



SuperZoo Registration Data: Exploration and 2018 Predictive Analysis

Questions

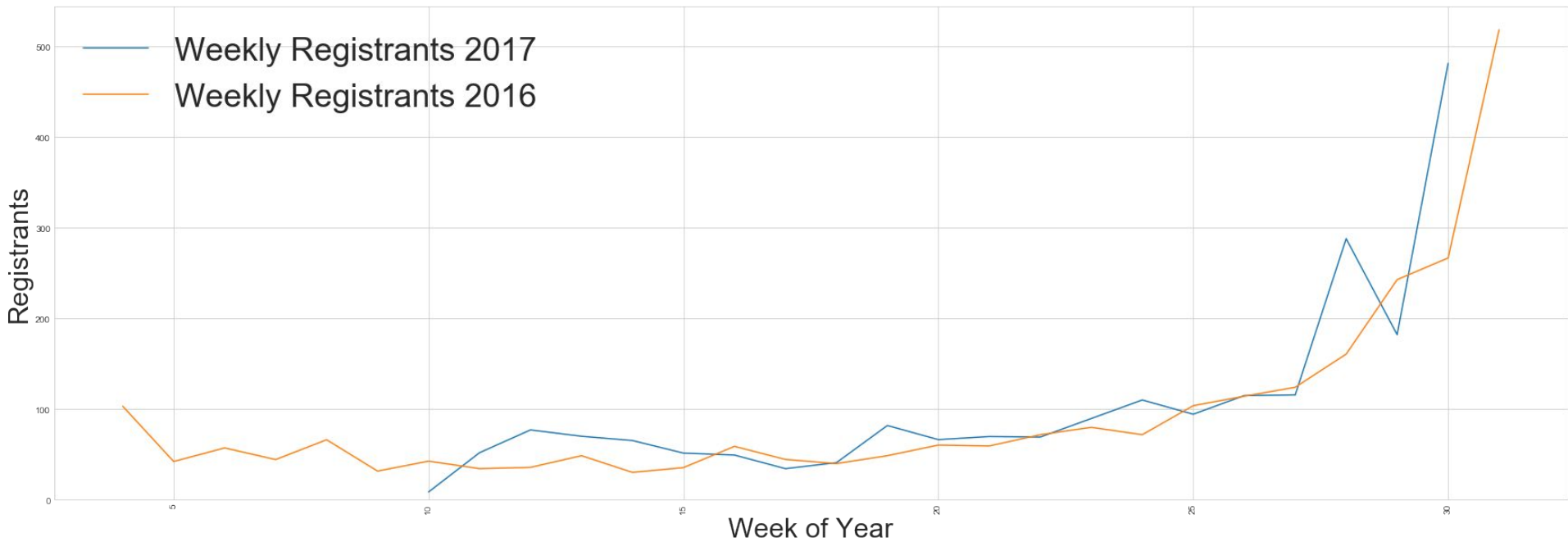
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- Q2. Can Registration Data be useful for finding new markets?
- Q3. Can Registration Data be used to predict whether or not someone will come to the event?

Questions

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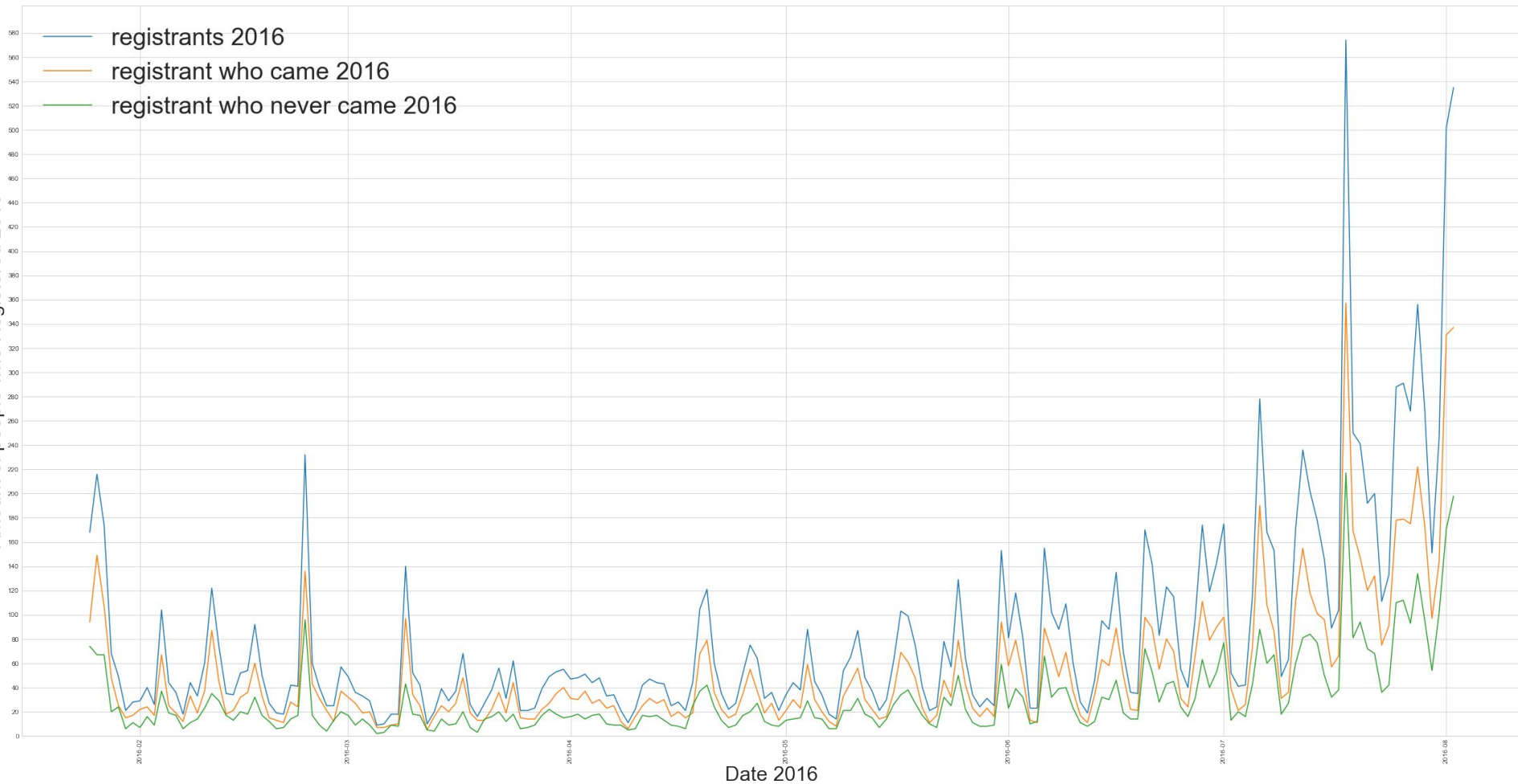
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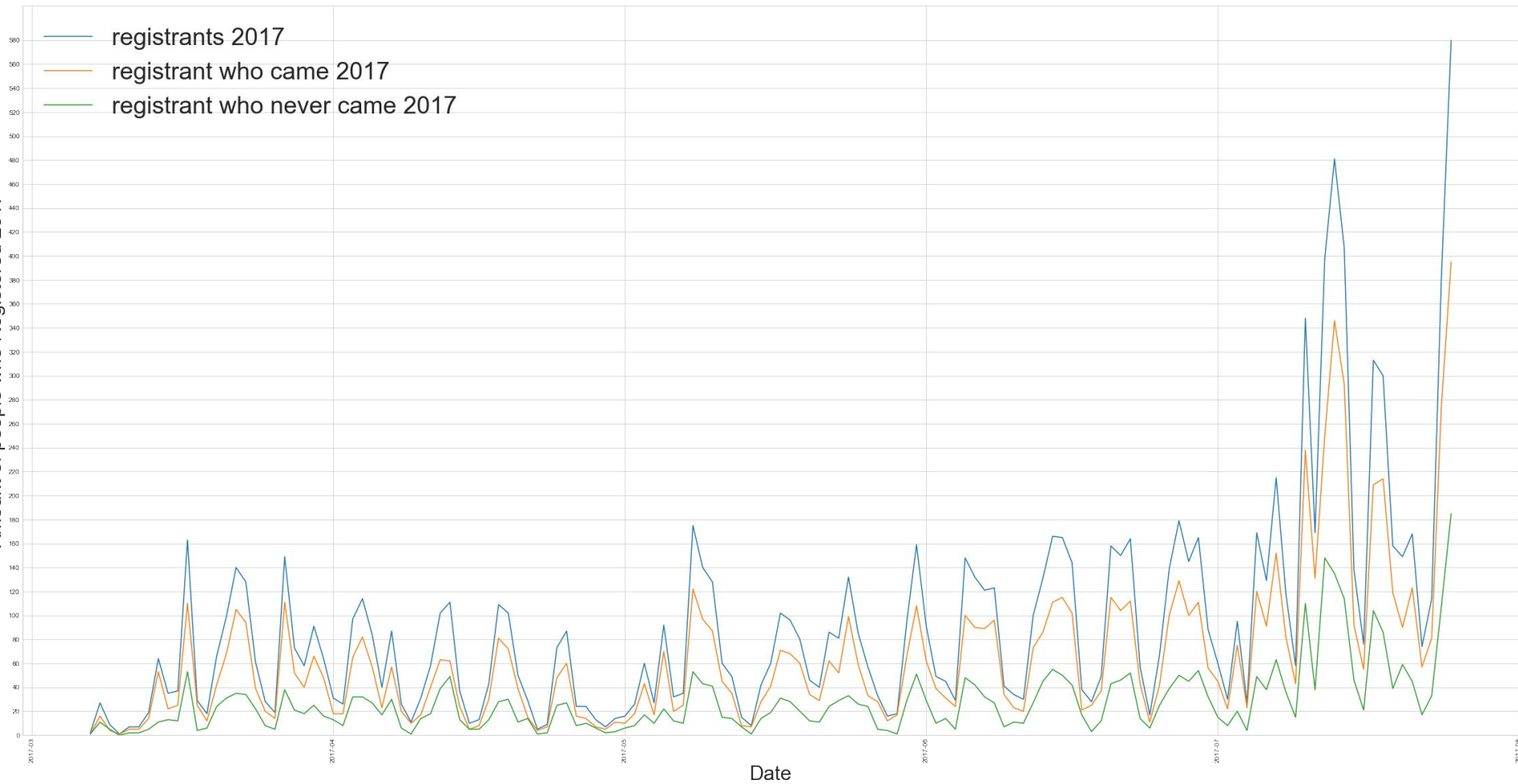
Question

Is there a daily pattern?

Amount of people who Registered 2016



Amount of people who Registered 2017



Questions

Is there a daily pattern? Yes

Is there a pattern in retention rates?

2016

WeekDay	Percentage_Registrants_Who_Came	Registrants	Registrants_Came	Registrants_Not_Come
Sunday	0.623	43	26.63	16.37
Monday	0.623	107.71	67.18	40.54
Tuesday	0.637	114.93	73.93	41
Wednesday	0.646	110.89	70.81	40.07
Thursday	0.657	96.15	62.26	33.89
Friday	0.632	71.41	44.7	26.7
Saturday	0.646	37.04	23.85	13.19

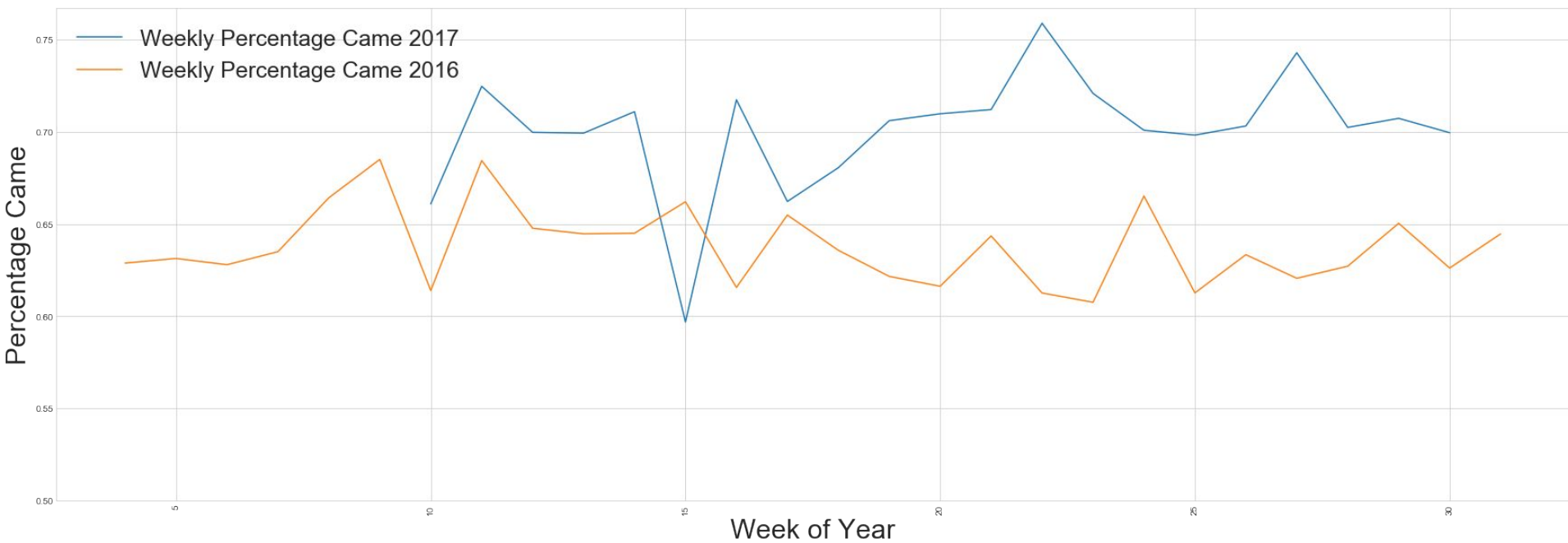
2017

WeekDay	Percentage_Registrants_Who_Came	Registrants	Registrants_Came	Registrants_Not_Come
Sunday	0.744	32.4	23.5	8.9
Monday	0.704	119.5	83.65	35.85
Tuesday	0.704	127.81	90.19	37.62
Wednesday	0.686	123	84.6	38.4
Thursday	0.67	111.25	76.95	34.3
Friday	0.706	95.1	67.05	28.05
Saturday	0.692	39.65	27.7	11.95

Questions

Is there a pattern in retention rates? No

Is retention rates even important?



Questions

Is retention rates even important? Yes

Q1. Can Registration Data be used to better market to email lists?

Answer: Yes

From the data it can be recognized that a weekly pattern exists for when people register. This can be used to better target possible registrants during key days of the week. Successfulness of created marketing content for each week can be seen not only by using the metric of “amount of registrants” but also the metric of “conversion rate of registrants”

Questions

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Find new markets by understanding
the current market

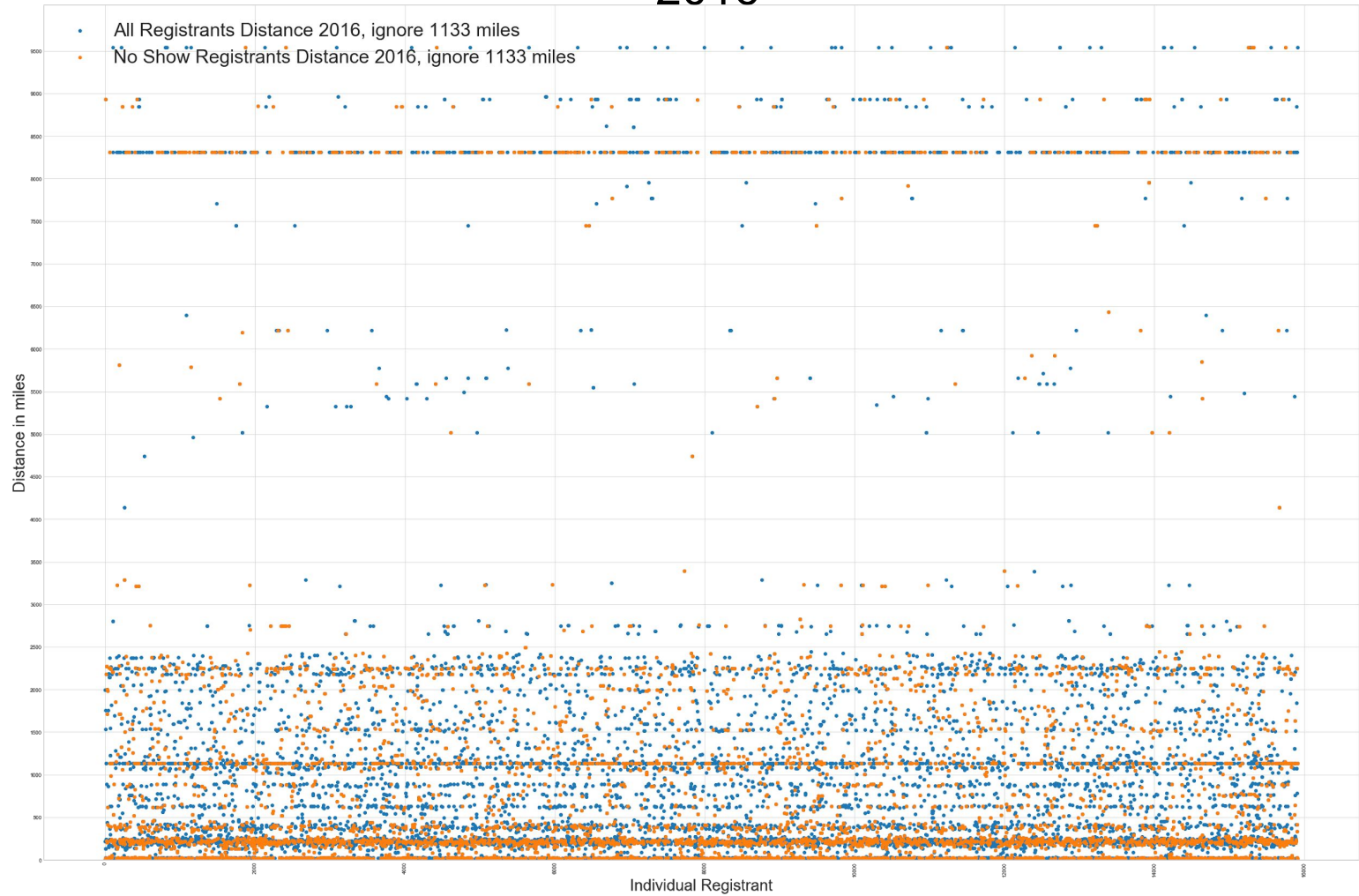
2016

	Location	Total Registrants	Total Registrants Who Showed	Total Registrants Who No Showed	Percentage That Showed
0	CA	4772	3012	1760	0.631
1	NV	2858	1667	1191	0.583
2	AZ	868	557	311	0.642
3	TX	528	352	176	0.667
4	CO	471	372	99	0.790
5	WA	468	374	94	0.799
6	UT	448	282	166	0.629
7	FL	416	252	164	0.606
8	nan	412	288	124	0.699
9	NY	369	230	139	0.623
10	IL	298	199	99	0.668
11	OR	229	158	71	0.690

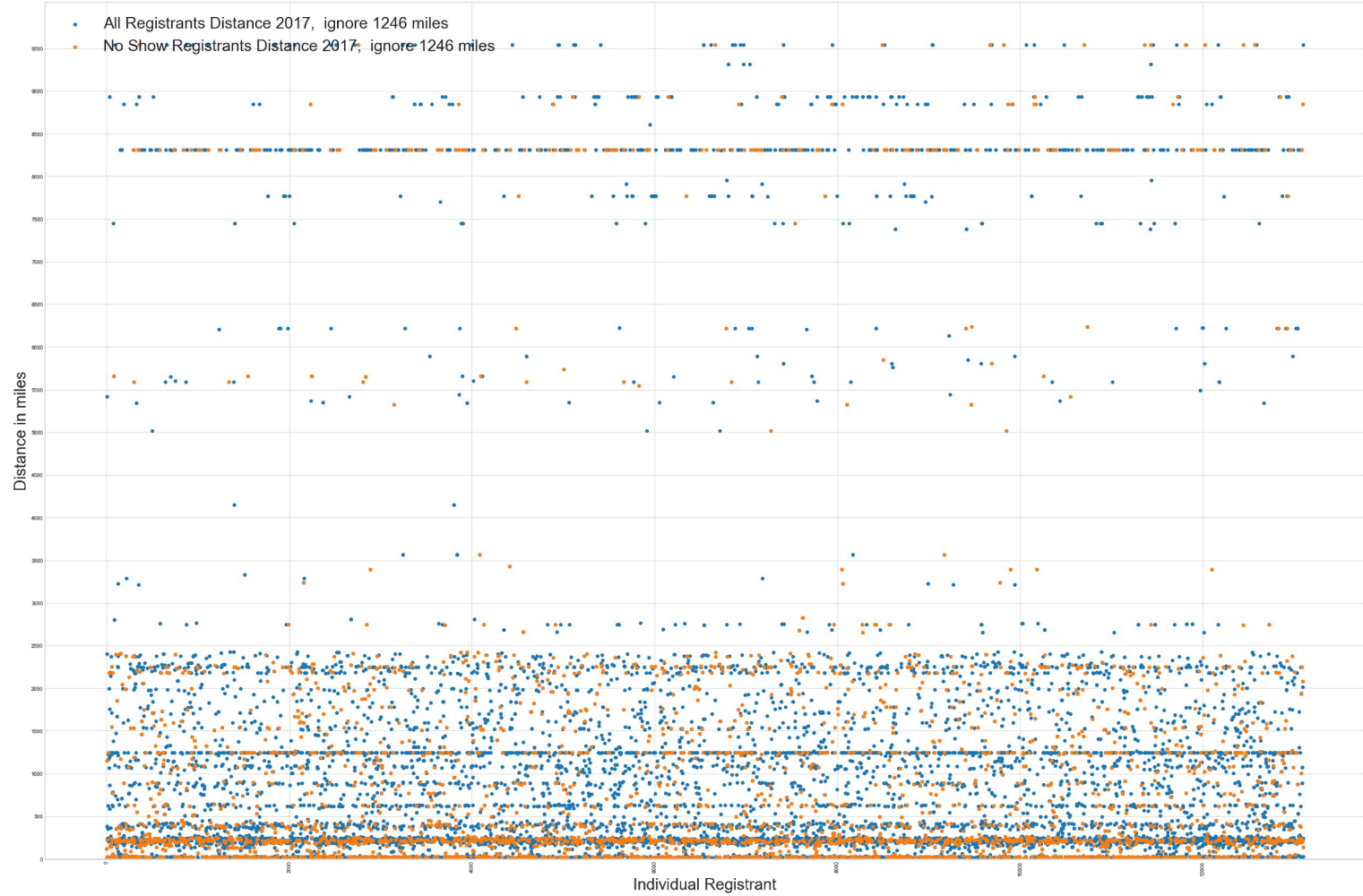
2017

	Location	Total Registrants	Total Registrants Who Showed	Total Registrants Who No Showed	Percentage That Showed
0	CA	3778	2429	1349	0.643
1	NV	2164	1402	762	0.648
2	AZ	765	515	250	0.673
3	TX	420	260	160	0.619
4	CO	404	262	142	0.649
5	WA	407	277	130	0.681
6	UT	372	242	130	0.651
7	FL	314	215	99	0.685
8	nan	489	321	168	0.656
9	NY	249	168	81	0.675
10	IL	215	138	77	0.642
11	OR	176	113	63	0.642

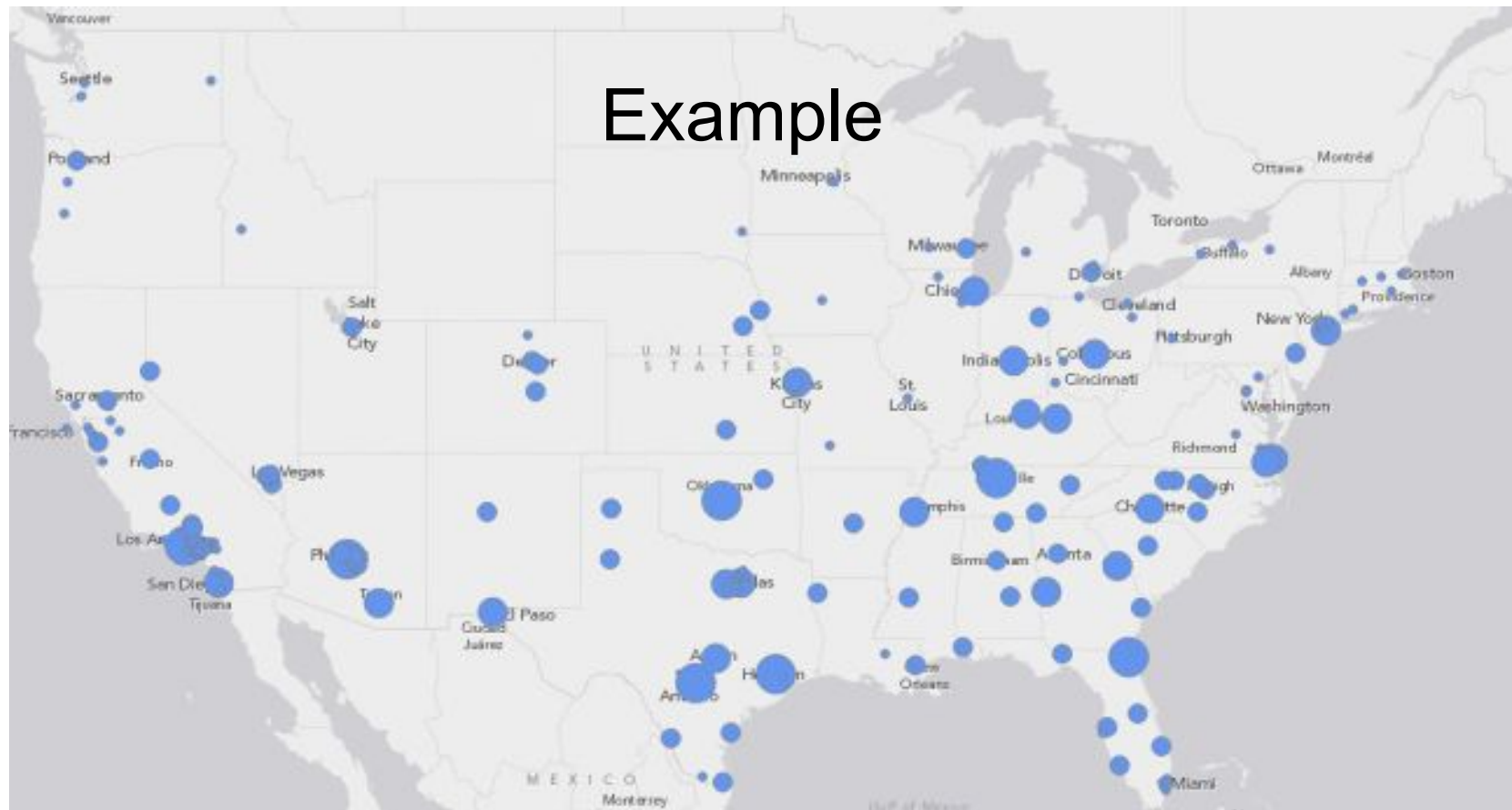
2016



2017



Example



Q2. Can Registration Data be useful for finding new markets?

Answer: Yes

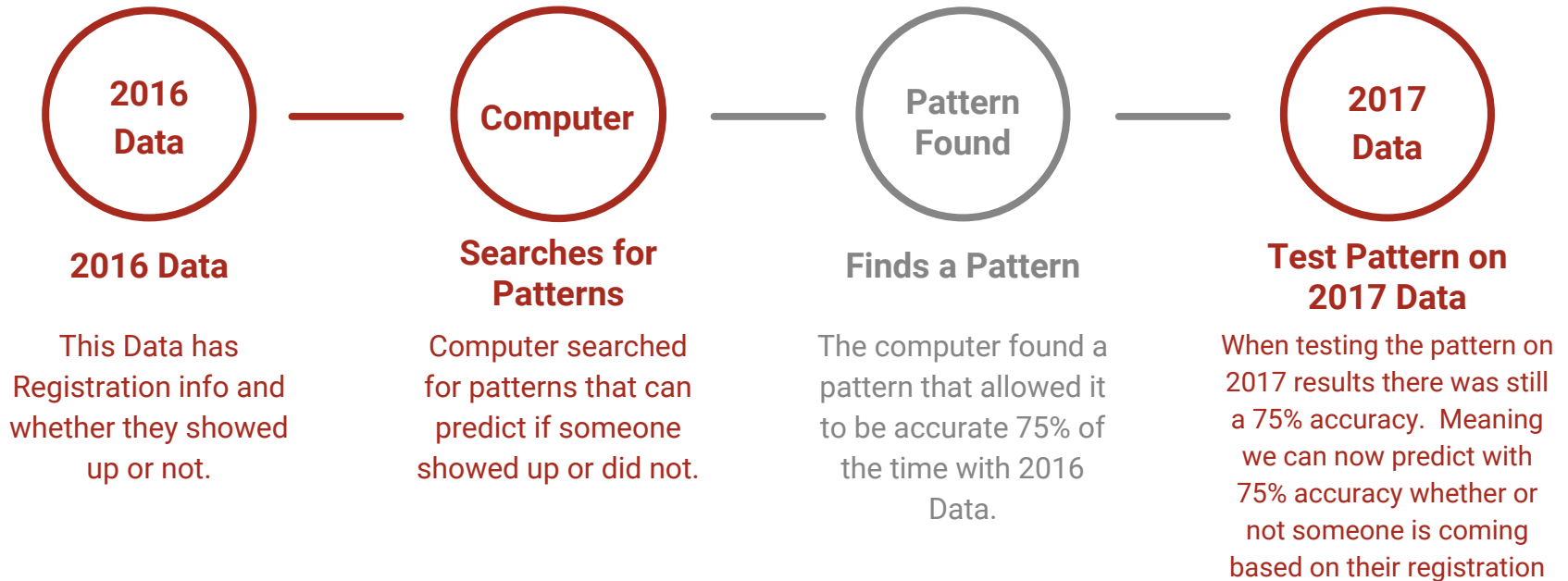
From the data it can be recognized that there are specific cities where most of your registrants come from. By looking into what are the similar aspects of these cities (wealth, population size, airport hub status, if there are direct flights to vegas, weather, amount of animal businesses, etc) It should be possible to target new cities that have the same similar characteristics. Furthermore the scatter plot graphs show less filled lines which may entail cities that have been largely ignored and should be targeted more fervently.

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2017

	A	B	C	D	E	F	G	H	I	J	K	L	U	V	MP	MQ
1		Unnamed: 0	Distance	FirstName	LastName	JobTitle	Company	Address1	Address2	City	ZipPostal	Country	Email	Email2	Prob_No	Prob_Yes
2	0	0	385.3777	Nina	A	Buyer	FALSE	3440 Camino Tassajara	Danville	94506	USA	pyreneespets@msn.co			0.517	0.483
3	1	1	223.1281	Allison	A.	Assistant to	FALSE	424 7th St		Manhattan	90266	USA	kyle@pawstruck.com		0.432	0.568
4	2	2	14.86387	Ritsko	Aakhus	Buyer	TRUE	3675 Starship Ln		Las Vegas	89147	USA	ritskoakhu	ritskoakhu	0.493	0.507
5	3	3	1152.208	Teri	Aalders	Owner	FALSE	6506 Martway		Mission	66202	USA	empirepets	empirepets	1	0
6	4	4	2402.494	Joe	Abarno	Buyer	TRUE	600 Cummings Center		Beverly	01915	USA	j.gridley@topnotchclos		0.403	0.597
7	5	5	5416.135	Gonzalo	Abarzua	Sales Mana	TRUE	Los Tejedores 163		santiago	3377222	CHL	gonzalo@nnn.cl		0.436	0.564
8	6	6	24.10119	Barbara	Abate	SALES	TRUE	4900 Pulsar Ct		Las Vegas	89130	USA	kichi@netz	bellaluna6@	1	0
9	7	7	24.10119	Barbara	Abate	Sales	TRUE	4900 Pulsar Ct		Las Vegas	89130	USA	bellaluna6@outlook.co		0.539	0.461
10	8	8	16.35106	Jason	Abbott	Sales/ Mar	FALSE	PO Box 97254		Las Vegas	89193	USA	jason.abbott@cox.net		0.375	0.625
11	9	9	362.2196	Kim	Abbott	Stylist	FALSE	8861 E McClellan St		Tuscon	85710	USA	kimba1203@gmail.com		0.499	0.501
12	10	10	17.65907	Barb	Abe	Sales	FALSE	55 S Valle Verde Dr # 30		Henderson	89012	USA	barbabe777@yahoo.co		0.602	0.398
13	11	11	622.1115	Nick	Abel	Co-Owner	FALSE	203 Perry St		Castle Rock	80104	USA	barknclipsca	stlerock@g	0.288	0.712
14	12	12	622.1115	Victoria	Abel	Groomer/C	FALSE	203 Perry St		Castle Rock	80104	USA	barknclipsca	barknclipsca	0.263	0.737
15	13	13	349.7416	Jamie	Abele	Manager/G	FALSE	225 Redfiel #101		Reno	89509	USA	lostinreno77@yahoo.co		0.393	0.607
16	14	14	1223.911	R.J	Abercromb	Buyer	FALSE	330 Rayford Road #124		Spring	77386	USA	diadrakiser@yahoo.cor		0.439	0.561
17	15	15	13.51189	Selima	Aberman	Manager	FALSE	10740 S Eastern Ave St		Henderson	89052	USA	saberman@petwants.c		0.401	0.599
18	16	16	13.51189	Shawn	Aberman	Owner	FALSE	10740 S Eastern Ave St		Henderson	89052	USA	saberman@	saberman@	0.307	0.693
19	17	17	1168.231	Michael	Abernathy	General Ma	FALSE	11474 Hammer Rd		Neosho	64850	USA	michael@pinnaclepet.r		0.314	0.686
20	18	18	14.86387	Laurie	Abrahms	PR	TRUE	4520 S Hualapai Way St		Las Vegas	89147	USA	passionatepoodles@ya		0.555	0.445
21	19	19	1254.312	Robert	Abramson	Sales Mana	TRUE	16703 116 Ave		Edmonton	T5M 3V1	CAN	rabramsoni	atemplat@	0.483	0.517
22	20	20	1254.312	Robert	Abramson	Purchaser	FALSE	745 Park St		Regina Sk	S4N4Y4	CAN	jhoneysett@masterfee		0.373	0.627

Q3. Can Registration Data be used to predict whether or not someone will come to the event?

Answer: Yes

As of now you can predict with 75% accuracy. With further exploration into such things as distance of individual from an airport hub, weather, direct flight prices. How many emails from Superzoo they opened up? How many did they successfully read through? What marketing material reached them? This predictive accuracy could be increased considerably.

Columns Used

Pre Existing Columns:

'0201','0202','0203','0204','0205','0206','0207','0208','0209','0210','0211',
'0212','0213','0214','0215','0216','0217','0218','0219','0220','0221',
'0222','0223','0224','0225','0226','0227','4301','4302','4303','4312','4313',
'4324','4329','4330','403','MemberStatus_FullMember','AmountPaid',
'AmountDue','AmountBilled','ATL','TermsAccepted_accepted','CA','NV',
'AZ','TX','WA','CO','FL','UT','nan','NY'

Columns Created by John Kleeman:

'aol.com','yahoo.com','hotmail.com','cox.net','PET','Email_Username',
Company','Days_to_Event','Days_to_Event_Modify','sum_response','Distance',

Possible New Columns that Don't Require New Questions Asked

Distance of address from an airport hub, Price of airplane ticket at time of register,
Average wealth of address zipcode, Average weather of address zipcode on event
day, number of stores around address zipcode, How many emails did the individual
receive, Individual email click through rates, Individual email open rates.

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YES



Any Questions?