Customer Analytics Pokémon Go case
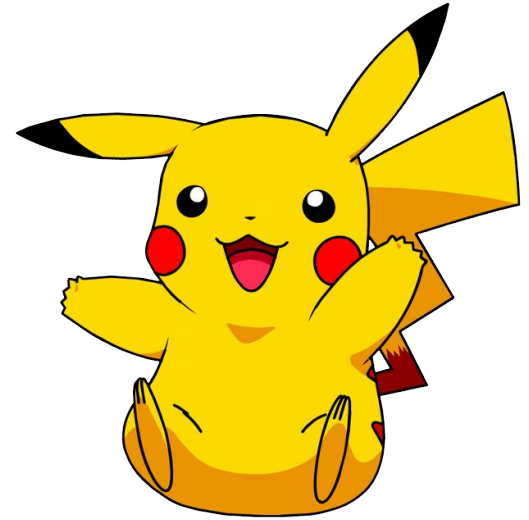
William Lamazère - Emilie Nabet -
Selma Rahib - Lily Renard

"Pokemon Go isn't just a Game, it's the sweet taste of childhood"

Prof. Chen

Consumers and Their Brands: Developing Relationship Theory in Consumer Research

SUSAN FOURNIER*

Summary

- Acquisition of players
- Boost the transactions
- Retain key players
- Prevent churn
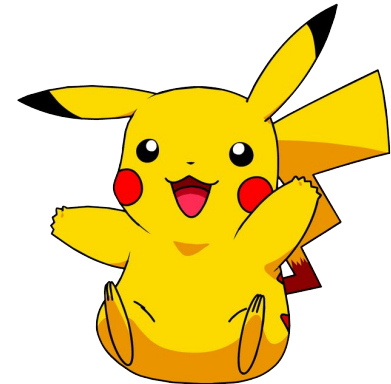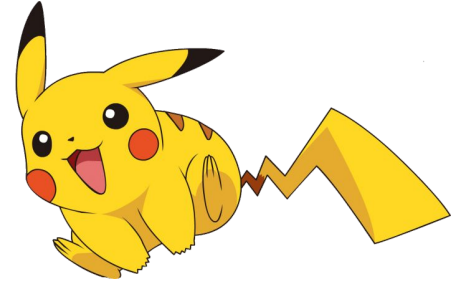
1 Acquisition of Players

How to attract good customers ?

Referral program for young players

- ◉ Target young players,
- ◉ Ex : play 10 hours in a row to earn to be able to refer
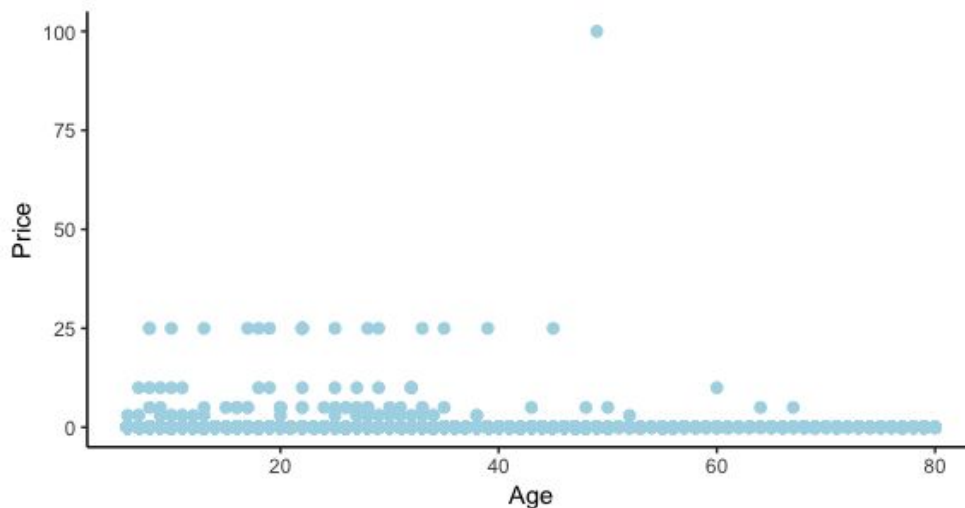
New product category

- Expending in new product category : external battery to show you are playing in the street

Cross-channel Strategy

- The Pokemon Games on Switch (*Let's Go, Pikachu* & *Pokémon : Let's Go, Évoli*) are already a success
- Create special occasions with:
  - The Universal Nintendo Park to be opened in 2020 and the PokePark Pokemon (Asia)
  - The Pokémon Centers in Japan
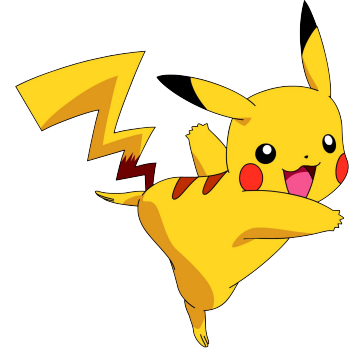
2 Boost the transactions

Between the different categories players

```
Monetaryvalue
Min.    :   0.00
1st Qu.:    0.00
Median :    0.00
Mean    :   4.19
3rd Qu.:    5.00
Max.    :203.00
```
General

```
Monetaryvalue
Min.    :   0.000
1st Qu.:    0.000
Median :    0.000
Mean    :   3.104
3rd Qu.:    3.000
Max.    :203.000
```
Walker

```
Monetaryvalue
Min.    :   0.000
1st Qu.:    0.000
Median :    0.000
Mean    :   2.595
3rd Qu.:    3.000
Max.    :110.000
```
Miscellaneous

```
Monetaryvalue
Min.    :   0.00
1st Qu.:    0.00
Median :    0.00
Mean    :   7.67
3rd Qu.:  10.00
Max.    :135.00
```
Social raider

```
Monetaryvalue
Min.    :   0.000
1st Qu.:    0.000
Median :    0.000
Mean    :   3.749
3rd Qu.:    5.000
Max.    :125.000
```
Catcher

◉ The **social raiders** are our **key players** : they purchase the most

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Retain also our gold customers

Platinum customers: social raiders

Gold customers: catchers

Iron customers: walkers

Lead customers: miscellaneous players
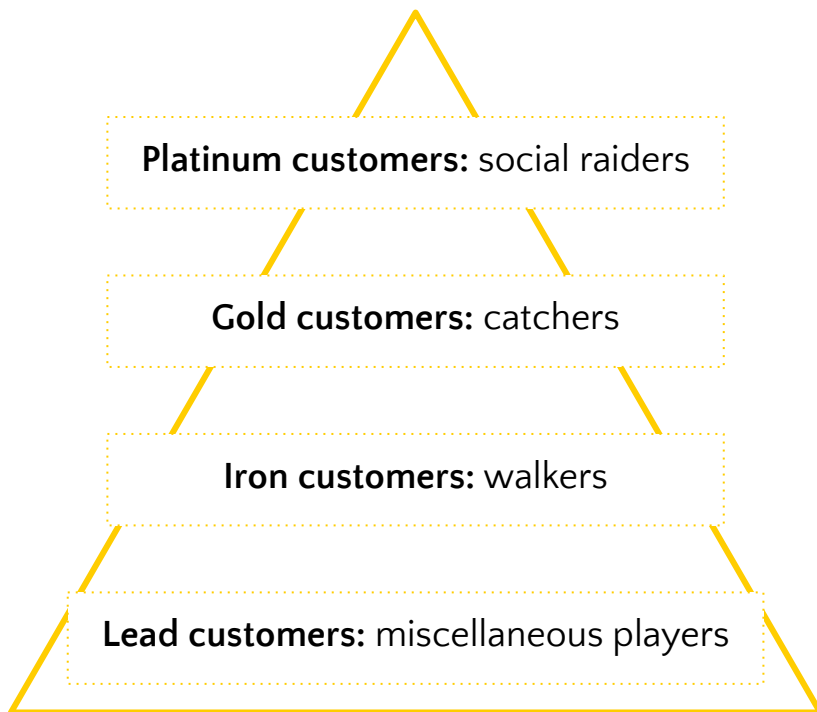
- Increase **the variety of pokemons** encountered **for the catchers**

Rebalance the offer between customer types

- The majority of the items are aimed at the social raiders (7) and the catchers (11).**Only one purchase is useful for the walkers.**

Do a stronger targeting

```
> summary(generalprofil)
   CustomerID      Frequency        Recency        Monetaryvalue      Playvalue            Age            Sex            Income
 Min.   :   1   Min.   : 1.000   Min.   :  1.00   Min.   :  0.00   Min.   :-47.48998   Min.   : 6.00   Min.   :0.0000   Min.   :1.000
 1st Qu.:1252   1st Qu.: 2.000   1st Qu.: 82.00   1st Qu.:  0.00   1st Qu.: -6.08194   1st Qu.:18.00   1st Qu.:0.0000   1st Qu.:1.000
 Median :2506   Median : 4.000   Median :103.0    Median :  0.00   Median :  0.09482   Median :27.00   Median :0.0000   Median :2.000
 Mean   :2502   Mean   : 4.603   Mean   : 94.52   Mean   :  4.19   Mean   :  0.00000   Mean   :27.58   Mean   :0.4032   Mean   :2.014
 3rd Qu.:3751   3rd Qu.: 6.000   3rd Qu.:115.00   3rd Qu.:  5.00   3rd Qu.:  5.14269   3rd Qu.:33.00   3rd Qu.:1.0000   3rd Qu.:3.000
 Max.   :5000   Max.   :19.000   Max.   :122.00   Max.   :203.00   Max.   : 70.51541   Max.   :80.00   Max.   :1.0000   Max.   :3.000
> summary(generalprofil[generalprofil$Monetaryvalue>50,])
   CustomerID      Frequency        Recency        Monetaryvalue      Playvalue            Age            Sex            Income
 Min.   : 371   Min.   : 2.000   Min.   : 33.0    Min.   : 53.00   Min.   :-40.153   Min.   : 7.00   Min.   :0.0000   Min.   :1.000
 1st Qu.:1143   1st Qu.: 6.000   1st Qu.:107.0    1st Qu.:100.00   1st Qu.:-22.234   1st Qu.:20.00   1st Qu.:0.0000   1st Qu.:1.000
 Median :1963   Median : 8.000   Median :114.0    Median :100.00   Median :-11.478   Median :28.00   Median :0.0000   Median :3.000
 Mean   :2421   Mean   : 8.659   Mean   :108.5    Mean   : 98.93   Mean   : -8.970   Mean   :30.24   Mean   :0.1951   Mean   :2.244
 3rd Qu.:3598   3rd Qu.:12.000   3rd Qu.:118.0    3rd Qu.:105.00   3rd Qu.: -1.139   3rd Qu.:34.00   3rd Qu.:0.0000   3rd Qu.:3.000
 Max.   :4912   Max.   :18.000   Max.   :122.0    Max.   :203.00   Max.   : 28.725   Max.   :75.00   Max.   :1.0000   Max.   :3.000
> |
```
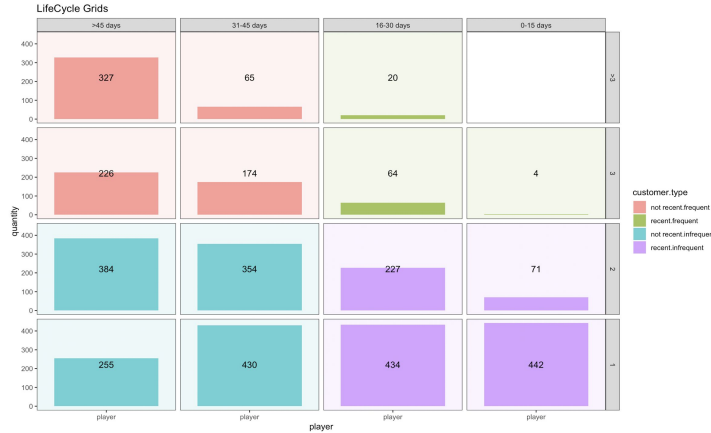
◉ Push **transactions for women** during the game, especially **during quests**.

Boost Frequency of transaction

Summer
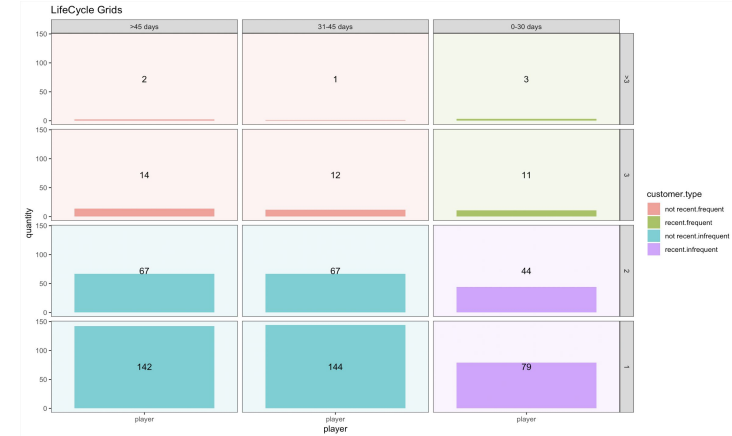
Fall

◉ Create **compatible items** to purchase to boost the **frequency of transaction**
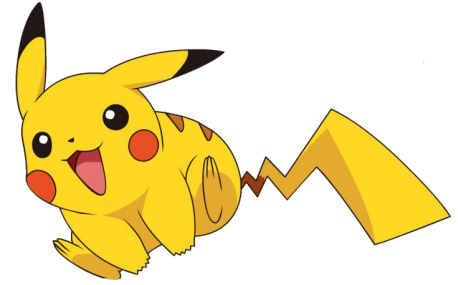
3 Retain Key Players

Gotta Catch'Em all !

Increase the social experience

- Allow the **trading** of pokemons **between the players**

Redesign the gym experience

- Allow **player-on-player battles** outside the gyms
- **Expand the basic gym structure**: add badges, leagues, type constraints... to make it more rewarding
- **Change the team mechanism**: make the pokemon go experience more local **to enhance engagement**

Increase Inbound marketing and Content creation
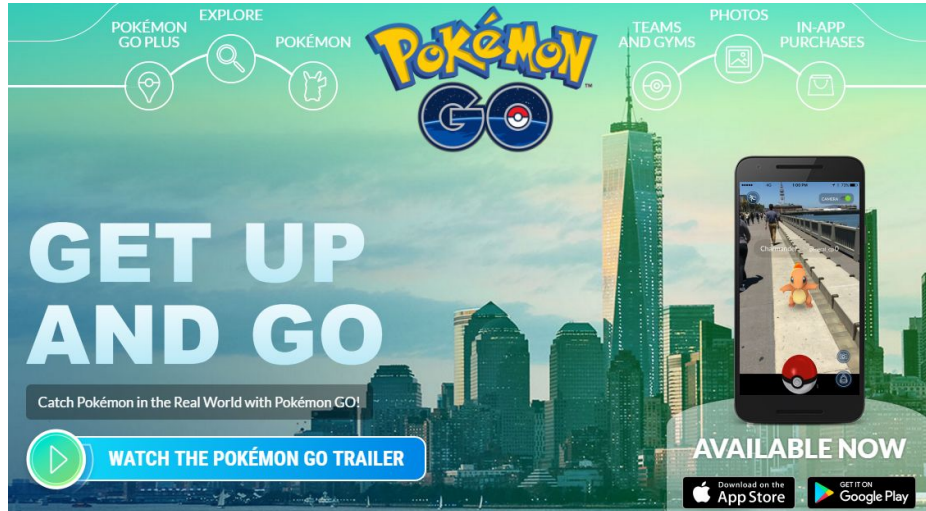
◉ Create **a forum pokémon go** to develop strong communities

Bet on the Customer Knowledge Value

- Bet on the **Customer Knowledge Value**; give **a space for the players to indicate local events**
  - It will give the possibility to place pokestops
  - Or create special events with new pokemons

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4 Prevent churn

Both financial and session churn
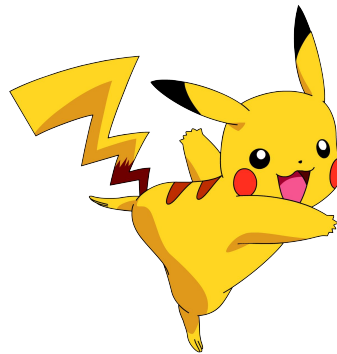
Financial churn

- Fall Bonus had a positive impact on the churn rate

```
Call:
glm(formula = churn ~ ., family = "binomial", data = generalprofil_finchurners)

Deviance Residuals:
    Min       1Q    Median       3Q       Max
-2.0581   -1.0653    0.7598    0.8450    1.5712

Coefficients:
                 Estimate  Std. Error  z value  Pr(>|z|)
(Intercept)     1.942e+00   3.682e-01    5.275  1.33e-07 ***
CustomerID     -6.244e-05   3.746e-05   -1.667    0.0956 .
Frequency      -4.826e-02   2.076e-02   -2.324    0.0201 *
Recency        -3.117e-03   2.975e-03   -1.048    0.2947
Monetaryvalue   6.929e-03   3.686e-03    1.880    0.0602 .
Playvalue       1.048e-02   4.658e-03    2.249    0.0245 *
Age            -1.878e-03   3.859e-03   -0.487    0.6265
Sex             8.454e-03   1.093e-01    0.077    0.9383
Income         -4.795e-02   6.420e-02   -0.747    0.4551
CustomerType   -3.091e-02   4.857e-02   -0.636    0.5245
fallbonus      -1.385e+00   1.293e-01  -10.713   < 2e-16 ***
```
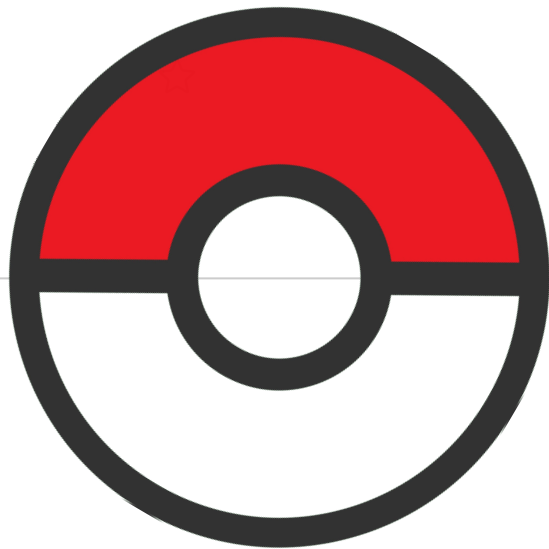
- Offer free items to potential churners (44 % of customers we had in summer did not make any transactions in Fall)

Session churn
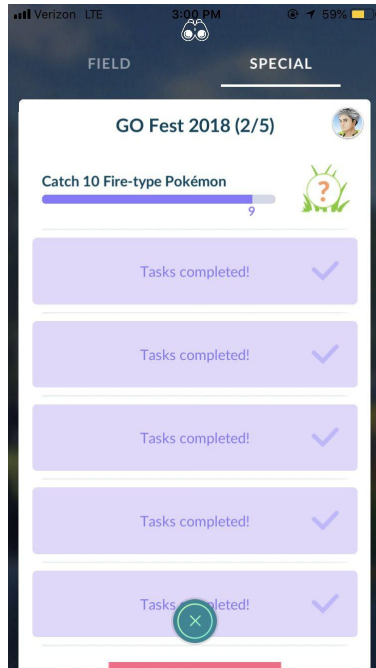
- 82 % of summer customers at least played once in Fall → more engagement for playing than paying
- Launch challenges to miscellaneous profiles
- Tailor made touchpoints depending on the player type/ clienteling

Conclusion

To be continued...