

The District Company

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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

The District
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Data Analysis

Words	Count
friendly	5
helpful	2
go-to	1
magic	4
no one	1
knowledge	2
happy	3
best	5
outstanding	1
first class customer service	1
amazing	3
atmosphere	3
great	9
awesome	4
fun	7
unique	1
enjoy	2
variety	2
kind	1
welcom	2
love	4
impress	1

Survey

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THE DISTRICT COMPANY CUSTOMER SURVEY

1. Check your age range:

Under 12	
12-14	
15-18	
19-22	
23-26	
27-30	
31+	

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 - 3:00 PM							
3:00 - 6:00 PM							
After 6:00 PM							

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

___ Board Games ___ D&D ___ ~~Cheerios~~ ___ 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:

Correlations

The District
Company

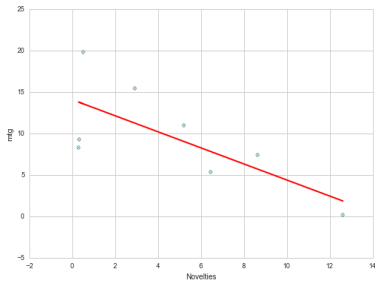
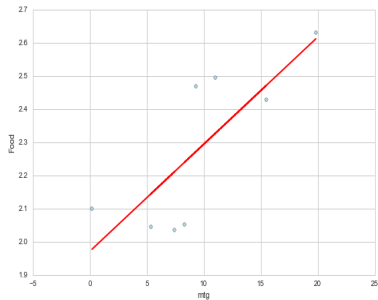
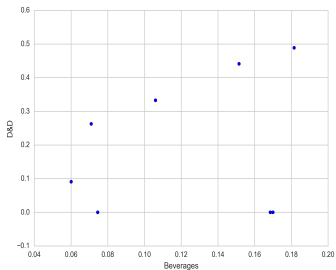
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Monthly Totals

The District Company

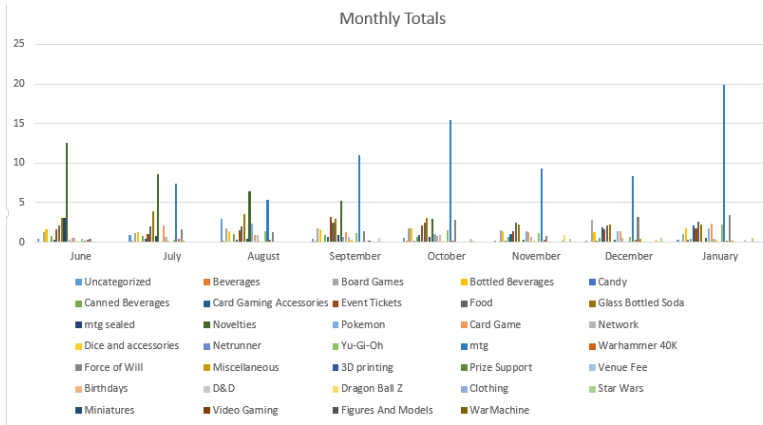
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Action Plan

Facebook Reviews

Survey

Data Analysis



Monthly Data

The District Company

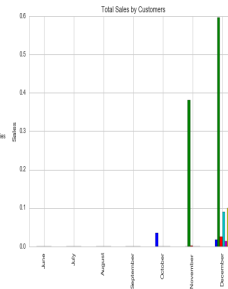
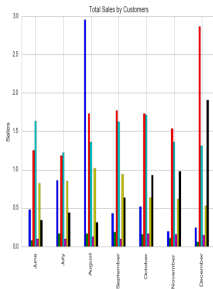
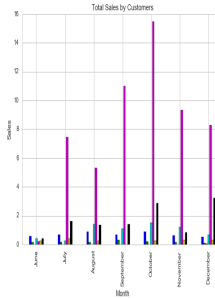
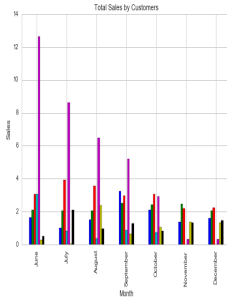
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Weekly Data

The District
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Data Analysis

