

The District  
Company

Megan  
Mortensen,  
Connor Phu,  
Brian Dassow,  
Bella Nordahl

Action Plan

Facebook  
Reviews

Survey

Data Analysis

# The District Company

## Industry Liason: Dustin Jepperson

Megan Mortensen, Connor Phu,  
Brian Dassow, Bella Nordahl

**University of Wisconsin-Stout**

March 10, 2016



# Action Plan

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- 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	
13-14	
15-16	
17-22	
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:

# Correlations

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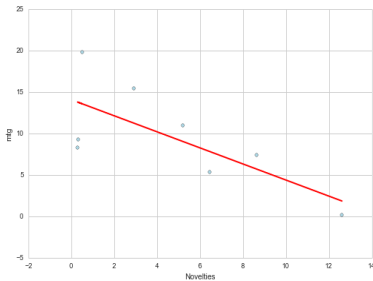
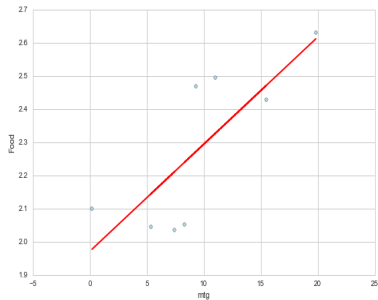
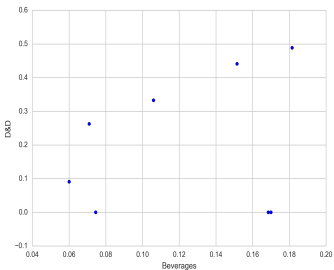
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# Monthly Totals

The District Company

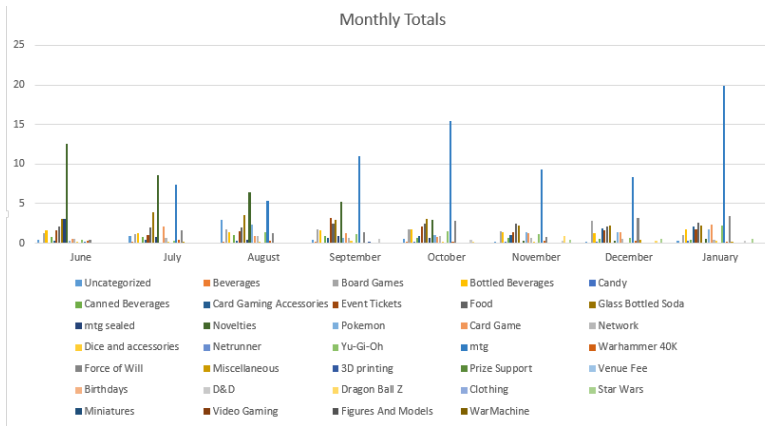
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# Monthly Data Continued

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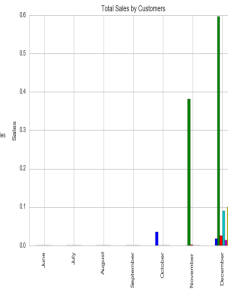
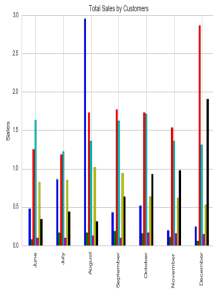
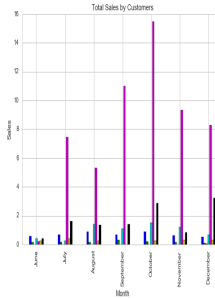
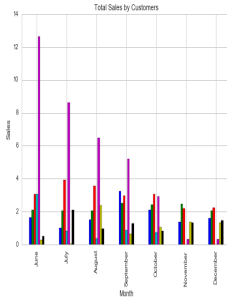
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## Weekly Data

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## Data Analysis

