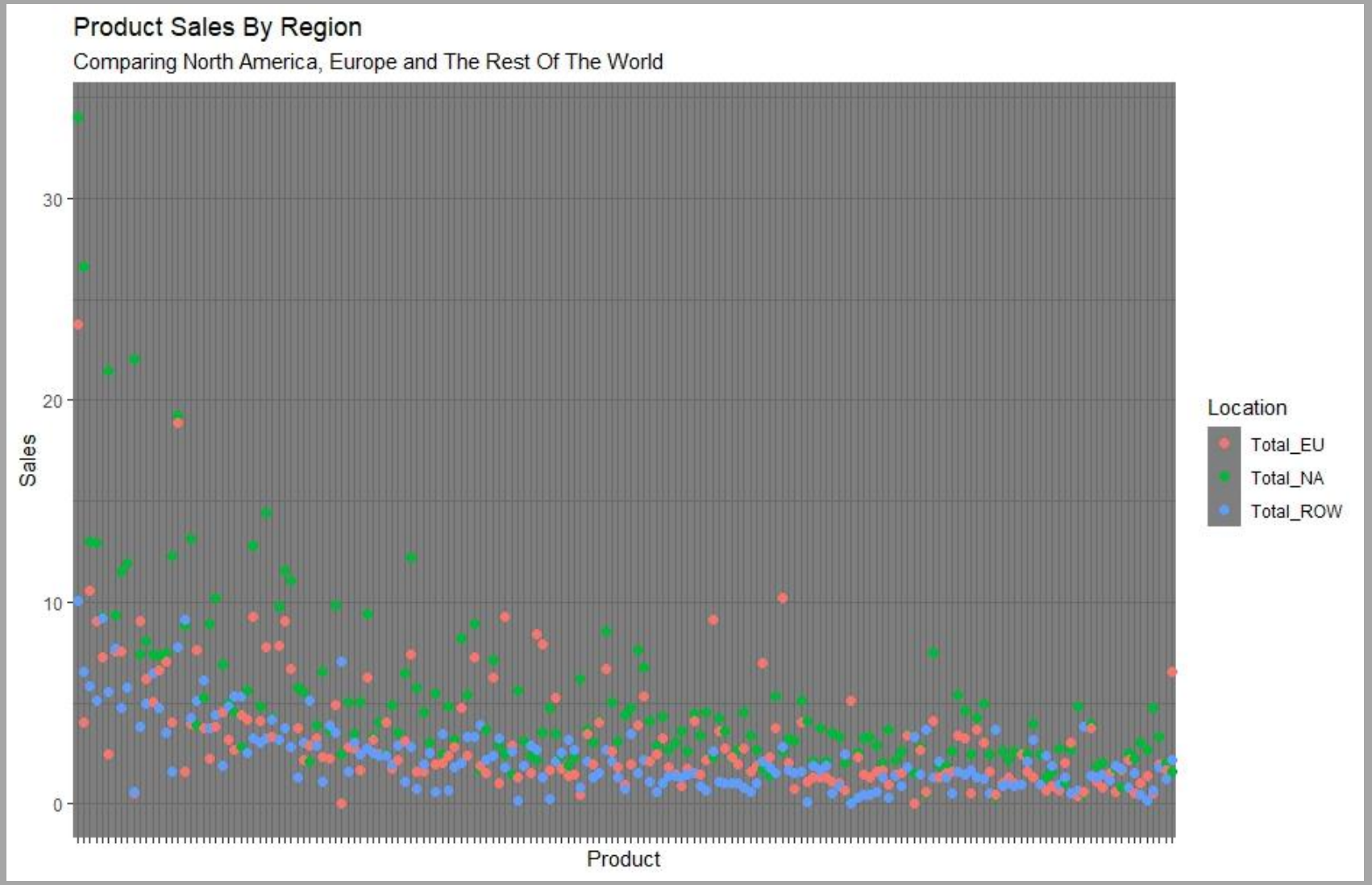
Customer Text Data

Sales Data: trends and insights

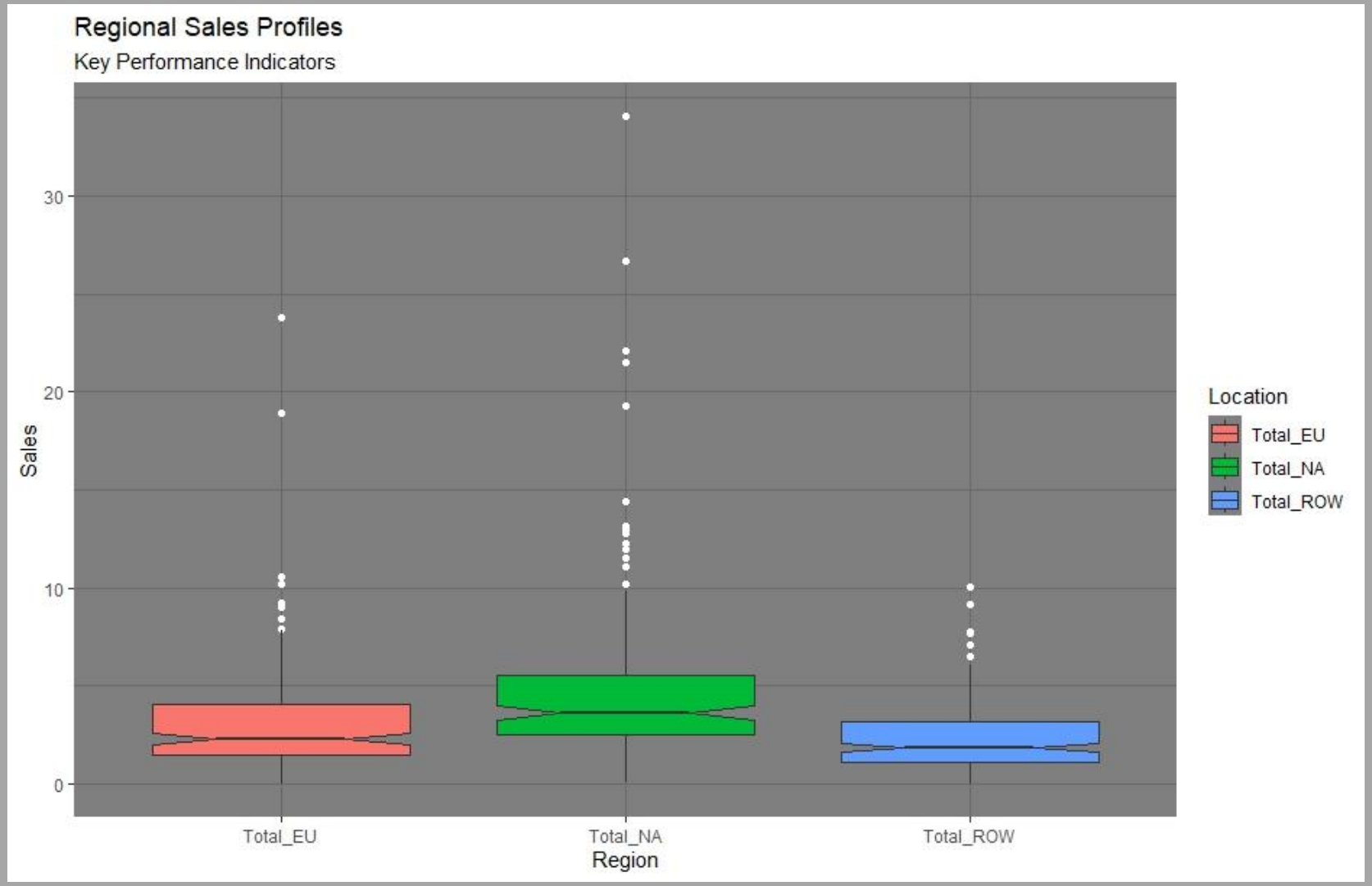
- North America dominates.
- Very dominated by outliers. Presents some difficulty in modelling.
- Quite “seasonal”. Ebbs and flows of popularity.
- Prone to the whims of title popularity.
- Clear decline over recent years. TurtleGames should consider emerging technologies in this market.
- Evidence to suggest this is a wider industry decline.



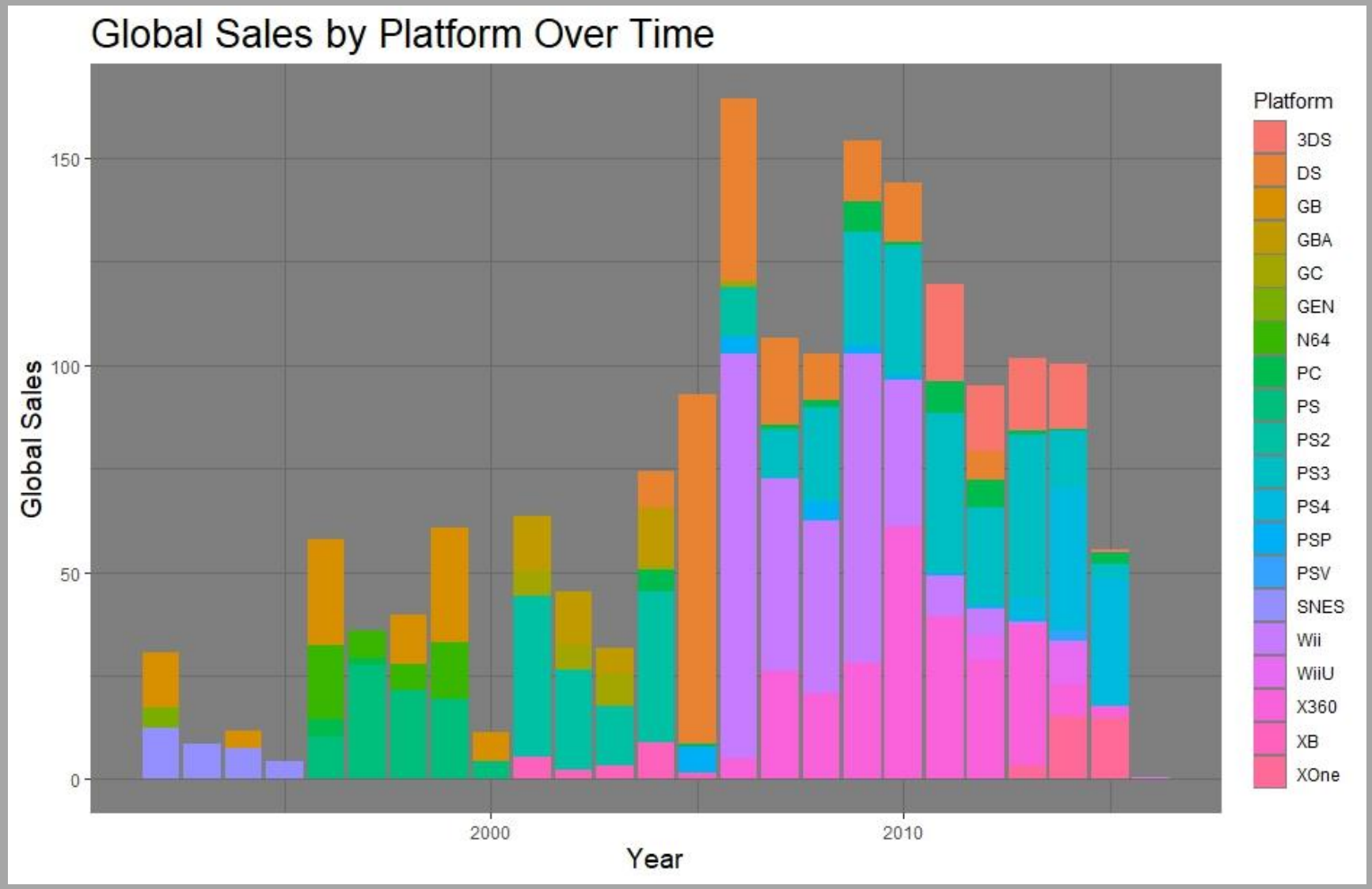
Sales Data: trends and insights

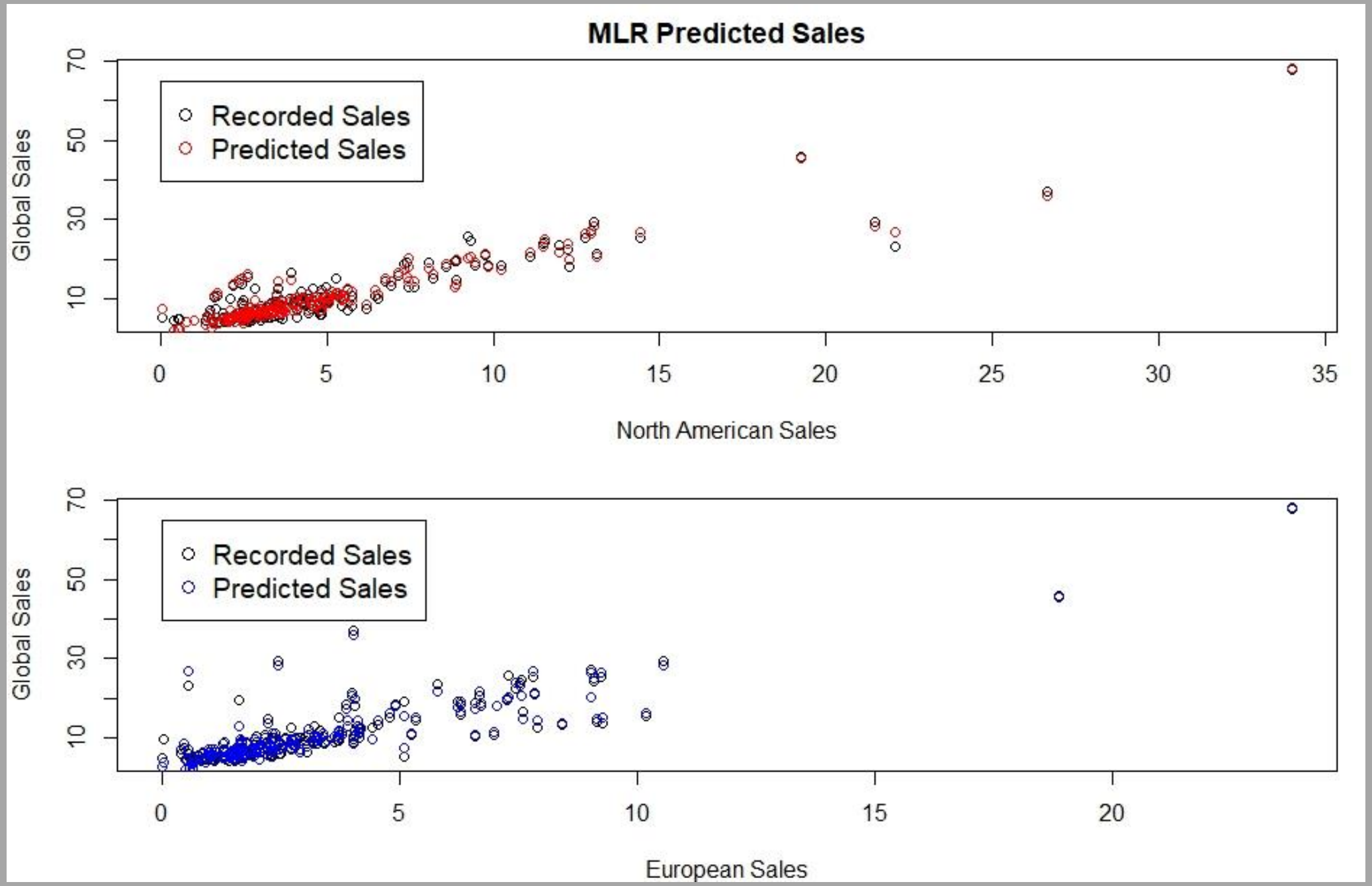


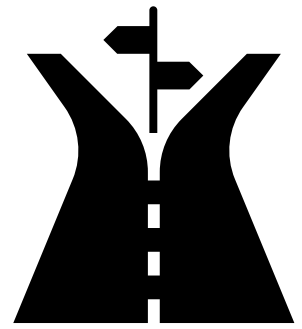
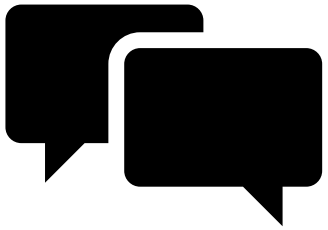
Sales Data: trends and insights



Sales Data: trends and insights




MLR Predicted Sales
Recorded Sales
Predicted Sales
Global Sales
North American Sales
European Sales
0
5
10
15
20
25
30
35
10
30
50
70

Recommendations:

- Tailor marketing campaigns. Seek to intervene in customers veering off the desired journey.
- Seek to convert passives to promoters.
- Identify and consider new markets.
- Utilise the power of predictive modelling!