

The District Company

Industry Liason: Dustin Jepperson

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University of Wisconsin-Stout

March 10, 2016



Action Plan

The District
Company

Megan

Mortensen,
Connor Phu,
Brian Dassow,
Bella Nordahl

Action Plan

Facebook
Reviews

Survey

Data Analysis

- Use regression to look at correlation between events and concession sales
- Use classifiers to determine what would help the company based on survey responses and Facebook reviews

Facebook Reviews

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Survey

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THE DISTRICT COMPANY CUSTOMER SURVEY

1. Check your age range:

Under 12	
12-14	
15-18	
19-22	
23-30	
31-40	
41+	

The District Company wants to provide events, services, and products for our customers to help them achieve the best possible social gaming experience. Please answer these questions as honestly and as accurately as possible so we can learn how to serve you better. Thank you!

2. Circle your gender: Male Female Other Prefer not to respond

3. Who do you typically come here with? (Circle one)

Family (Children) Friends By yourself Significant Other

4. When you visit The District Company, what do you typically purchase? (Check all that apply)

___Beverages ___Food ___Event Tickets ___Card Games

___Board Games ___Novelties ___Magic: the Gathering ___D&D

___Nothing (just hang out) Other _____

5. What days/times do you typically visit The District Company (Check/circle all that apply):

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
12:00 - 5:00 PM							
5:00 - 9:00 PM							
After 9:00 PM							

6. What is your favorite thing to play/do here? (Check all that apply):

___Board Games ___D&D ___~~Dungeons~~ Trading Card Game League

___Magic: the Gathering ___Star Wars X-Wing ___Warhammer ___EDH/Commander Meet-Up

___Game Designer Meet-Up ___Yu-Gi-Oh! ___Force of Will ___Computer Games

___Console Games Other _____

7. Please provide suggestions on new games, products, services or events we can add to The District Company's offerings.

8. Additional Comments:

Monthly Totals

The District
Company

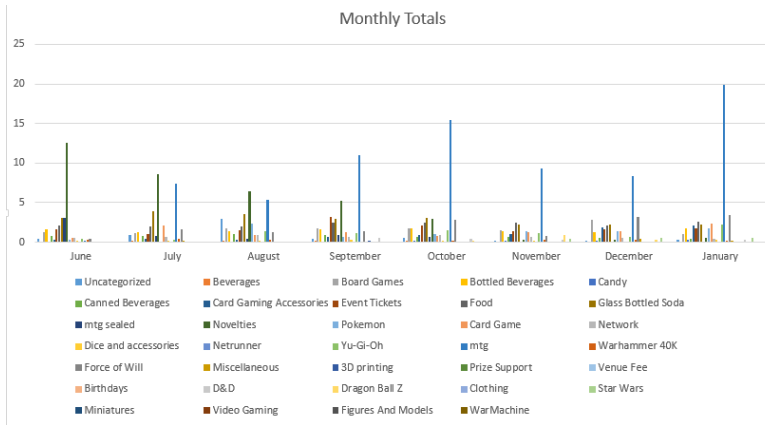
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Dungeons and Dragons VS Beverages

The District
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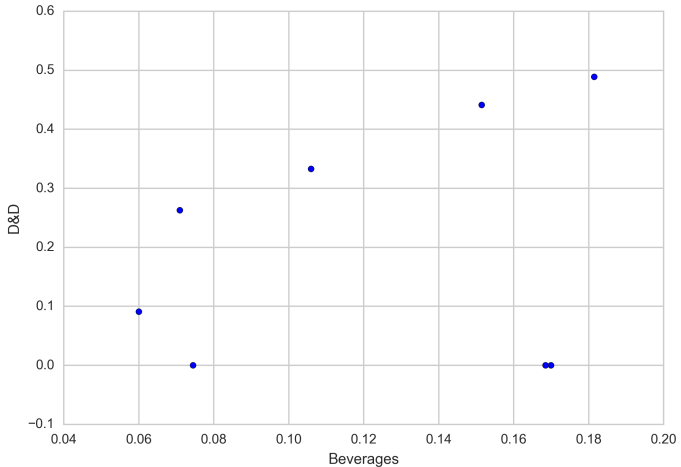
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Magic of the Gathering VS Food

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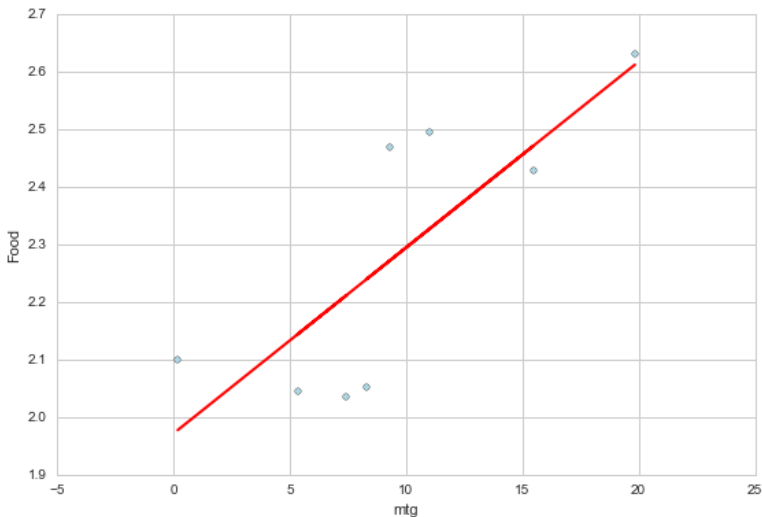
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Magic of the Gathering VS Novelties

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