

Turtle Games: Insights for Growth

Turning Data into Decisions.

Prepared by: Oliver Megrn — Data Analyst

The Business Problem

Turtle Games wanted to understand why sales growth had plateaued.

Leadership needed to know:

- How loyalty points drive engagement?
- Which customer types deliver the most value?
- What customers are saying about their experience?
- How to act decisively based on evidence?

Our Data-Driven Approach

We reframed the challenge into actionable questions:

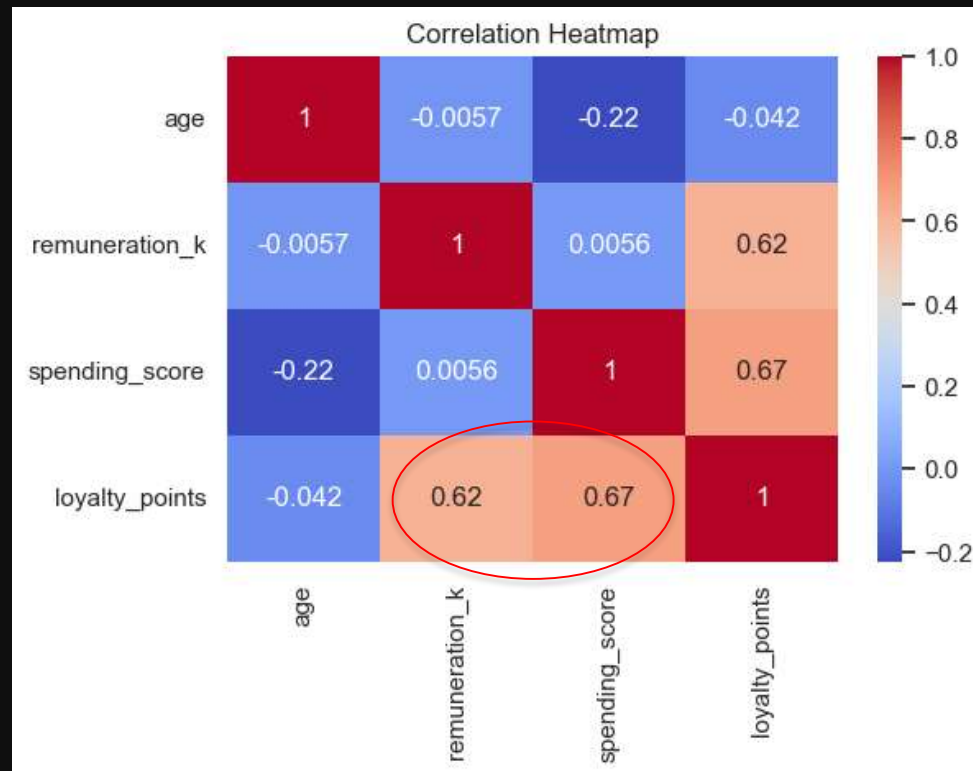
- Who are our most loyal and profitable customers?
- What factors drive loyalty and repeat purchase?
- What can we learn from customer feedback?
- How can we turn these insights into targeted strategies?

WHAT DRIVES LOYALTY AND WHAT CAN WE DO ABOUT IT?

We used descriptive, predictive, and sentiment analysis to answer these questions.

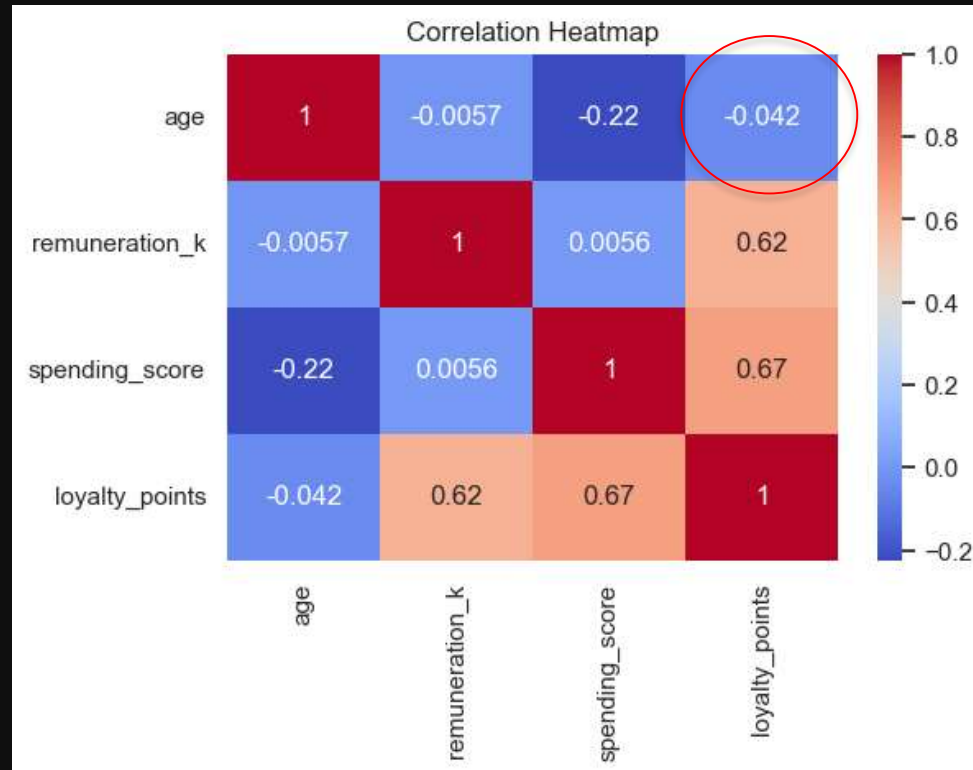
What the Data Revealed

- 1 Strong link between Spending income and Loyalty
High spenders more are most loyal.



What the Data Revealed

2 Age wasn't relevant in engagement frequency.



What the Data Revealed

3 Five clear customer types emerged from behavioral patterns.

| Segment | Profile | Avg Spend | Avg Loyalty | Strategy |
|--------------------|---------------------------------------|-----------|-------------|---|
| VIP Superfans | High income, high spend, high loyalty | ↑↑ | ↑↑ | Protect and reward — exclusive perks & early access. |
| Core Loyalists | Mid-income, consistent engagement | → | ↑ | Upsell premium bundles; strengthen emotional loyalty. |
| Wealthy-Disengaged | High income, low loyalty | ↑ | ↓ | Re-engage with targeted campaigns and personalized incentives. |
| Young Enthusiasts | Low-mid income, active spenders | ↑ | → | Nurture through gamified loyalty programs. |
| Low-Value | Low income, low engagement | ↓ | ↓ | Automate interactions; cost-efficient retention or exit strategy. |

What Customers Are Saying

We analysed hundreds of customer reviews.

Positive keywords: fun, quality, family.

Negative keywords: delivery, broken, expensive.

→ Customers love the brand's spirit and creativity but are frustrated by instructions and shipping.

| Insight | Description | Recommended Action |
|---|---|--|
| Positive sentiment dominates | Most reviews are favorable, affirming strong product-market fit. | Maintain quality standards and highlight customer love in marketing. |
| Negative reviews center on shipping & instructions | These issues are operational rather than experiential. | Improve logistics and product documentation. |
| Core emotional themes: fun, family, and accessibility | Reinforces Turtle Games' positioning as inclusive entertainment. | Emphasize these in future campaigns and website copy. |
| Topic diversity shows customer depth | Customers discuss gameplay, design, and family interaction equally. | Tailor content to match each topic's audience profile. |

Limitations of the Study

- Loyalty data reflects past behavior — not yet real-time.
- Review sentiment may overrepresent extreme opinions.
- Income data limited to self-reported ranges.
- Future models should incorporate social and seasonal sales data for stronger prediction.

Recommendations for Growth

- 1 Launch a tiered loyalty system — reward Premium and Rising customers.
- 2 Use customer clusters for personalised campaigns.
- 3 Fix key pain points: delivery speed and product durability.
- 4 Embed predictive loyalty scoring into CRM for proactive engagement.
- 5 Expand data collection (social media, app behaviour) for continuous learning.

Conclusion & Next Steps

Turtle Games now has a roadmap for data-driven growth. We can predict loyalty, understand customer emotion, and target marketing with precision.

Next steps:

- Implement recommendations
- Monitor KPIs quarterly
- Continue refining predictive models

‘From Data to Loyalty’ — building stronger connections with every player.

Game
Over