

D5TA



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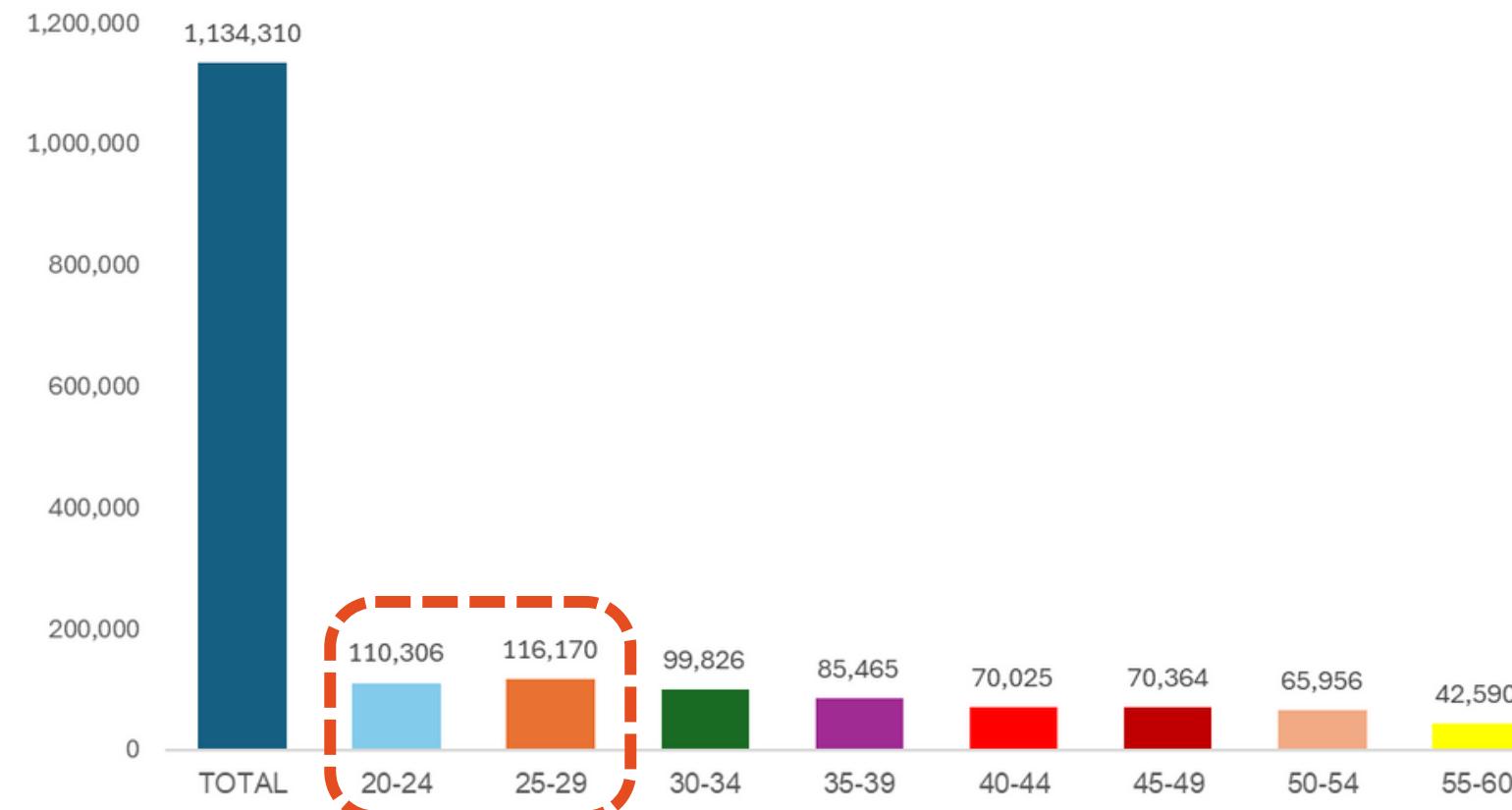
Toan Pham

CINEMA STUDIO BUSINESS ANALYST

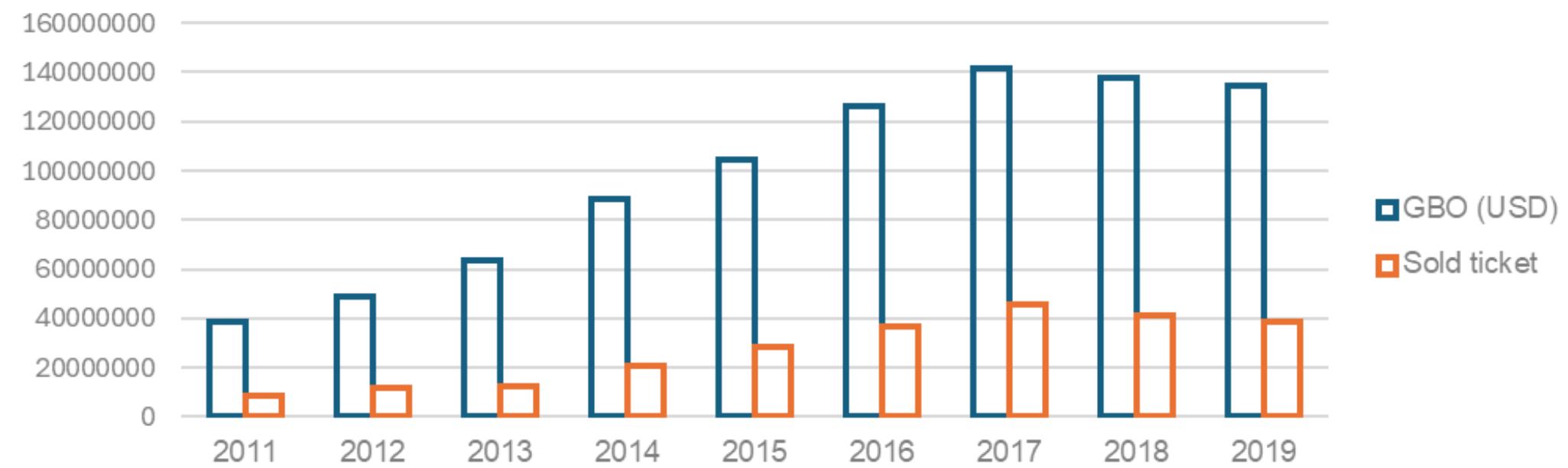
Data Got Talent 2024

Market analysis: storyline

POPULATION BY AGES IN DA NANG CITY, 01/4/2019



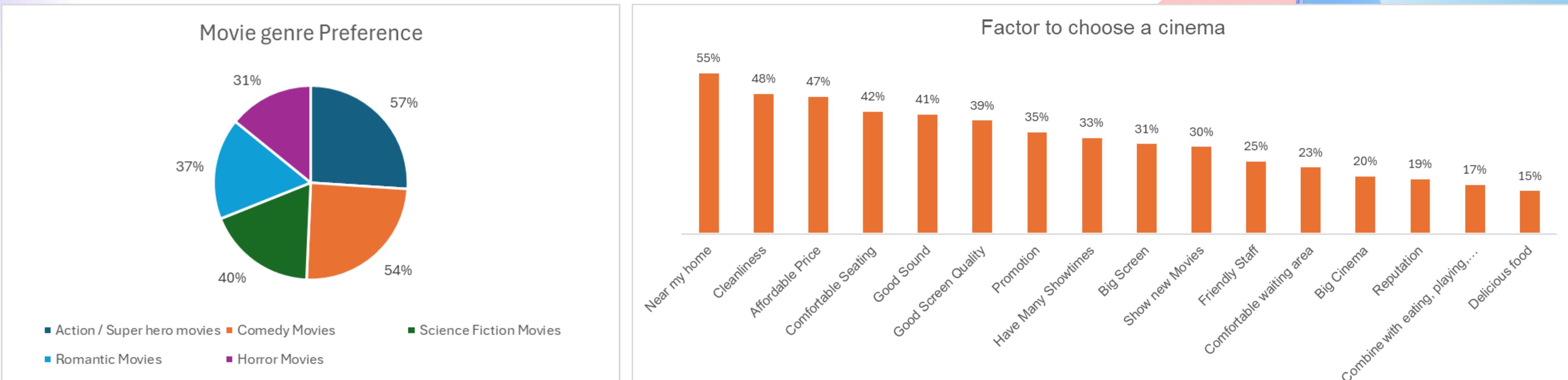
TOTAL REVENUE OF VIETNAM (GBO) FROM 2011-2019



Most films in cinema targets people among 20-29 to rise market revenue

The trend in watching movies in cinema has become less favoured among the people in Vietnam recently

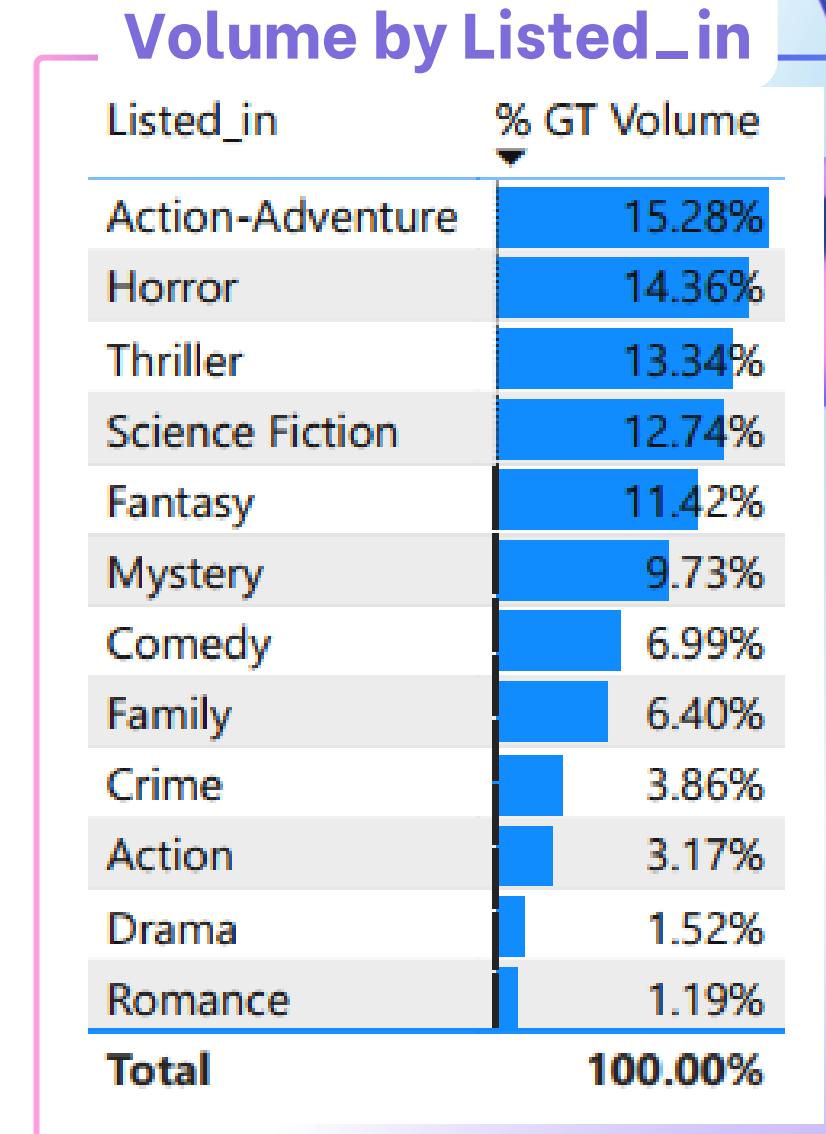
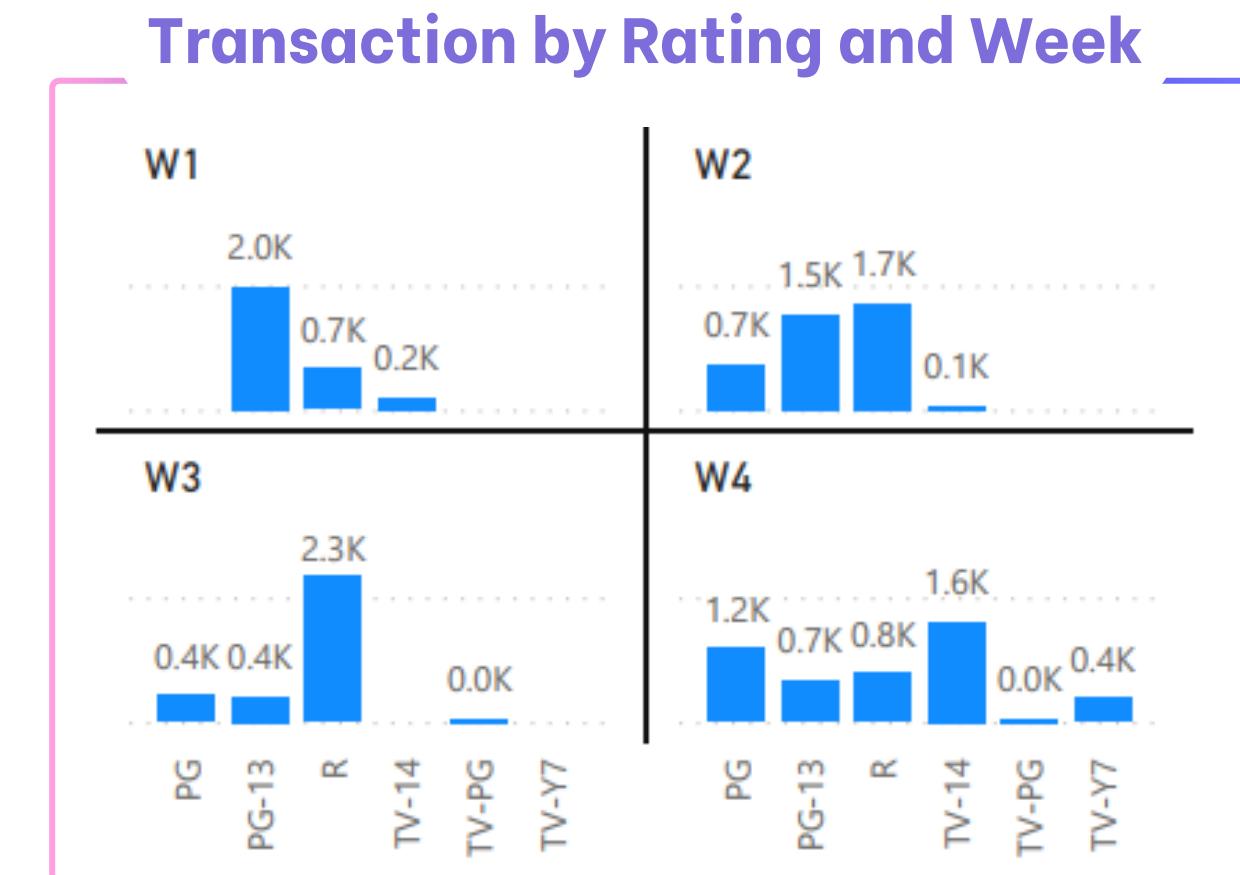
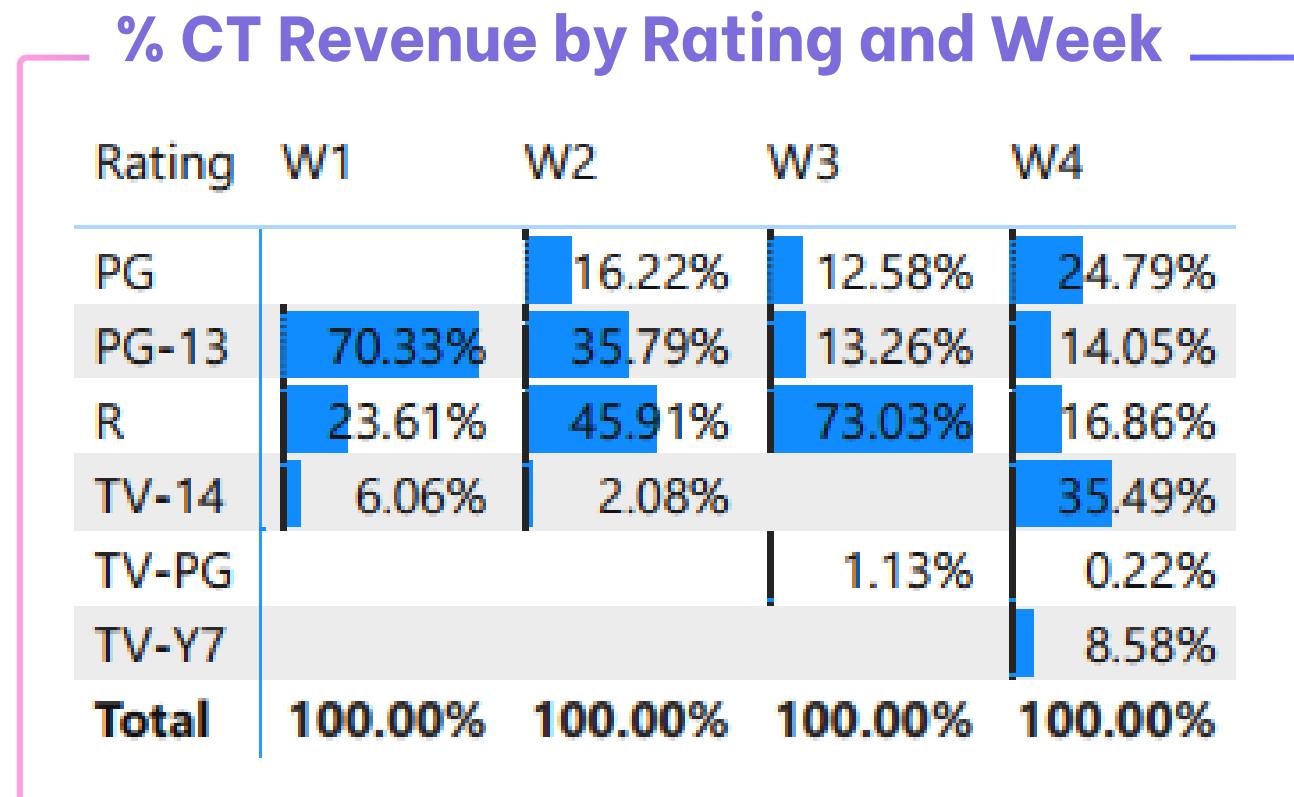
Market analysis: storyline



Most young audiences prefer **action/super hero** kind movies for entertainment

Demand of people mainly on near their home and the cleanliness of the cinema as **their benefits**

Company analysis: storyline



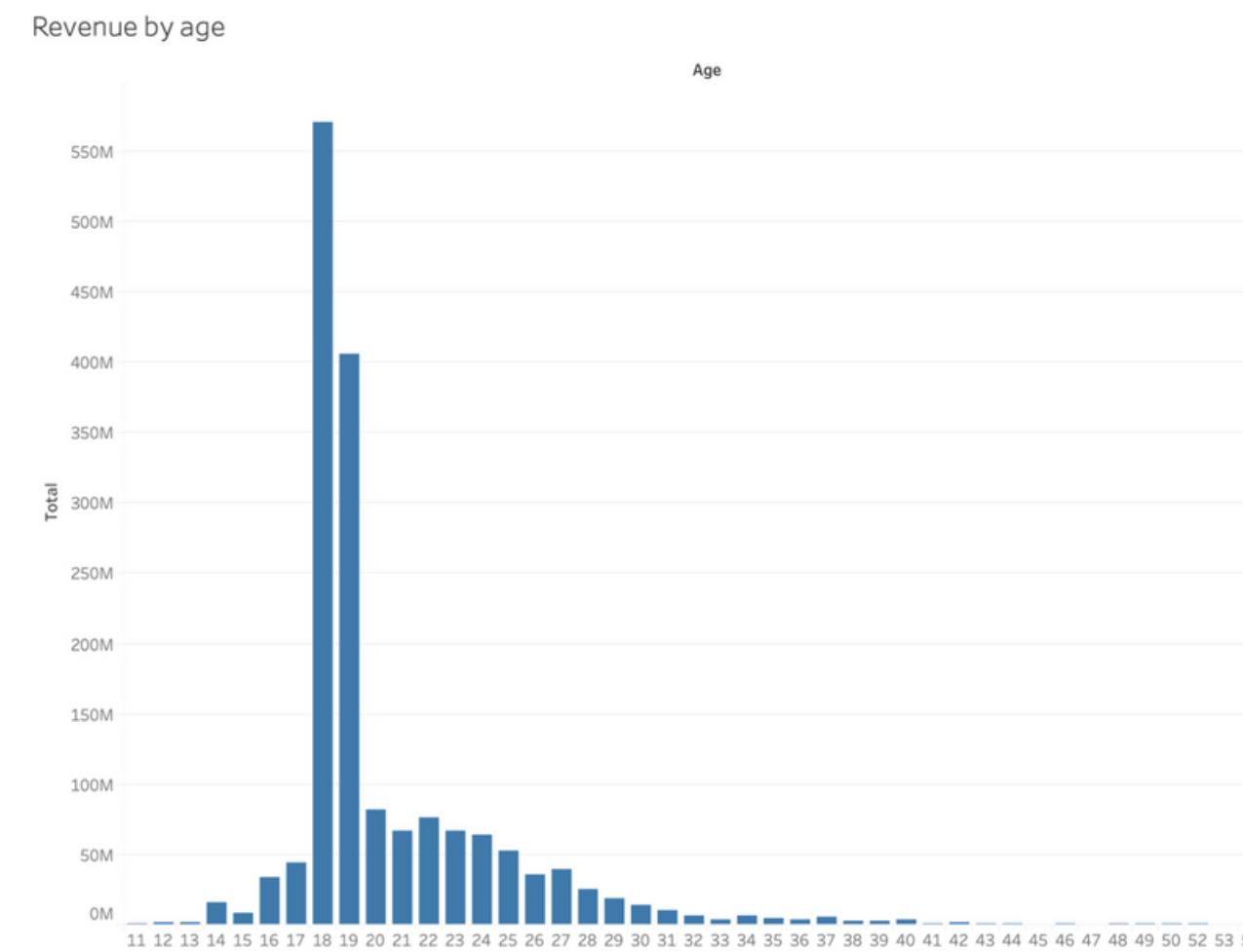
R-rated films lead in transactions (**5.48K total**, peak **2.3K in week 3**).

R-rated films achieved **73.03% of third-week revenue** and held the largest **revenue share at 38.35%**.

Action-Adventure and **Horror** are top genres with **15.28%** and **14.36%** of **sales quantity**.

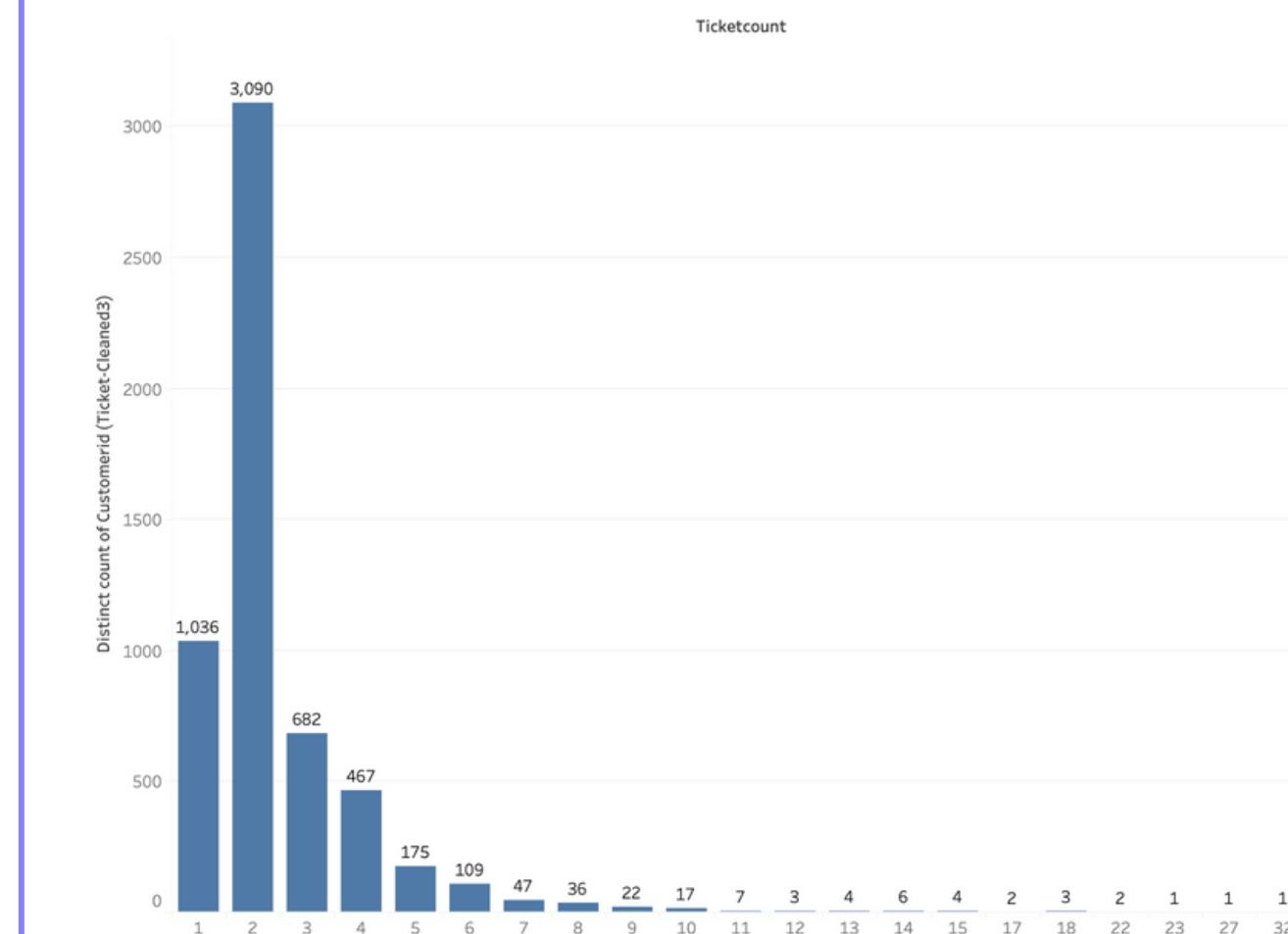
Company analysis

Revenue attribution by age



Mostly **customer in 18 and 19 years old**

Number of tickets per order_id



Mostly **2 ticket per order** and second is **1 ticket per order**

Company analysis

Slot analysis

Slot (Ticket..	Room (Ti..						
1		2		3		4	
F08	1.6534%	E07	1.8817%	E08	1.7306%	F07	1.4211%
F09	1.8861%	E08	1.8703%	E09	1.7189%	F08	1.4311%
F10	1.7759%	E09	1.8930%	F08	1.6011%	G07	1.4812%
G07	1.7269%	E10	1.8590%	F09	1.6835%	G08	1.4912%
G08	1.7514%	F07	1.7003%	F10	1.6718%	G09	1.4011%
G09	1.8126%	F08	1.8023%	G07	1.6364%	H07	1.3511%
G10	1.7881%	F09	1.9043%	F08	1.6953%	H08	1.3711%
H08	1.6779%	F10	1.8363%	G09	1.7777%	H09	1.2910%
H09	1.7636%	G08	1.7116%	G10	1.7071%	I07	1.2910%
H10	1.7146%	G09	1.7910%	H09	1.6247%	I08	1.3211%
		H05	1.7003%			J08	1.3110%

Popcorn

Popcorn (Ti..

Có

0.25%

Không

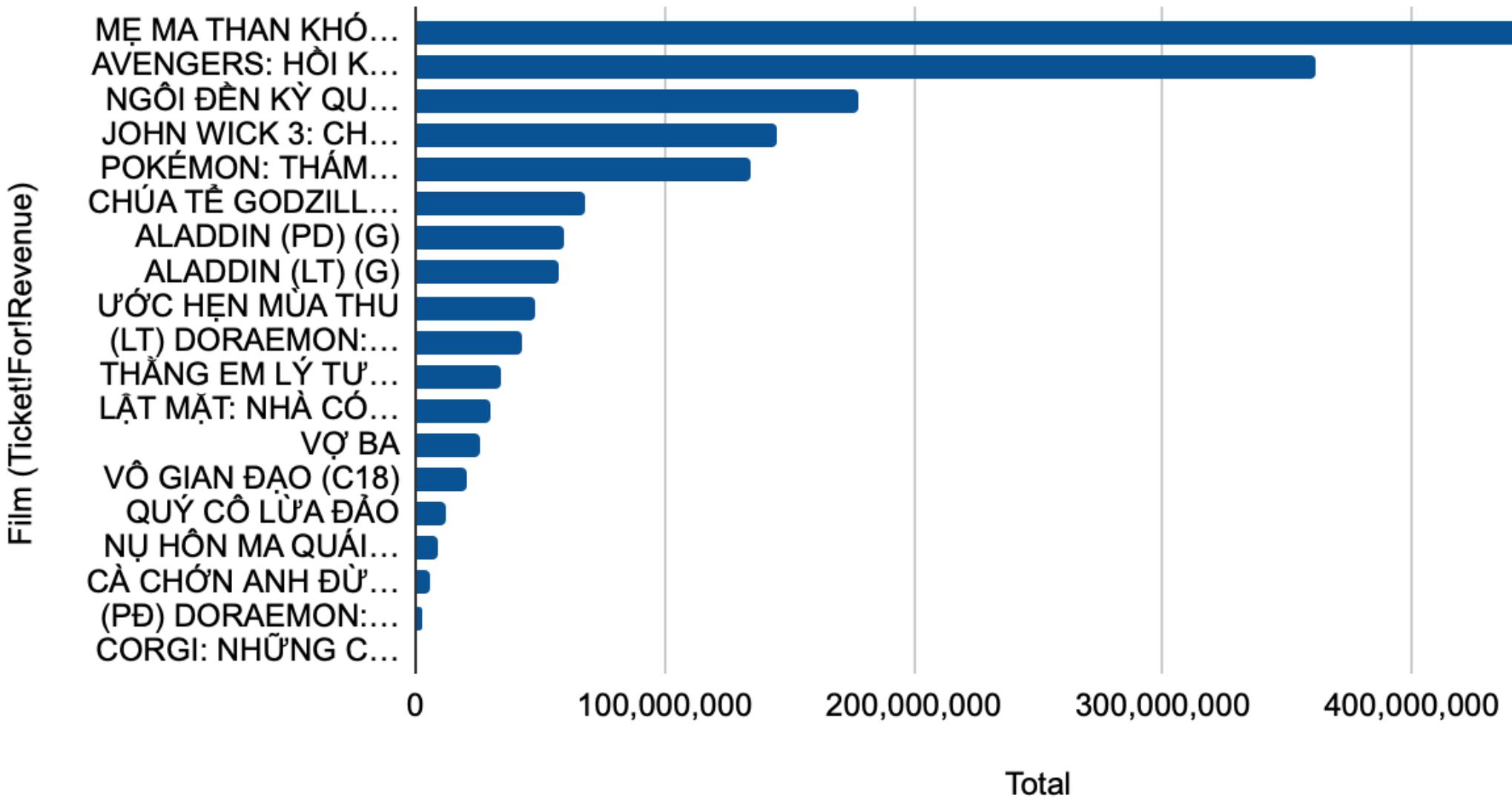
99.75%

- Rows F and G are popular purchases: G09, G10, F09, F10 are popular seats
- And they do not like popcorn

Problem

Revenue by films

Total vs Film (Ticket!For!Revenue)

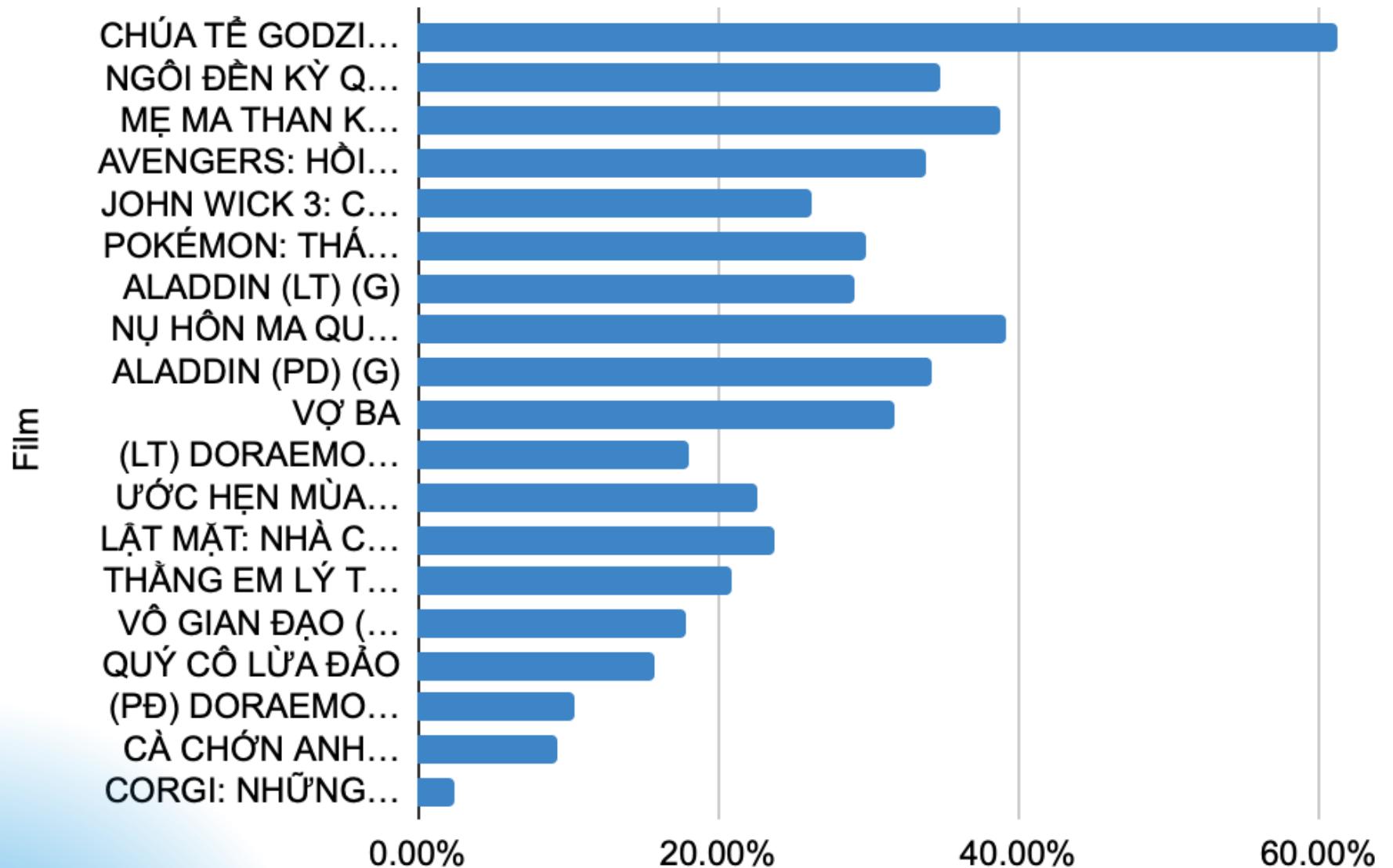


Mẹ ma than khóc, Avengers and Ngôi đèn kỳ quái have largest revenue

Problem

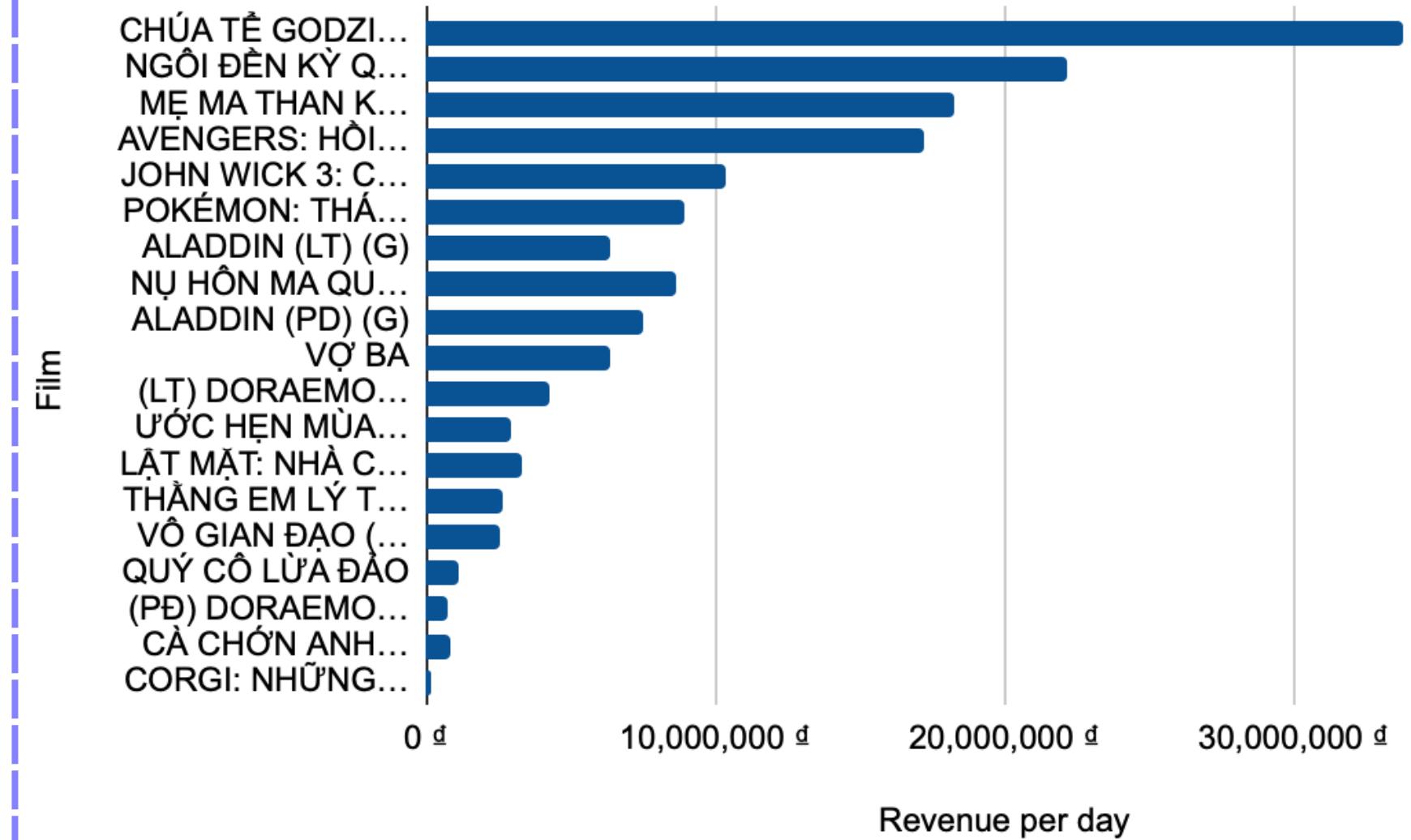
Revenue by date

Revenue per day and Average fill rate per room



Fill rate

Revenue per day vs Film



But Chúa tể Godzilla had the highest fill rate and revenue per day. Therefore, increase the profitability the fill rate and revenue per day are two indicators we need to focus to lower the vacancy and increase efficiency

Customer segments: storyline

How to segment customers

Step 1

Calculate RFM indicators from the client's trading table:

- + Recency (R) as days since last purchase
- + Frequency (F) as total number of transactions
- + Monetary (M) as total money spent

Step 2

Once we have RFM values from the purchase history, we assign a score from one to five to recency, frequency, and monetary values individually for each customer. Five is the best/highest value, and one is the lowest/worst value. A final RFM score is calculated simply by combining individual RFM score numbers.

Scores range from 1 to 5 and are divided into quintiles.

Step 3

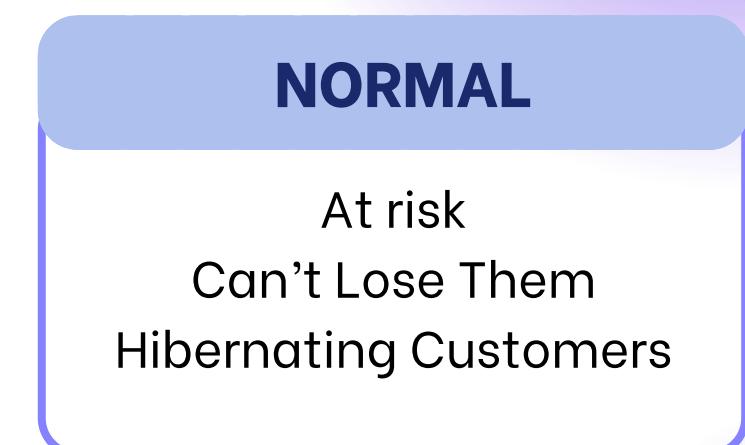
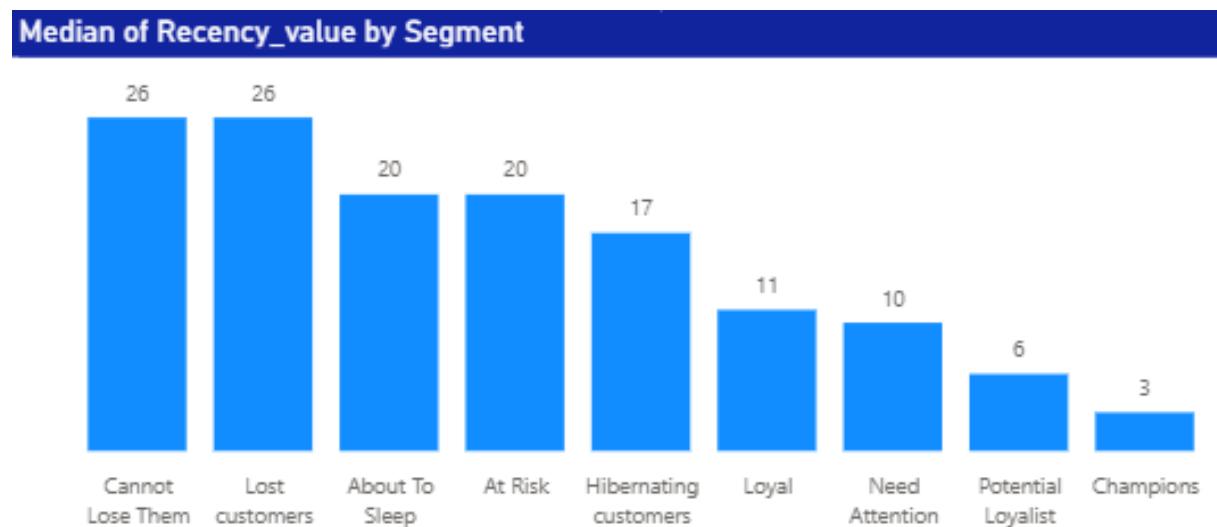
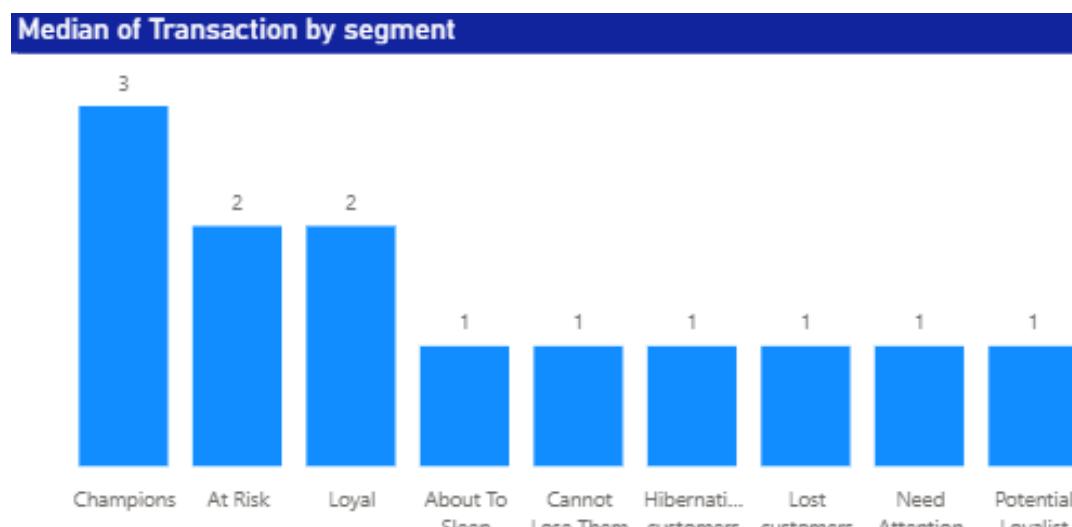
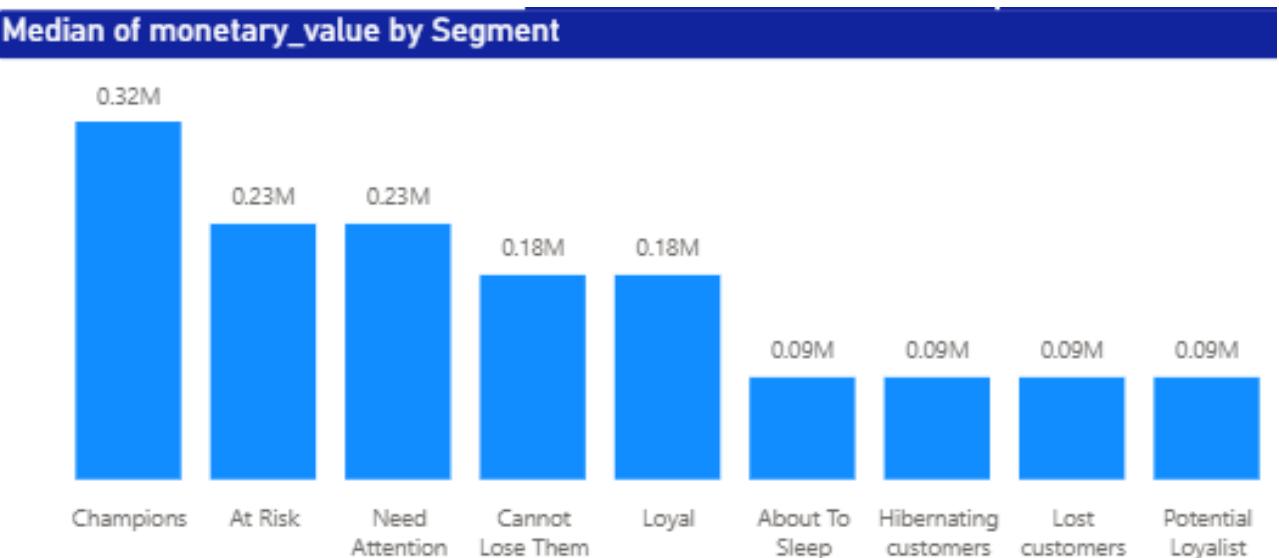
For the overall RFM score, we simply combine the R, F, and M scores of the customer to create a three-digit number. Next we will classify them into appropriate segments.

customerid	Recency_value	Frequency_value	monetary_value	number_ticket	R_score	F_score	M_score	RFM_overall	segment
0000000221.	3	3	315000	5	5	5	5	555	Champions
1002200	26	2	495000	11	1	5	5	155	Cannot Lose Them
1002951	25	2	270000	6	1	5	5	155	Cannot Lose Them
1002965	23	1	90000	1	2	1	2	212	Hibernating customers
1002972	5	1	180000	4	4	3	3	433	Potential Loyalist
1002978	0	3	270000	4	5	5	5	555	Champions
1002986	26	1	90000	1	1	1	1	111	Lost customers
1002987	12	2	180000	4	3	4	4	344	Loyal
1002989	29	1	90000	2	1	1	1	111	Lost customers
1003013	8	1	90000	2	4	3	2	432	Potential Loyalist

Customer segments: storyline

Detail Segmentations

Segment	%GT Transaction	%GT Revenue
Champions	16.08%	65.80%
Loyal	14.71%	9.11%
Cannot Lose Them	7.37%	5.03%
At Risk	6.70%	5.00%
Potential Loyalist	17.35%	4.89%
Hibernating customers	15.34%	4.02%
Lost customers	12.48%	2.83%
Need Attention	3.01%	1.71%
About To Sleep	6.97%	1.61%
Total	100.00%	100.00%



External

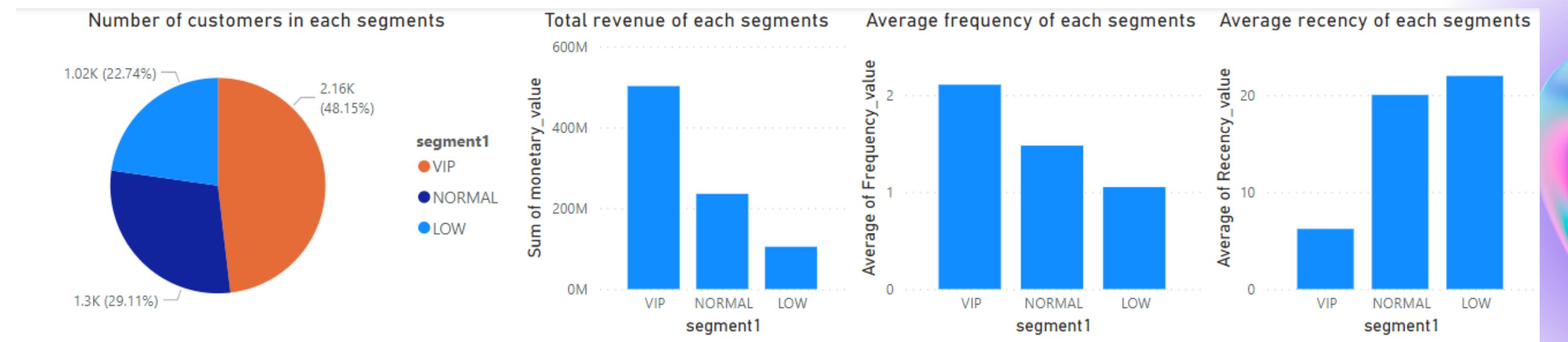
Internal

Problems

Customer segment

Solutions

Customer segments: storyline



Segmentation	Contribute to revenue	Frequency (orders/month)	Recency (day)
VIP	59,59%	2,11	6,02
	VIP is the company's main and most important customer file. They are customers willing to spend a lot of money on movie watching services with high frequency during the month. Therefore, companies need to have many special incentive policies and care services specifically for them.		
NORMAL	27,97%	1,48	20,01
	NORMAL is the company's potential customer file. They are willing to go to the movies many times a week, but they are not really satisfied with the service quality. Therefore, they tend to hesitate when coming back a second time. Therefore, the company needs to deploy the collection of their satisfaction and dissatisfaction with the service to improve and modify the service. This will be the process of transforming NORMAL into VIP.		
LOW	12,44%	1,05	21,97
	LOW is a customer file with poor potential and they tend to leave the company. Therefore, the company may consider ignoring them to focus their budget on attracting the above two files.		

External

Internal

Problems

Customer segment

Solutions

Recomemdatiōn 1: storyline

Segment 1

VIP

VIP are loyal customers to the theater, initially they are satisfied with the theater's services. Therefore, the company needs to develop more logistics and customer care services:

- Offer more special promotions exclusively for VIP customers, so they feel satisfied with their own priority. From there, they will trust you more and continue to use theater services.
- Actively interact with VIPs by calling/sending emails to visit the customer experience and ask for advice on areas that need improvement. This will make VIPs feel like their opinions are valued and valued.

Segment 2

NORMAL

NORMAL are customers willing to spend money on theater services. But they are hesitant about coming back next time. Therefore, companies need to have reminder and attraction programs such as:

- Flexible pricing policy: Organize promotions, discounts, or value combo packages to increase value for customers when purchasing tickets and food and drinks.
- Service quality: Ensuring the best service quality from the staff, from the ticket purchasing process until leaving the theater.
- Membership card or points program: Create a membership card or points program for regular customers so they have the opportunity to receive incentives and discounts after each ticket purchase.

Segment 3

LOW

For customers with little potential or almost lost, retaining and attracting them back is an important micronutrient. Here are some strategies you can use to retain and revitalize relationships with these customers:

- Regular Contact: Periodically contact customers via email, text or calls to provide new information, news and special offers.
- Offers and discounts: Offer special offers, discounts or value combo packs to encourage them to come back.
- Improve service and quality: Enhance the quality of service and movie viewing experience to create a positive and stimulating illusion again.

Business objectives: Market penetration

PROBLEMS/ SITUATION

18 years old and 19 years old customers contribute most for revenue

The higher fill rate generate generate the higher

Largest number of 2 tickets per order

High vacacy in A rows

High fixed cost nature

STRATEGIES

Lower the vacancy and increase efficiency

EXECUTION

Targeting

- Teenager, especially 18 years old and 19 years old customers
- Couple, two ticket per order

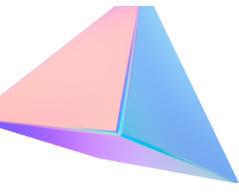
for exclusive voucher and discount

Price discrimination for each type of location in cinema

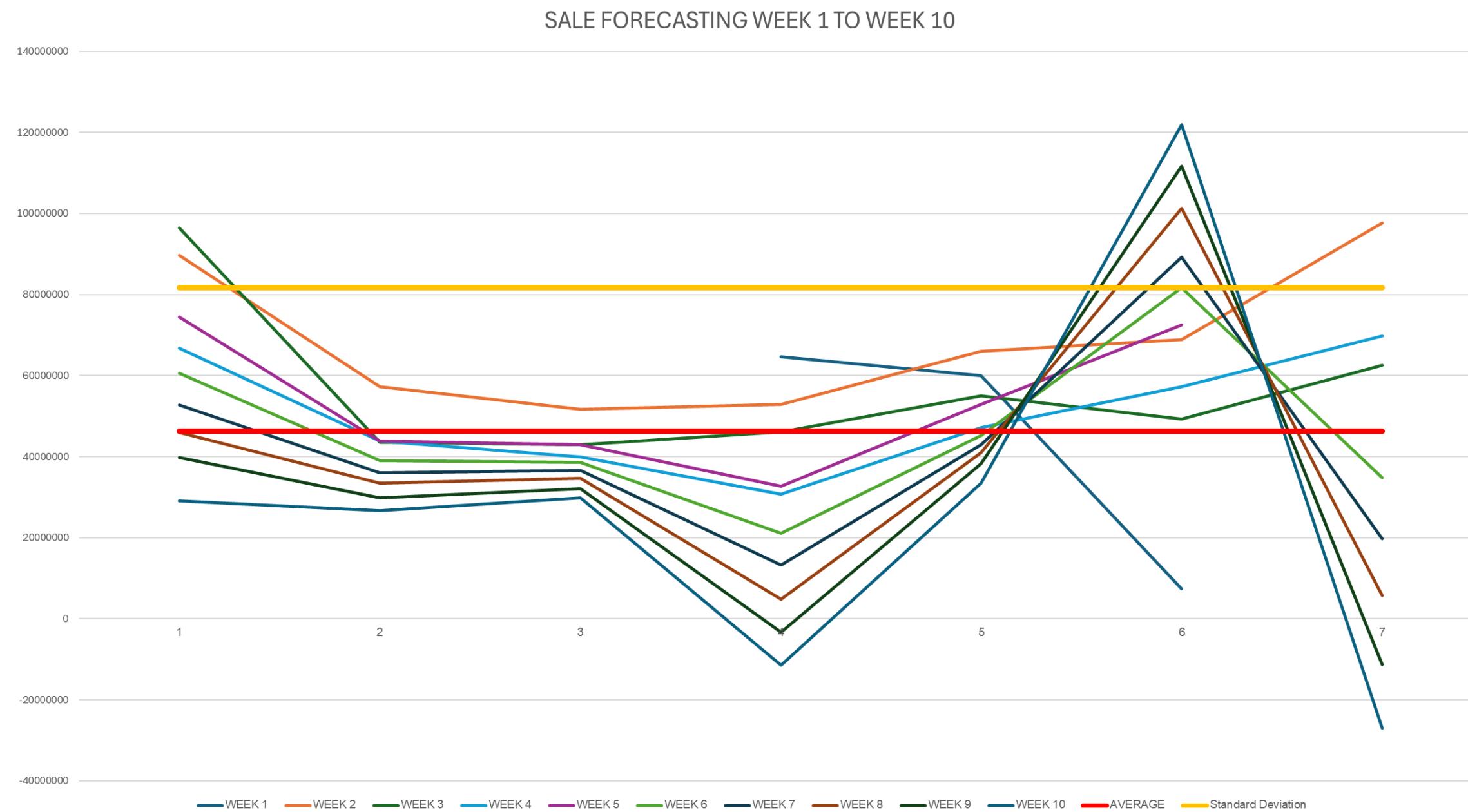
IMPACTS

Increase Revenue by 10% and profit by 15%, increase market share

Sales forecasting: storyline



Enhancing order growth, weekly sales are estimated to reach growth rate 0.53% in 5 weeks



Methods

Based on giving data without seasonal or periodic component, the strategies which are recommended may increase the profitability of the cinema furtherly over 120 millions dong in 5 weeks upcoming

In the most optimistic scenario, the maximum expected of the ticket sales can be achieved over 120 million dong in week 10 . However, the possible of reaching up the possibly over 100 million dong by providing good customer services.

The background features two large, semi-transparent, faceted 3D shapes. One is a cube-like shape on the left, primarily blue and purple with pink highlights. The other is a larger, more complex polyhedron on the right, featuring blue, purple, green, and pink facets. They are set against a light blue and white gradient background.

Thank you

D5TA Team

Reference list

Tổng điều tra dân số và nhà ở năm 2019