# Turtle Sales

ANALYSIS PROJECT
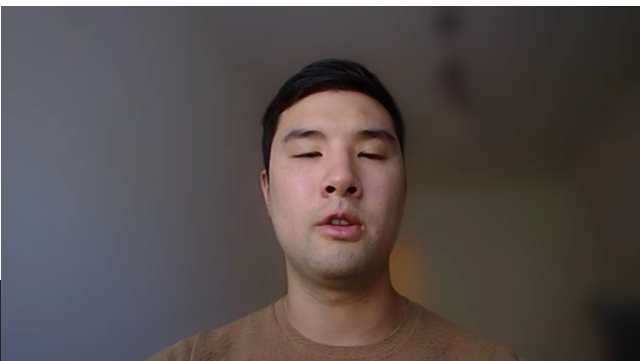PRESENTATION

# Agenda

Data Set and Distribution

Our Customers

Our Performance

Predictive Model

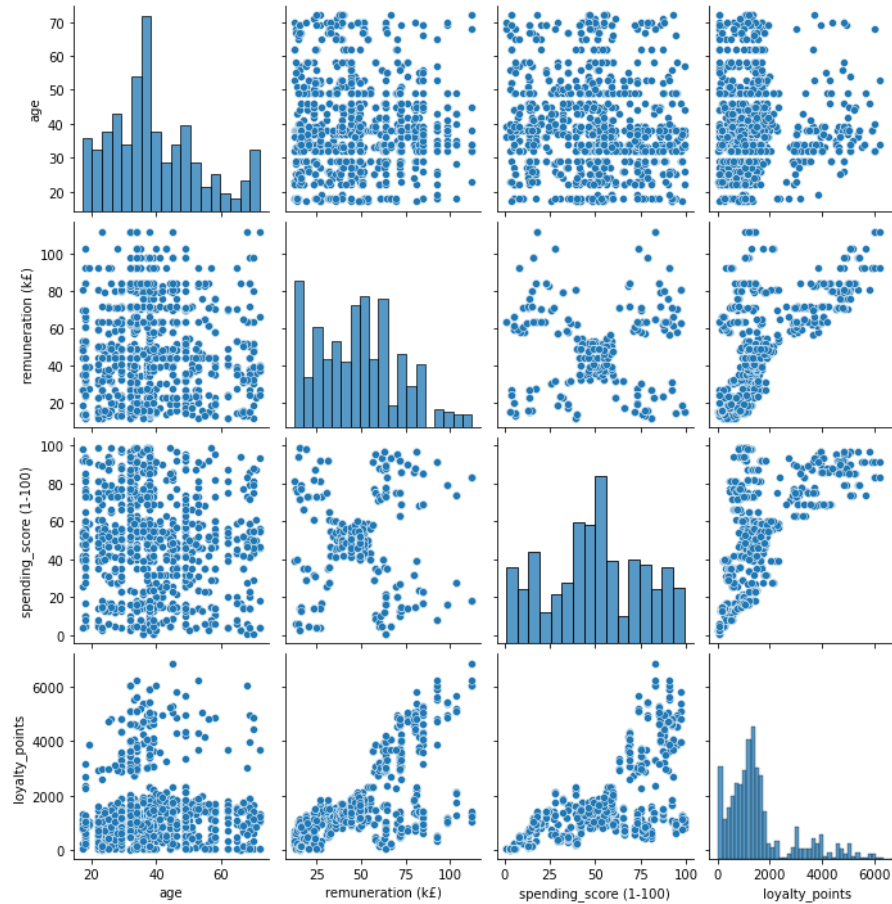Recommendations

# Data Set & Distribution
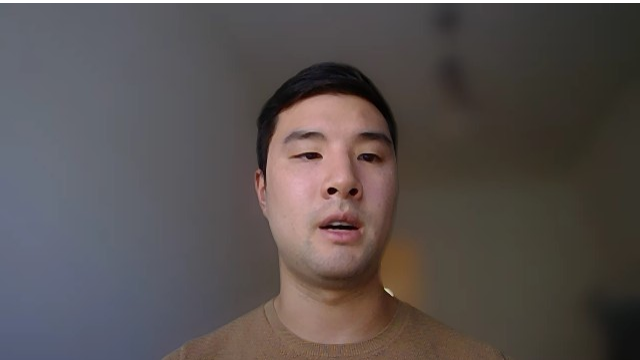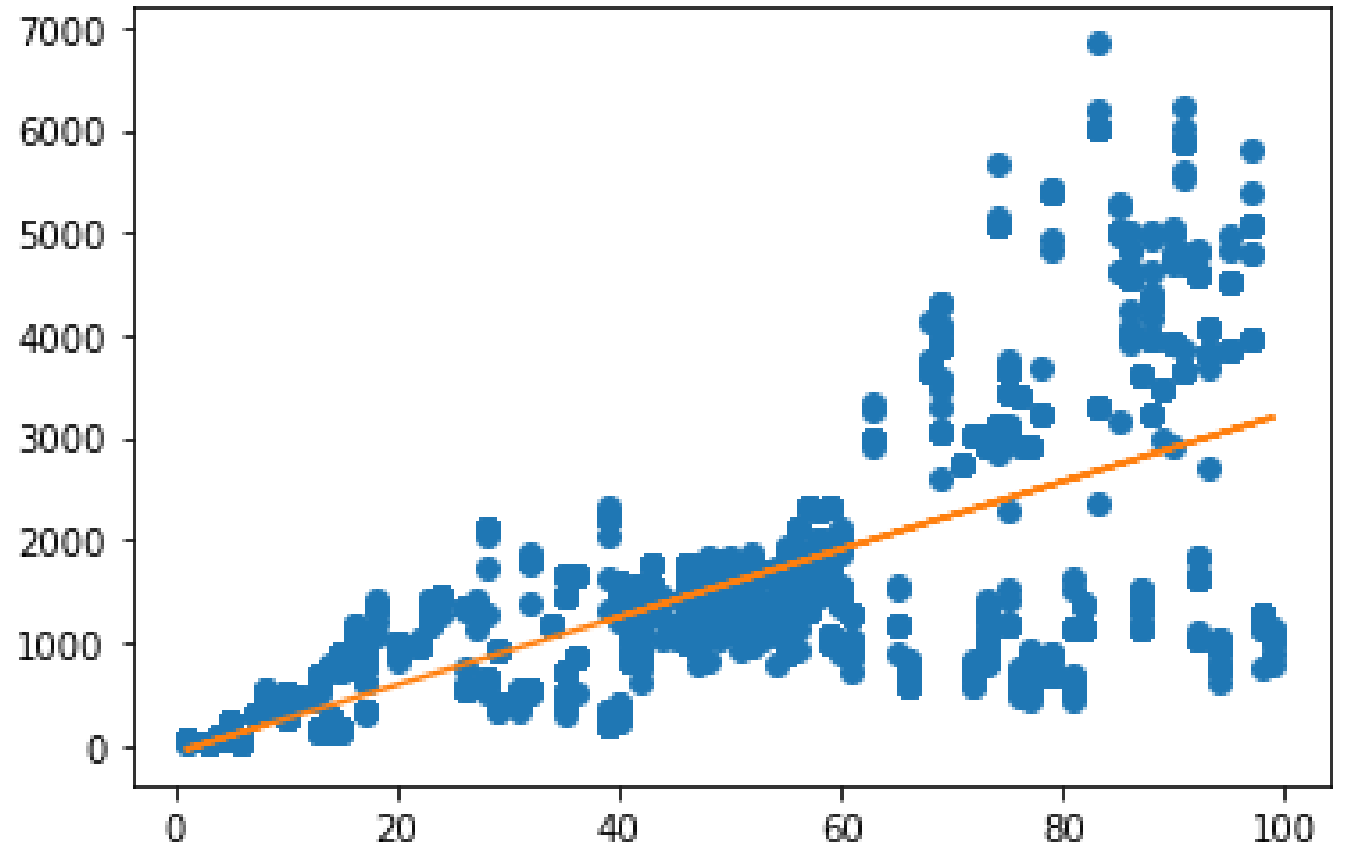Turtle Sales

352 observations

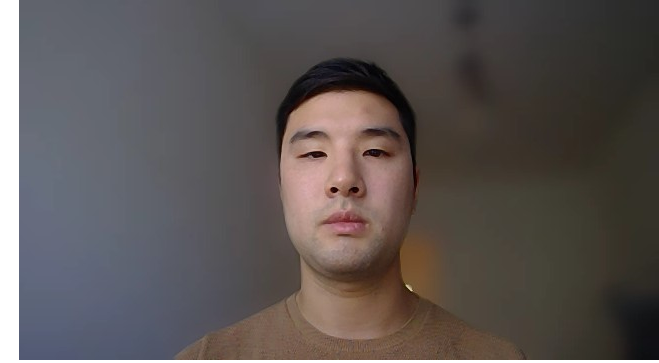4 numerical columns

# Our Customers
## Loyalty Points

Age, Renumeration and Spending were analyzed

Positive correlation between spending and loyalty points
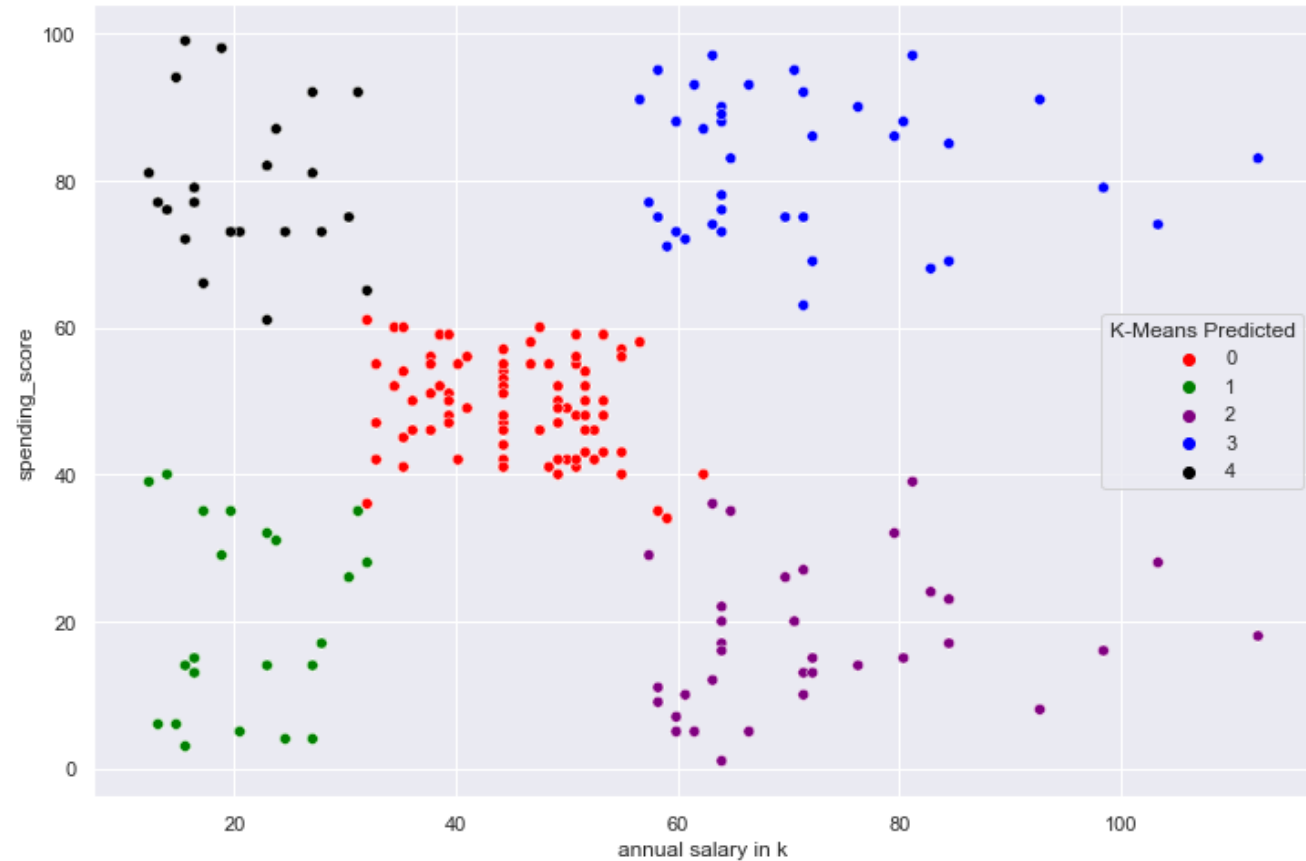
# Our Customers
## Turtle Reviews

2000 customers

Spending vs Salary

5 Clusters

Maintain strategy for 0 and 3

Develop new strategy for 2

# Our Customers
Turtle Reviews

2000 reviews were analyzed
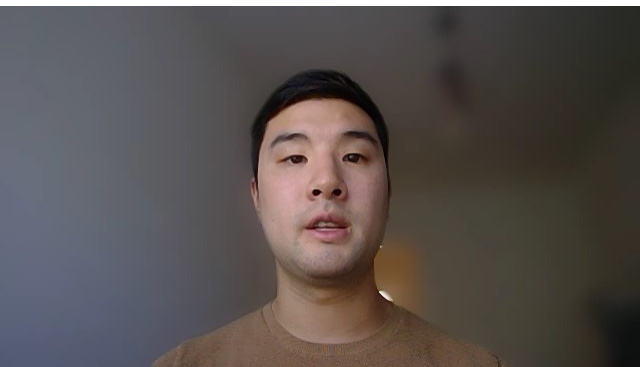
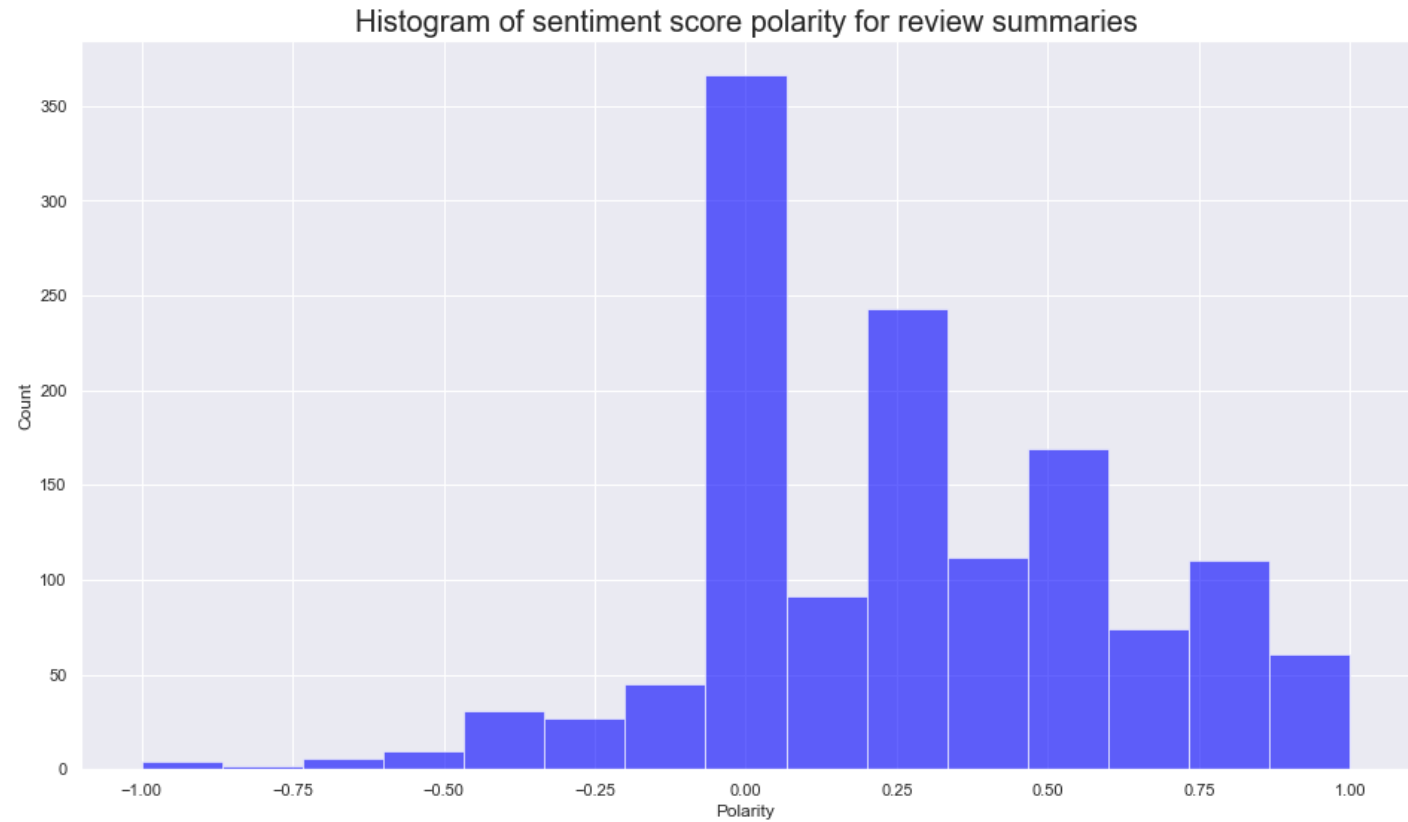Focus seems to be on family and kids

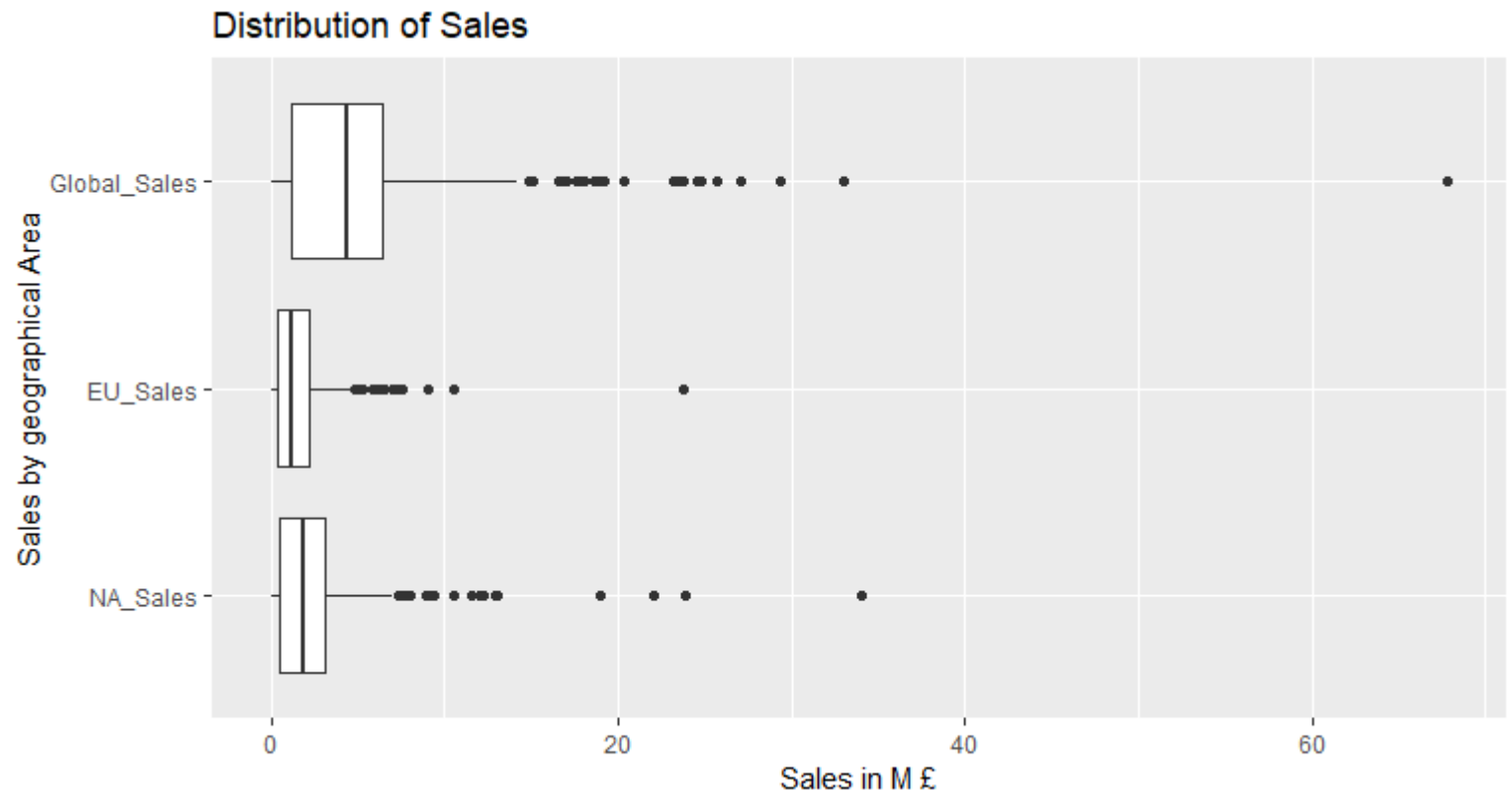# Our Customers
## Turtle Reviews

2000 reviews were analyzed

Positive sentiment overall

Histogram of sentiment score polarity for review summaries

# Our Performance
Turtle Sales

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North America biggest market



### Distribution of Sales
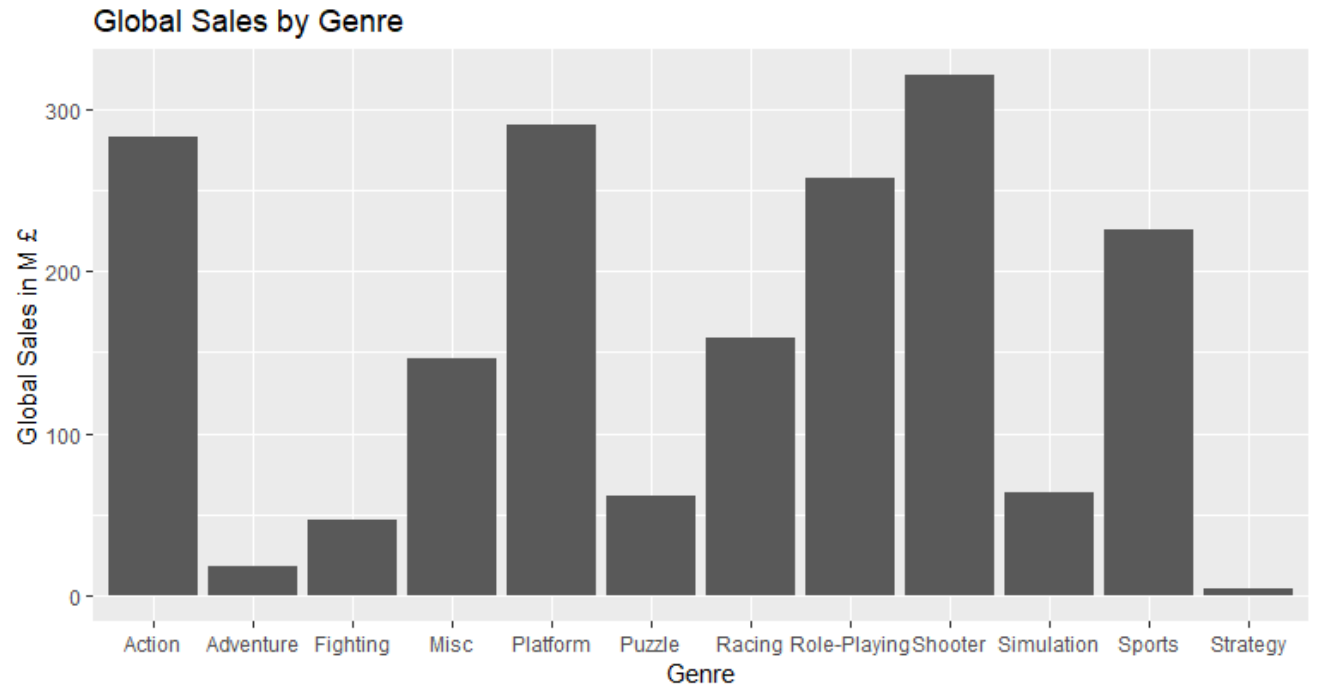
# Our Performance
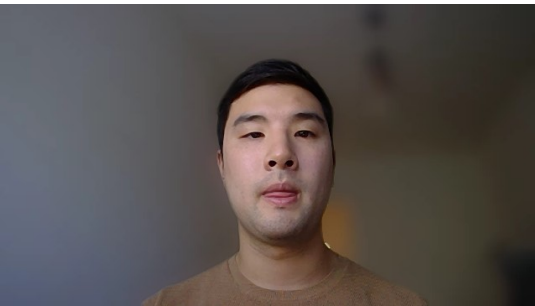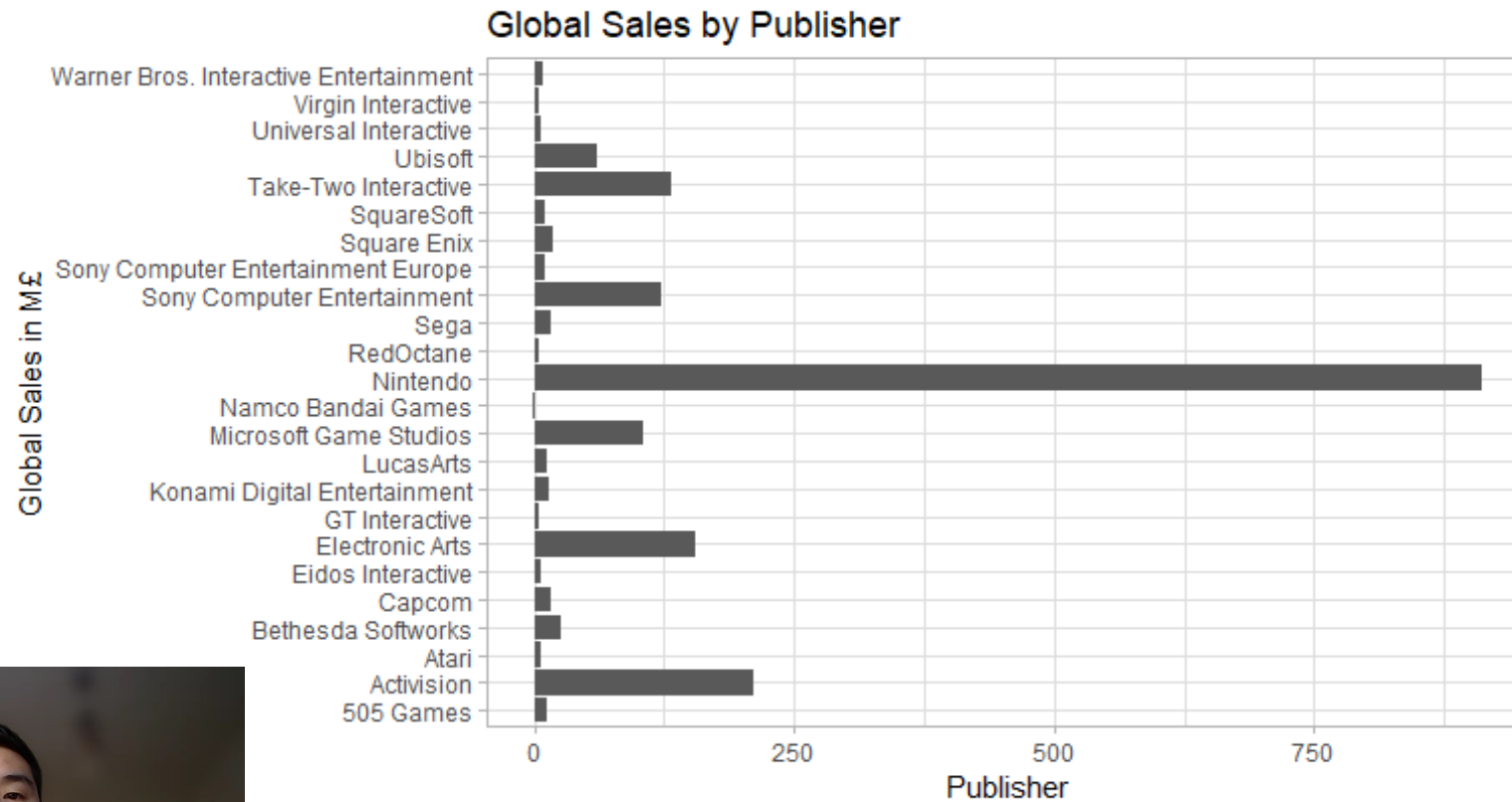## Turtle Sales

```
  ProductId  Global_Sales
1       107         67.85
2       515         45.86
3       123         37.16
4       254         29.39
5       195         29.37
```



Global Sales by Genre

# Our Performance
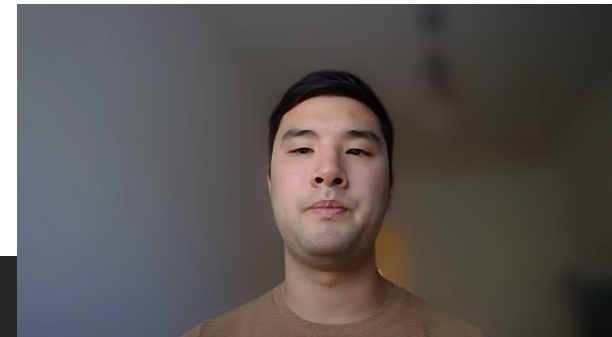Turtle Sales



Global Sales by Publisher
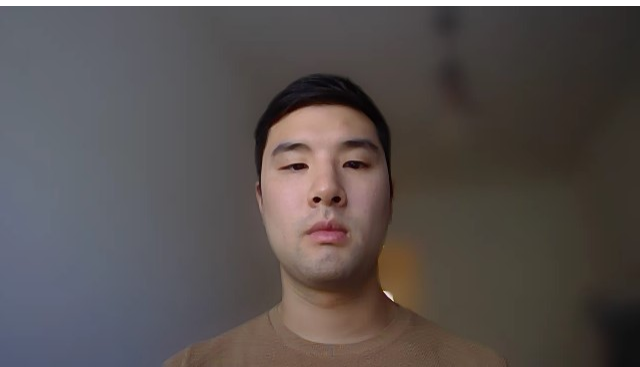
# Our Performance
## Predictive Model

Very precice model with almost perfect
predictive power (R-Squared = 0.96)

```
Coefficients:
              Estimate Std. Error t value Pr(>|t|)
(Intercept)    1.04242    0.17736   5.877 2.11e-08 ***
Sum_NA_Sales   1.13040    0.03162  35.745  < 2e-16 ***
Sum_EU_Sales   1.19992    0.04672  25.682  < 2e-16 ***
```

# Recommendations

Consider new strategy for potentially profitable customer clusters

Consider diversifying our products more

Analyze reviews in-depth to understand why our products are liked

Hold workshop to improve predictive model with more variables