

The background is a dark blue to purple gradient. It features several concentric circles of varying sizes and colors (light blue, white, and purple). A grid of small dots is visible in the background, and there are some faint, larger circular patterns. The overall aesthetic is futuristic and digital.

TURTLE GAMES

FINDINGS

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Introduction

Unveiling Customer Loyalty

- Customer Engagement and Loyalty Point Accumulation
- Segmentation for Targeted Marketing
- Unlocking Insights from Text Data
- Data Suitability for Predictive Models

Know your Customer

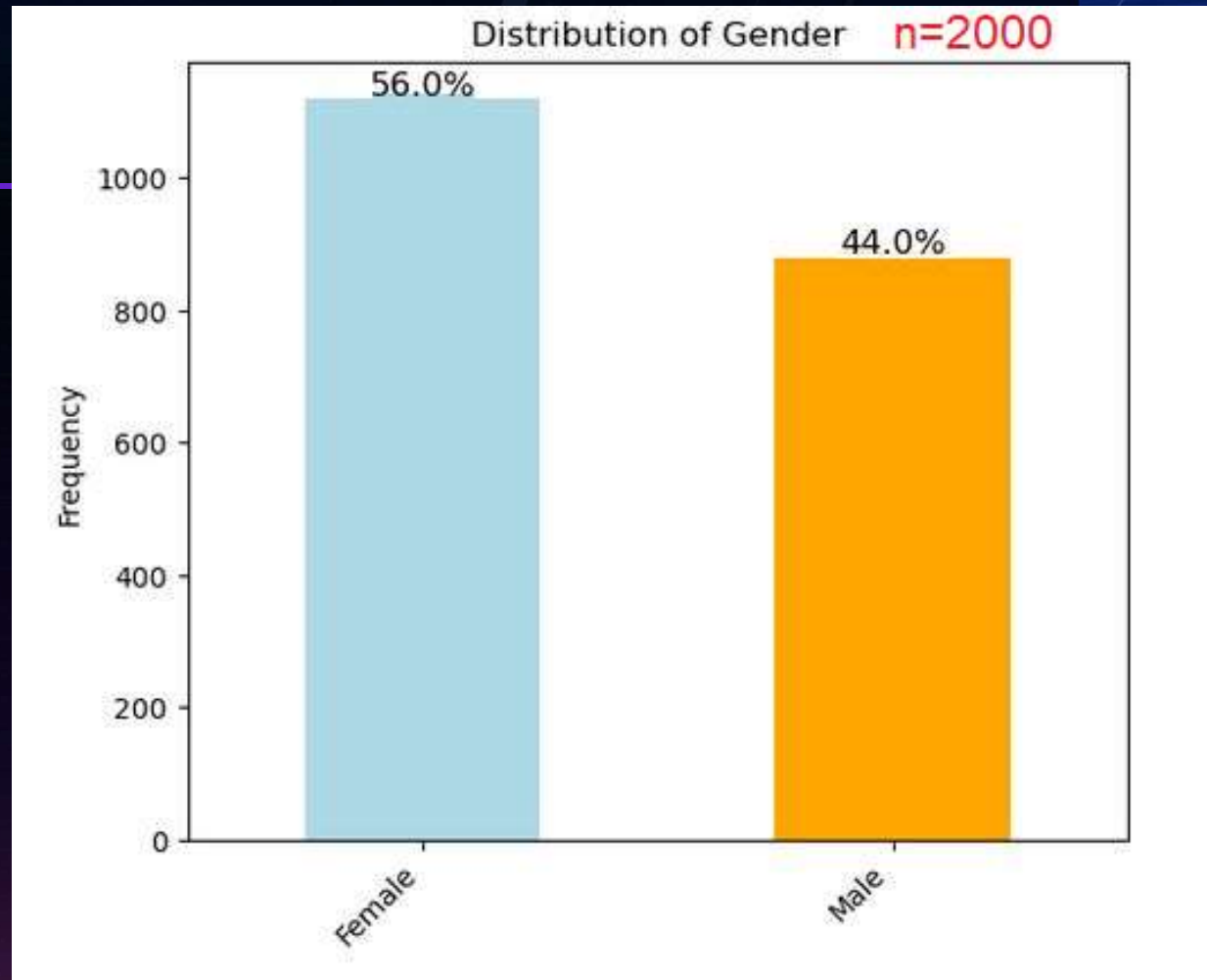
averages

AGE
38

INCOME
£48k

SPENDING
SCORE
50

Know your Customer

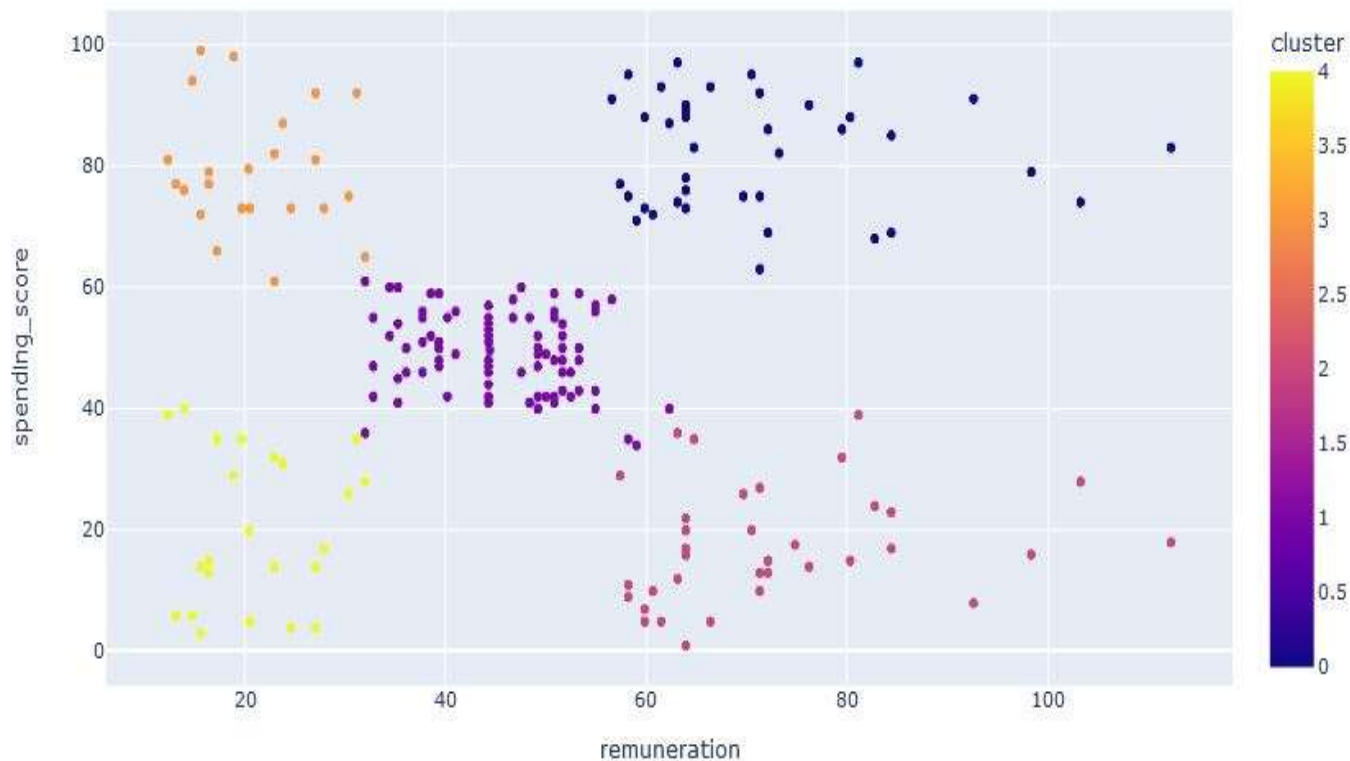


Loyalty Points Accumulation



Customer Segments

K-Means Clustering Interactive Visualisation



Cluster 1 (n=774) **Core Custodians:**
Moderate income, average spenders.

Cluster 0 (n=356) **Frequent Savers:**
Potentially young adults/students with low income, but high spending scores.

Cluster 2 (n=330) **Savvy Moderates:**
Moderate income, less frequent spenders.

Cluster 4 (n=271) **Select Shoppers:**
Slightly higher income, infrequent spenders/lower-priced items.

Cluster 3 (n=269) **Elite Spenders:**
Higher income, frequent spenders.

Insights from Text Analysis

Overall positive Reviews and Summaries

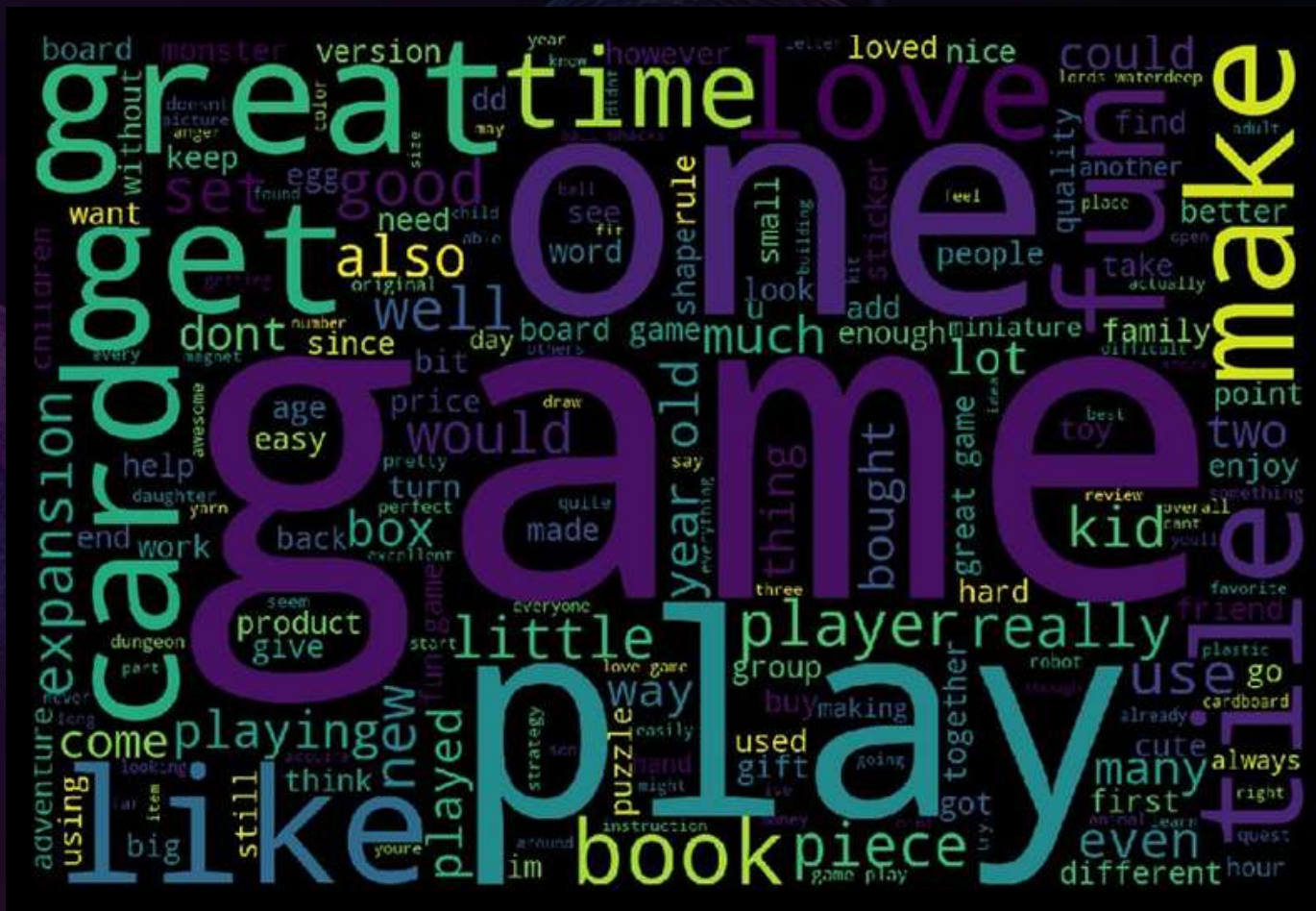
POLARITY

- indicating overall emotional slant/undertone of the text

SENTIMENT SUBJECTIVITY

- representing the degree to which the text expresses personal opinions, feelings, or judgements

Insights from Text Analysis



Marketing with a Smile

- 'game', 'fun', 'great', 'play', 'love' among top 15 most frequent words

Targeting the Right Players

- 'kids', 'cute', 'book' - suggest a customer segment interested in educational or creative games, possibly for children

Utilise Negative Comments

- Generate insights and improve branding
- Track and Adapt

Optimising the Loyalty Programme for Growth

Key Takeaways

- **Link Loyalty Point Accumulation and Purchase History**
- **Utilise Clusters for Targeted Marketing**
- **Ongoing Collection and Monitoring of Text Data**
- **Establish refined Data Collection to achieve Predictive Models**
- **Integrate Product Details and Sales Data**



Thank you

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Turtle Games findings