



Assignment #6

Quantitative Research Report

Report by:

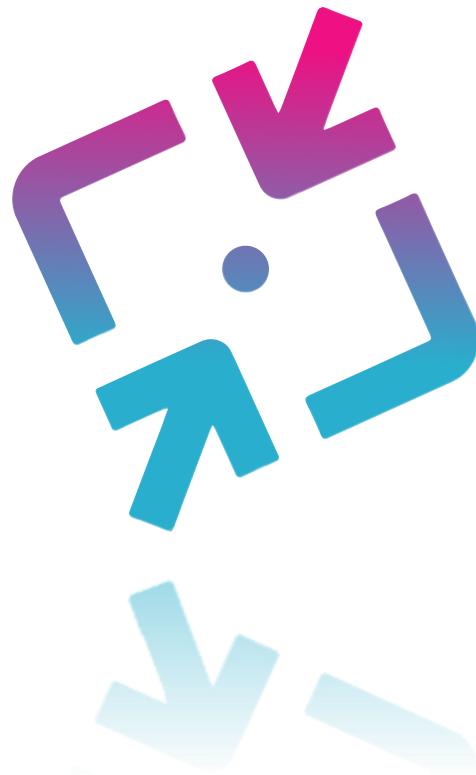
- Jorge Barros

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Executive Summary

LONG STORY SHORT...

Dart Flipcard Inc., a Montreal-based company specializing in trading cards and collectibles, faces challenges in enhancing the value of their products. Historically reactive, the company now seeks a proactive approach. Through qualitative and quantitative research, we delve into the motivations of collectors, understanding why and how they collect.

The research explores the human instinct behind collecting, its historical significance, and the recent resurgence of trading cards. Dart's challenge lies in assessing the value of licensed IPs and predicting market reactions. With a focus on the 'why' of collecting, our qualitative phase sets the stage for predictive modeling after this quantitative approach to the problem.

Moving forward, our quantitative research aims to find the variables and insight to develop a predictive model based on identified patterns, motivations, and external influences. The goal is to empower Dart Flipcard to strategically choose IPs with enduring value, transforming from a reactive to a proactive force in the collector's market.



Background and Objectives

From Qualitative to Quantitative

BACKGROUND

After conducting focus group to gain insights from both collectors and non-collectors within the postgraduate student population. The qualitative research phase serves as a foundation, **unraveling the motivations and emotions tied to collecting**. This exploration sets the stage for the subsequent quantitative research goals, **now that we know that being considered a collector it can have negative feeling**, for this study its important use that term with caution to avoid miss respondents.

The research journey will progress to the quantitative phase, leveraging the insights gained from qualitative research to develop predictive models and test hypotheses. The aim is to empower Dart Flipcard to strategically choose IPs with promising future value, enhancing their market position in the evolving world of collecting.

Identifying a New Issue

From previous research and by comparing past strategies used by Dart Flipcard, we can immediately identify a new problem in the way they produce cards for collecting. Not only are they a reactive company that produces according to immediate trends or the launch of new IPs.

Upon closer examination of the product, **we can pinpoint a small issue that doesn't allow this product to retain value among collectors...**

NOT RARE = NOT VALUE

When we look for collecting items, according to the collectors in our focus group, the rarity of the item is the most important characteristic. Dart Flipcard does not emphasize this when launching products. For example, consider the **Gilligan's Island 1997 Box**. With the purchase of a single display box, people acquire the entire set, diminishing the **THRILL OF HUNTING**, which is the best phase of collecting items.



QUALITATIVE RESEARCH OBJECTIVES

Thanks to the information gathered from qualitative research we can identify new possibilities to identify IPs value using the multicultural background of postgraduate students.

Objectives:

1. To identify demographic patterns in collecting from postgraduate students.
2. To quantify the prevalence of various motivation factors among collectors.
3. To assess the impact of external factors (e.g., economics, social, personal) on collecting behaviors.
4. To measure the relationship between their motivations and collecting habits.

OK... REACTIVES INSTEAD OF PREDICTIVE

If we revisit the background of Dart Flipcard Inc, it appears that they attempted to develop cards in alignment with contemporary trends E.G: Titanic movie 1997>Titanic cards 1998, Beetlejuice series 1989>Beetlejuice cards 1990,...

Hypothesis:

H1: "There is no significant difference in emotional attachment to IPs between collectors and non-collectors."

Rationale: Emotional attachment to intellectual properties (IPs) remains consistent across both collectors and non-collectors. The assumption is based on the idea that individuals, regardless of their collecting habits, may form similar emotional connections to certain IPs.

H2: "The age of a specific IP is not a significant factor influencing collectors."

Rationale: By investigating this hypothesis, we aim to uncover whether collectors prioritize other aspects, such as uniqueness or cultural relevance, over the chronological age of IPs



Survey Summary Methodology Applied

SURVEY SUMMARY (Methodology)

This survey was designed with 3 main blocks and 2 side blocks for screening and demographic information. According to the responses of people who were skipped from one block to another, **we are able to gather information from collectors and non-collectors and then compare them with each other.**

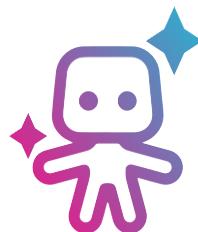
3 blocks and 3 goals



Block 1 Favorite IP: In this part, respondents select the main source media in which they consume different intellectual properties (IPs) and then write their favorite IP name and why they love it. This allows us to create a relationship between IP and respondents' emotions and understand what they find valuable in that IP.



Block 2 IPs Shopping Habits: Now, respondents share if they buy ANY product related to an IP and why, if they do it regularly, and if that purchase is related to their previously favorite IP.



Block 3 Collecting Habits: For this part, the survey will ask directly about their collecting habits, whether previous or current, what they collect and why they do it, and if they consider themselves collectors or not.

SURVEY SUMMARY RESULTS (Methodology)

The survey administration employed an online format (27 Questions), conducted from November 14 to November 28, using a judgmental sampling method. Participants were selected based on the researchers' discretion, taking into account specific criteria to ensure representation from diverse perspectives.

Objectives and Goals

The primary objectives of the survey were to investigate and highlight the nuanced relationship between intellectual property consumption and purchasing habits, specifically focusing on distinctions between collectors and non-collectors.

By shedding light on these distinctions, the research sought to provide valuable insights into the intersections of intellectual property appreciation, consumer choices, and the potential impact on collecting trends.

126 Total Recorded Responses:
38 inconclusive or partial surveys.
21 screened out.

67 Completed Surveys
37 with collector behavior.
30 with Non-Collector Behavior.

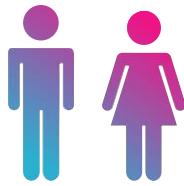


Demographics Respondents' Profile

Behind the Final Data (Resume +Note of caution)

With a sample size of n=53, we are far below our goal of 375 people. Consequently, the results should be interpreted with caution, and any conclusions drawn must consider the potential impact of the reduced sample size, recognizing that ***the findings may not fully capture the diversity of perspectives within the intended population.***

Gender



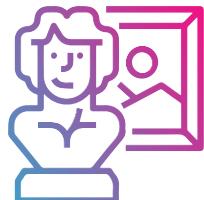
Male - 57 %
Female - 41 %
Other - 2 %

Generations



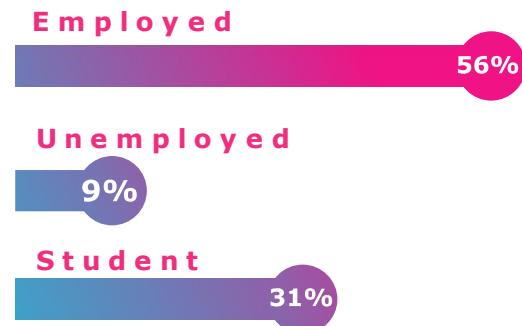
Millenials (18-34) - 70 %
Gen Z (35-54) - 20 %
Baby Boomers (55+) - 0 %

Collecting Behavior



55 %
Collect or collected
in the past
something

Employment Status



Education



70 %
Enrolled or completed
postgraduate
program

22 %
Enrolled or completed
undergraduate
program

Household Size



40 %
SINGLE: Alone
/ With
childrens



44 %
MARRIED OR LIVING
WITH A PARTNER: With
or Without
childrens



16 %
LIVING WITH
PARENTS OR
FAMILY



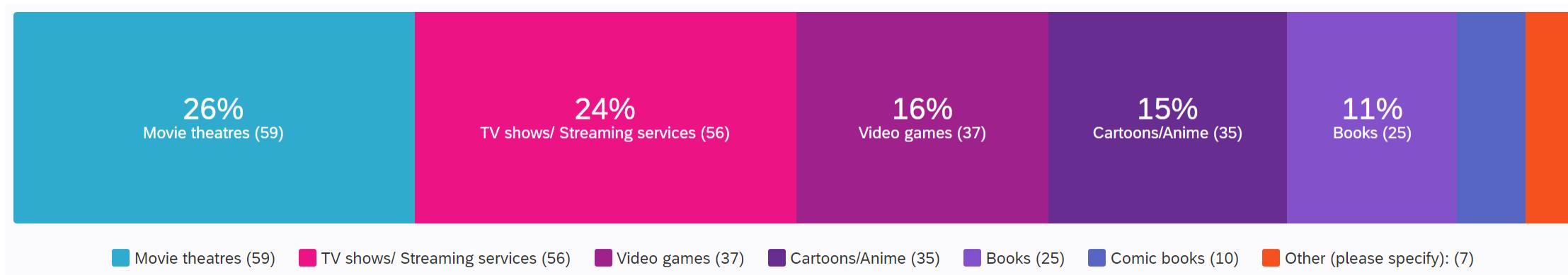
Block 1 Respondents' favorites IPs

Q4. Favorites Media for IP Consumption

The diversity of responses across multiple categories suggests that respondents may engage with intellectual properties through a combination of media, embracing a multimedia consumption approach.

Traditional media formats, such as Movie theatres and Books, have notable percentages, suggesting interest in these more traditional forms of entertainment. Digital media options, such as TV shows/Streaming services, Cartoons/Anime, and Video games, also have higher percentages,

Chart 0.1 Types of Media Sources to consume IPs



Q4. Which of the following content and entertainment media sources are your favorites? (Select all that apply)
(n=89, responses 229)

Q4. Favorites Media for IP Consumption

Table 0.1 Types of Media Sources to consume IPs

#	Field	Choice Count
1	TV shows/Streaming services	24.45% 56
2	Cartoons/Anime	15.28% 35
3	Comic books	4.37% 10
4	Video games	16.16% 37
5	Movie theatres	25.76% 59
6	Books	10.92% 25
7	Other (please specify):	3.06% 7
		229

Q4. Which of the following content and entertainment media sources are your favorites? (Select all that apply)
(n=89, responses 229)

Q5. Ranking Favorites Media for IP Consumption

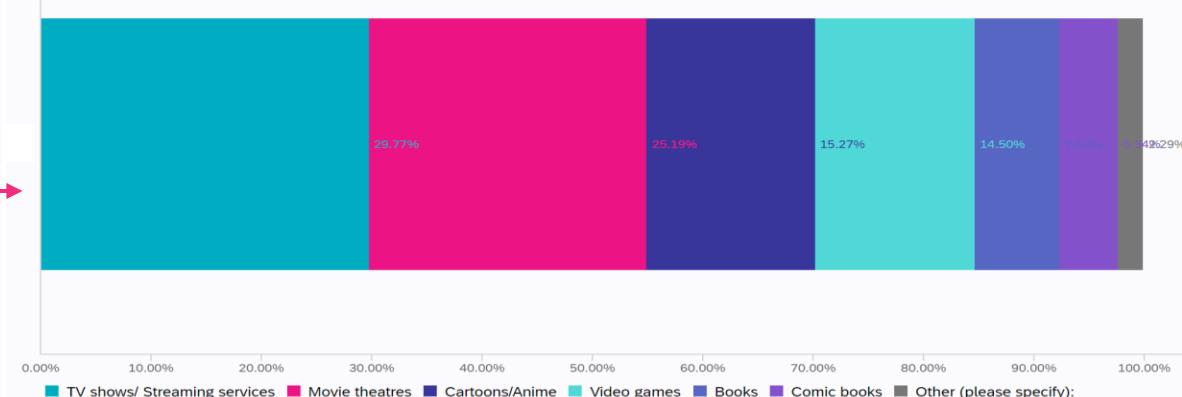


Chart 0.2A and 0.2B Ranking of Media Sources to consume IPs

Despite " movie theaters " receiving more responses in Q.4, when ranked alongside other options, they appear to have mixed preferences among respondents.

TV shows/Streaming services and **"Cartoon/Anime"** emerge as the most preferred categories, receiving the highest percentages for the top two rankings (1 and 2).

Books and **"Comic books"** receive lower percentages in the top two rankings, suggesting that these categories may be of lower interest compared to others.



Q5 - Among the options you've selected, please rank them in order of preference. (1 being the most favorite, 2 being the second most favorite, and so on) Sorted in order of Q.4

Q5. Ranking Favorites Media for IP Consumption

Table 0.2 Types of Media Sources to consume IPs

#	Field	1	2	3	4	5	6	Total						
1	TV shows/ Streaming services	30.77%	12	48.72%	19	5.13%	2	12.82%	5	2.56%	1	0.00%	0	39
2	Cartoons/Anime	37.93%	11	31.03%	9	20.69%	6	10.34%	3	0.00%	0	0.00%	0	29
3	Comic books	12.50%	1	25.00%	2	0.00%	0	25.00%	2	37.50%	3	0.00%	0	8
4	Video games	48.28%	14	24.14%	7	10.34%	3	10.34%	3	6.90%	2	0.00%	0	29
5	Movie theatres	23.81%	10	21.43%	9	45.24%	19	9.52%	4	0.00%	0	0.00%	0	42
6	Books	20.00%	3	40.00%	6	20.00%	3	20.00%	3	0.00%	0	0.00%	0	15
7	Other (please specify):	50.00%	2	25.00%	1	25.00%	1	0.00%	0	0.00%	0	0.00%	0	4

Q5 - Among the options you've selected, please rank them in order of preference. (1 being the most favorite, 2 being the second most favorite, and so on)
 (n=53, responses 166)

Q6. Why they prefer that?

Chart 0.3 Reasons for Media Sources Preference

Emotional aspects (44)



Content diversity and Aesthetics (106)(41%)



Content and Accessibility (67)



Intellectual Stimulation (39)



Content diversity, aesthetics and creativity of the media sources are the most compelling aspects for respondents.



Q6 - What are the main reasons you prefer that over the others? (Select all that apply)
(n=77, responses 256)

Q6. Why they prefer that?

Table 0.3 Reasons for Media Sources Preference

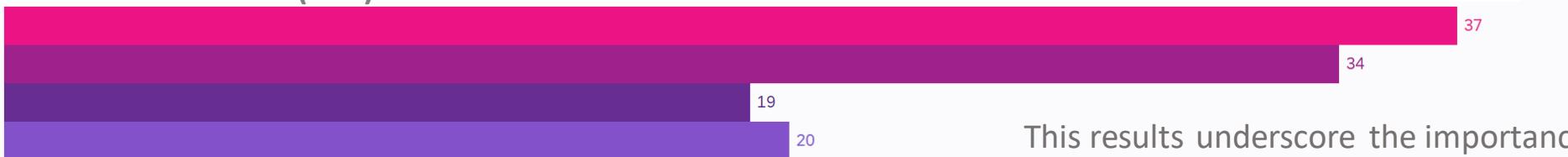
#	Field	Choice Count
1	Deeper storytelling	7.42% 19
2	Visual appeal	13.28% 34
3	Variety of topics and content	13.67% 35
4	Interactivity	9.77% 25
5	Access to it	7.42% 19
6	Nostalgia	5.08% 13
7	Imagination and creativity	14.45% 37
8	Intellectual stimulation	7.81% 20
9	Emotional connection	12.11% 31
10	Format preferences (e.g., interactivity in video games, portability in books, cinematic visuals in movies)	8.98% 23
		256

Q6 - What are the main reasons you prefer that over the others? (Select all that apply)
 (n=77, responses 256)

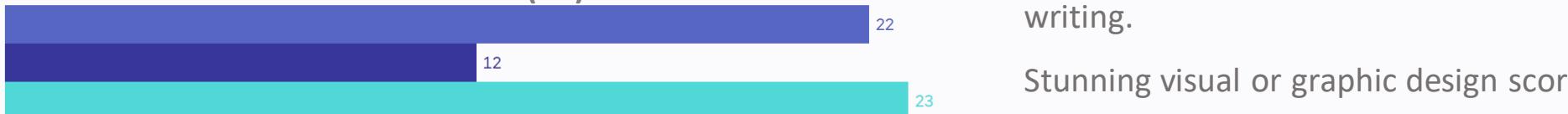
Q8. Why they prefer that IP?

Chart 0.4 Reasons for Specific IP Preference

Narrative Elements (110)



Character and Emotional Elements (57)



This results underscore the importance of a strong narrative, with a focus on engagement, impact, and quality writing.

Stunning visual or graphic design scored well, indicating that aesthetics play a significant role in media preferences.

Visual and Design Elements (31)



Interactive and Gameplay Elements (13)



Other (0)



Legend:

- Engaging storyline or plot
- Memorable moments or scenes
- Impactful messages or themes
- High-quality writing
- Relatable characters

Nostalgia (Reminds you of your past or childhood) Brings joy or humor, makes me happy Stunning visual or graphic design Immersive gameplay (for video games)

Other (please specify):

Q8 - What are the primary reasons [QID7-ChoiceTextEntryValue] is your favorite intellectual property ? (Select all that apply)
 (n=63, responses 256)

Q8. Why they prefer that IP?

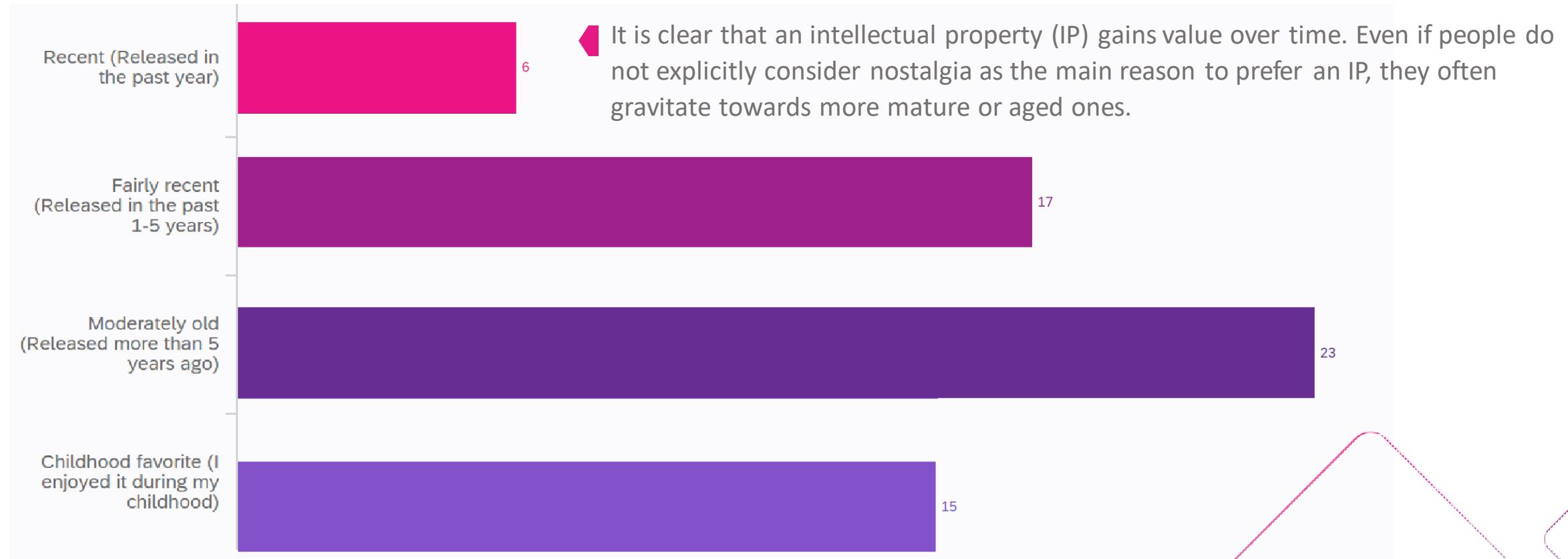
Table 0.4 Reasons for Specific IP Preference

#	Field	Choice Count
1	Engaging storyline or plot	17.54% 37
2	Relatable characters	10.43% 22
3	Stunning visual or graphic design	14.69% 31
4	Immersive gameplay (for video games)	6.16% 13
5	Memorable moments or scenes	16.11% 34
6	Impactful messages or themes	9.00% 19
7	High-quality writing	9.48% 20
8	Nostalgia (Reminds you of your past or childhood)	5.69% 12
9	Brings joy or humor, makes me happy	10.90% 23
10	Other (please specify):	0.00% 0
		211

Q8 - What are the primary reasons [QID7-ChoiceTextEntryValue] is your favorite intellectual property ? (Select all that apply)
 (n=63, responses 211)

Q9. It a new or old IP?

Chart 0.5 Age Group of Respondents Favorite IP



Q9 - When describing the age of your favorite intellectual property ([QID7-ChoiceTextEntryValue]), please choose the option that best fits: (n=61, responses 61)

Q9. It a new or old IP?

Table 0.5 Age Group of Respondents Favorite IP

#	Field	Choice Count
1	Recent (Released in the past year)	9.84% 6
2	Fairly recent (Released in the past 1-5 years)	27.87% 17
3	Moderately old (Released more than 5 years ago)	37.70% 23
4	Childhood favorite (I enjoyed it during my childhood)	24.59% 15
		61

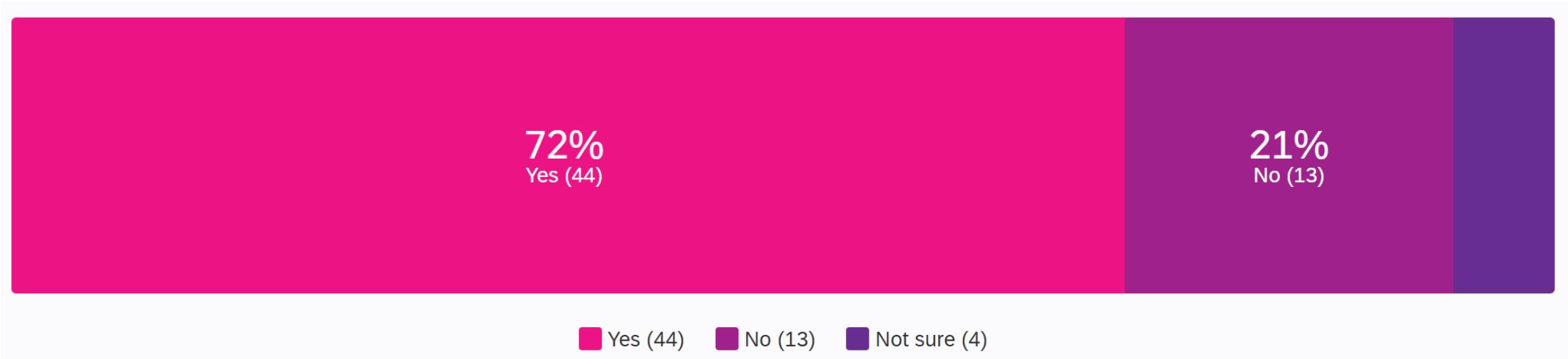
Q9 - When describing the age of your favorite intellectual property ([QID7-ChoiceTextEntryValue]), please choose the option that best fits: (n=61, responses 61)



Block 2 Respondents' IPs Shopping Habits

Q10. Respondents buy IP Related Items?

Chart 0.6 Respondents Buying habit related to Ip



Q10 - Have you ever purchased a product related to ANY intellectual property from the categories mentioned earlier? (e.g., TV show, video game, book, etc.) (n=61, responses 61)

Q10. Respondents buy IP Related Items?

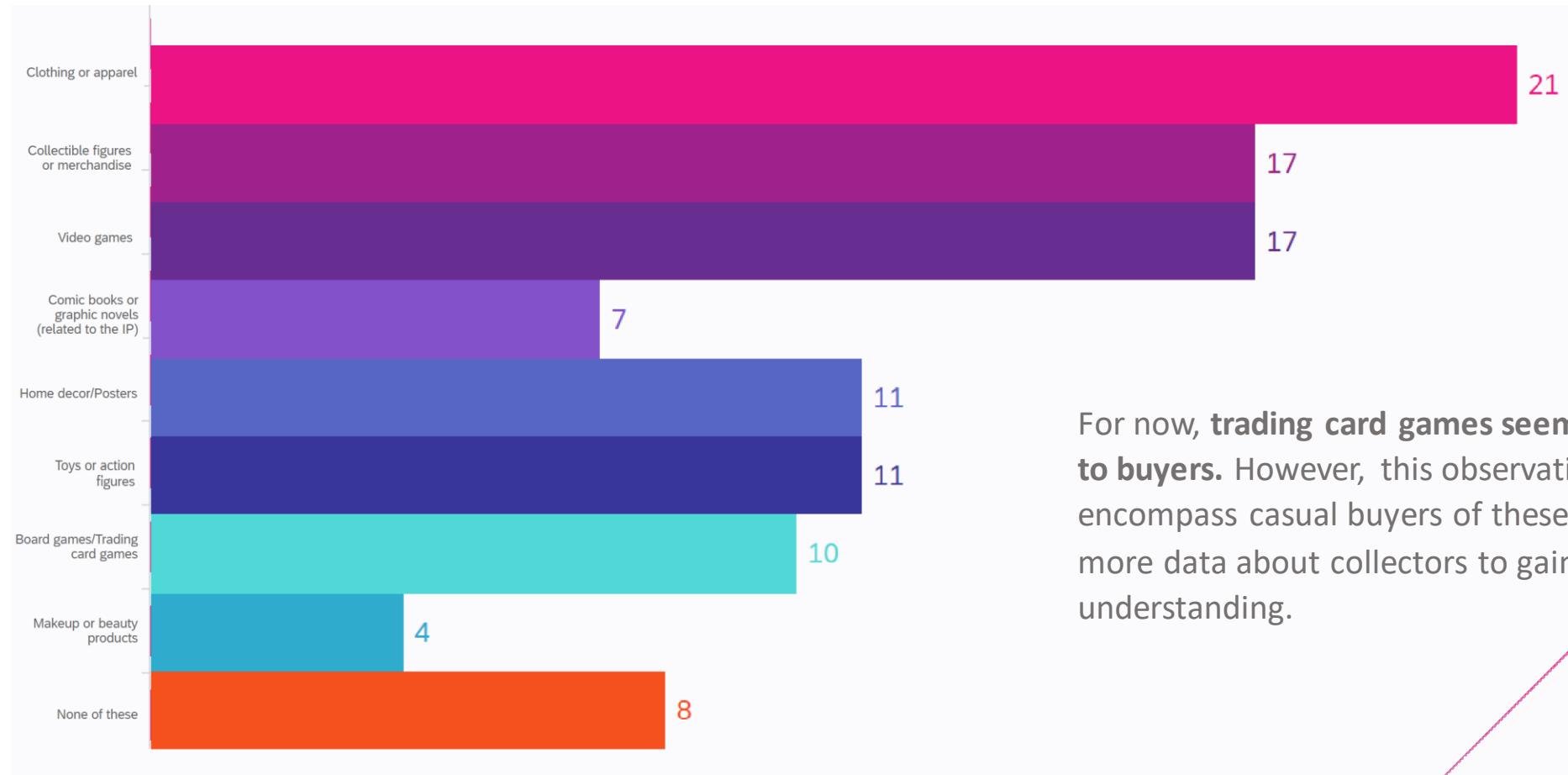
Table 0.6 Respondents Buying habit related to Ip

#	Field	Choice Count
1	Yes	72.13% 44
2	No	21.31% 13
3	Not sure	6.56% 4
		61

Q10 - Have you ever purchased a product related to ANY intellectual property from the categories mentioned earlier? (e.g., TV show, video game, book, etc.) (n=61, responses 61)

Q11. What IP Related Items Respondents buy ?

Chart 0.7 Respondents Buying Preferences related to Ip



For now, trading card games seem to be of low interest to buyers. However, this observation may also encompass casual buyers of these items. We require more data about collectors to gain a comprehensive understanding.

Q11 - Which types of products related to your favorite IPs have you purchased in the past year? (Select all that apply) (n=48, responses 106)

Q11. What IP Related Items Respondents buy ?

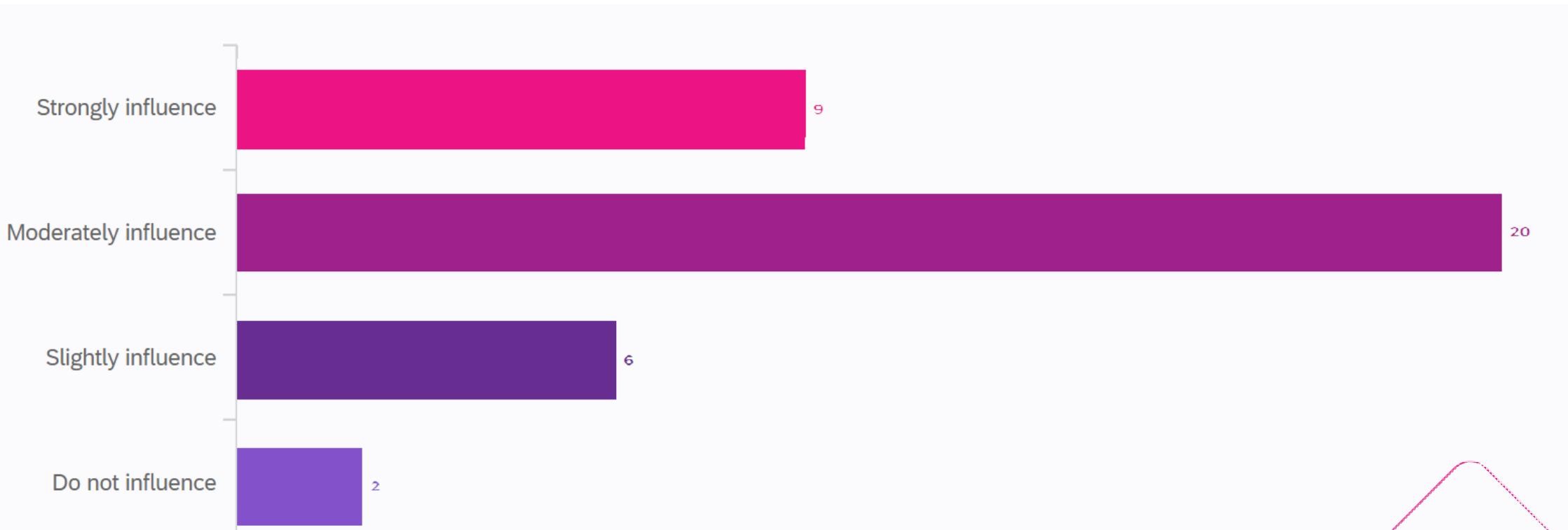
Table 0.7 Respondents Buying Preferences related to Ip

#	Field	Choice Count
1	Clothing or apparel	19.81% 21
2	Collectible figures or merchandise	16.04% 17
3	Video games	16.04% 17
4	Comic books or graphic novels (related to the IP)	6.60% 7
5	Home decor/Posters	10.38% 11
6	Toys or action figures	10.38% 11
7	Board games/Trading card games	9.43% 10
8	Makeup or beauty products	3.77% 4
9	None of these	7.55% 8
		106

Q11 - Which types of products related to your favorite IPs have you purchased in the past year? (Select all that apply) (n=48, responses 106)

Q12. What IP Related Items Respondents buy ?

Chart 0.8 Respondents Influence to Buying Items Related Ips



Q12 - When you find a product related to your favorite IPs, does it influence your decision to purchase it or not? (n=37, responses 37)

Q12. What IP Related Items Respondents buy ?

table 0.8 Respondents Influence to Buying Items Related Ips

#	Field	Choice Count
1	Strongly influence	24.32% 9
3	Slightly influence	16.22% 6
2	Moderately influence	54.05% 20
4	Do not influence	5.41% 2
		37

Q12 - When you find a product related to your favorite IPs, does it influence your decision to purchase it or not? (n=37, responses 37)

Q13. Why they prefer that IP?

Chart 0.9 Reasons for Specific IP Preference

► Emotional Connection (75)



Support, Social, and External Influences (4)



► Utility and Perceived Value (40)



Indifference (1)



We can find a **strong preference for emotionally driven factors**, with excitement, personal connection, and nostalgia playing pivotal roles in IP preferences.

Respondents also consider **collectible value, product quality**, and promotional offers, highlighting a balanced approach between emotional connection and utility.

- Excitement or Happiness
- Connection to the IP's storyline or characters
- Love and loyalty for the IP
- Personal connection to the IP
- Nostalgia
- Proud to support the IP
- Peer influence or social validation
- Collectible value
- Product quality or uniqueness
- Promotions or discounts
- It is indifferent to me

Q13 - What emotions or factors motivate your decision to make a purchase product associated with those IPs? (Select all that apply) (n=63, responses 121)

Q13. Why they prefer that IP?

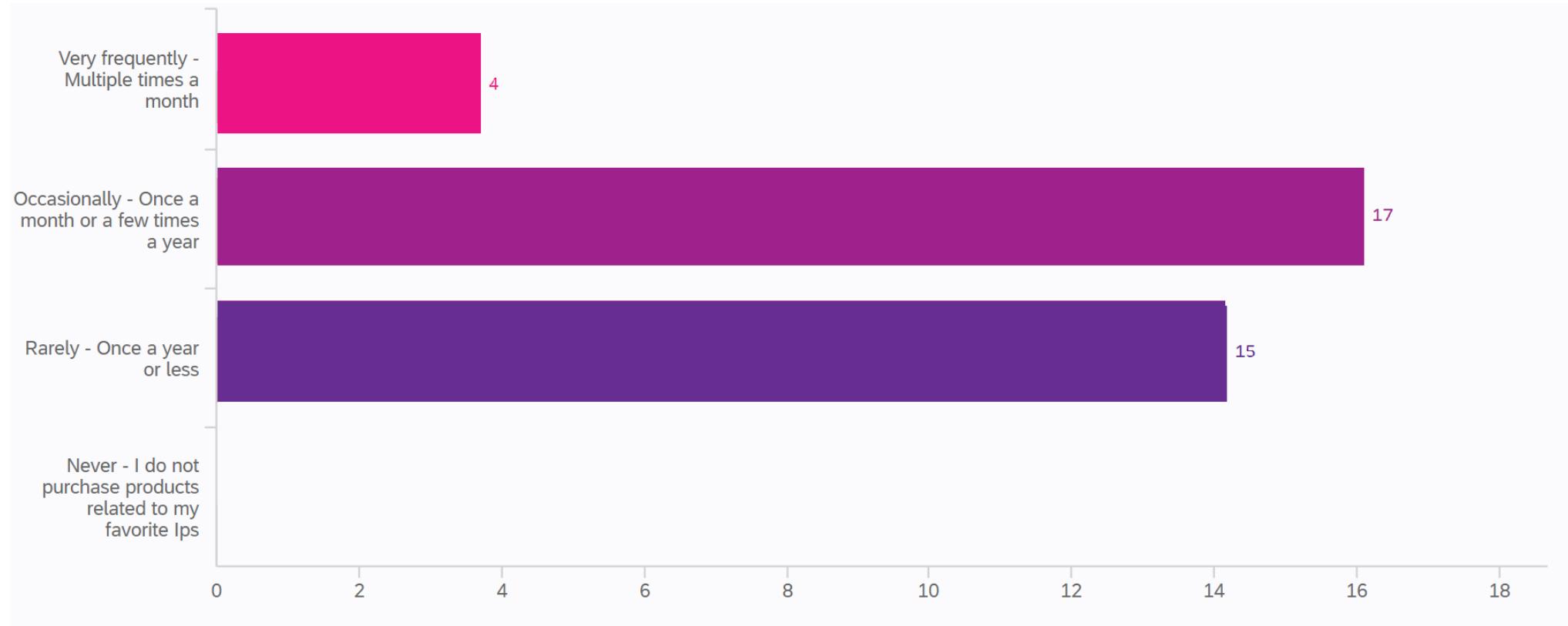
Table 0.9 Reasons for Specific IP Preference

#	Field	Choice Count
1	It is indifferent to me	1.65% 2
2	Excitement or Happiness	15.70% 19
3	Connection to the IP's storyline or characters	13.22% 16
4	Proud to support the IP	3.31% 4
5	Nostalgia	9.09% 11
6	Love and loyalty for the IP	9.92% 12
7	Collectible value	8.26% 10
8	Personal connection to the IP	14.05% 17
9	Peer influence or social validation	0.00% 0
10	Product quality or uniqueness	11.57% 14
11	Promotions or discounts	13.22% 16
		121

Q13 - What emotions or factors motivate your decision to make a purchase product associated with those IPs? (Select all that apply) (n=63, responses 121)

Q14. How Frequent Respondents Buy Items Related Ips?

Chart 0.10 How Frequency Respondents Buying Items Related Ips?



Q14 - How often do you find yourself buying products related to your favorite intellectual properties (IPs in general)? (n=36, responses 36)

Q14. How Frequent Respondents Buy Items Related Ips?

Table 0.10 How Frequency Respondents Buying Items Related Ips?

#	Field	Choice Count	
1	Very frequently - Multiple times a month	11.11%	4
3	Rarely - Once a year or less	41.67%	15
2	Occasionally - Once a month or a few times a year	47.22%	17
4	Never - I do not purchase products related to my favorite Ips	0.00%	0
			36

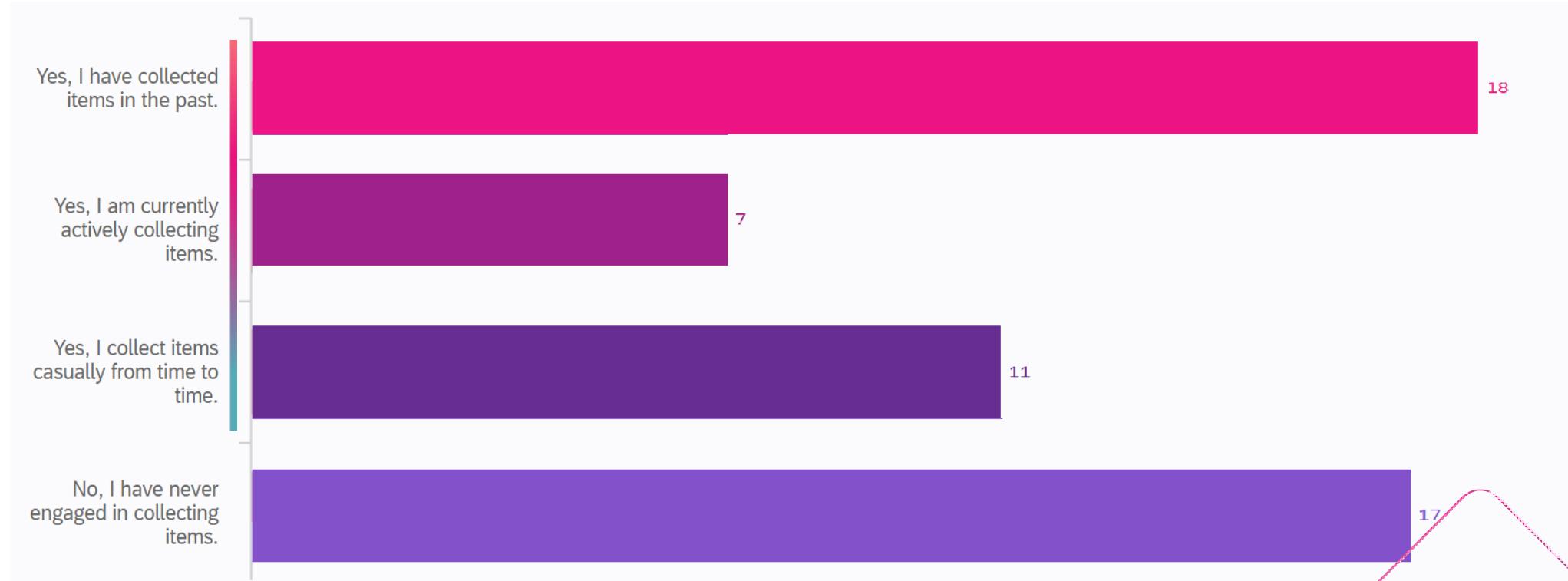
Q14 - How often do you find yourself buying products related to your favorite intellectual properties (IPs in general)? (n=36, responses 36)



Block 3 Respondents' Collecting Habits

Q17. Are respondents collecting or collected before?

Chart 0.11 Actually Collecting or collected in the past?



36 respondents exhibit actual collector behavior (68%), and we will compare this group with the previous section to understand if there are differences or if they are similar to casual intellectual property consumers

Q17 - Have you ever engaged in collecting items or objects? If so, please select the option that best describes your collecting experience: (n=53, responses 53)

Q17. Are respondents collecting or collected before?

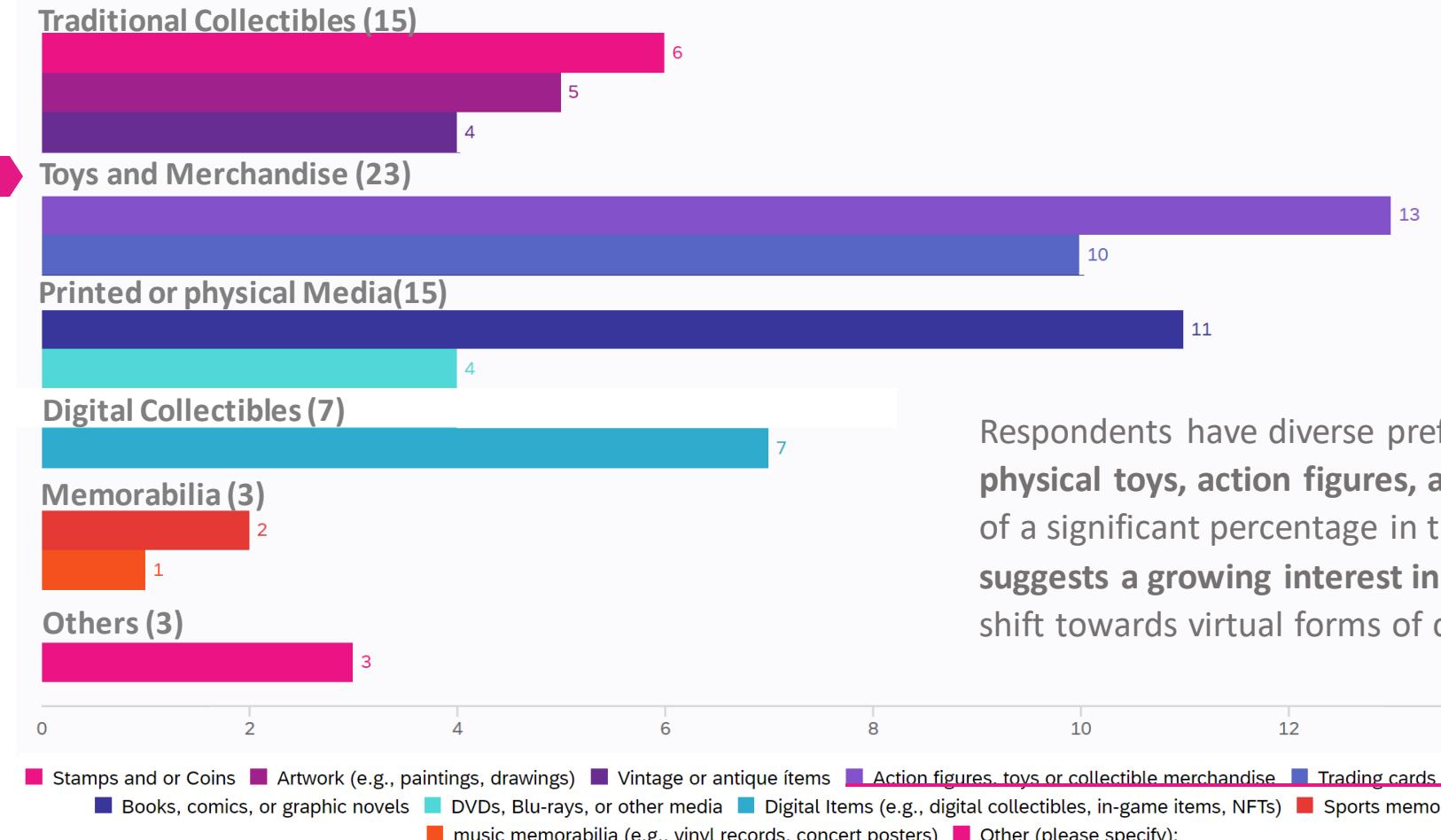
Table 0.11 Actually Collecting or collected in the past?

#	Field	Choice Count
1	Yes, I have collected items in the past.	33.96% 18
2	Yes, I am currently actively collecting items.	13.21% 7
3	Yes, I collect items casually from time to time.	20.75% 11
4	No, I have never engaged in collecting items.	32.08% 17
		53

Q17 - Have you ever engaged in collecting items or objects? If so, please select the option that best describes your collecting experience: (n=53, responses 53)

Q18. Collecting what?

Chart 0.12 Items collected



Respondents have diverse preferences, with strong interests in physical toys, action figures, and printed media. The presence of a significant percentage in the "Digital Items" category suggests a growing interest in digital collectibles, reflecting a shift towards virtual forms of collecting

Q18 - What types of items do you collect or collected? (Select all that apply) (n=36, responses 36)

Q18. Collecting what?

Table 0.12 Items collected

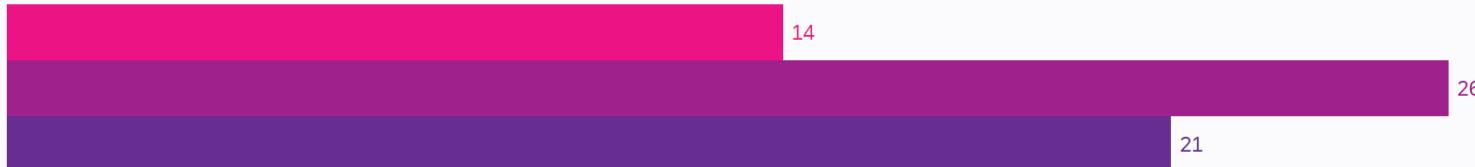
#	Field	Choice Count
12	Stamps and or Coins	9.09% 6
13	Artwork (e.g., paintings, drawings)	7.58% 5
14	Vintage or antique items	6.06% 4
15	Action figures, toys or collectible merchandise	19.70% 13
16	Books, comics, or graphic novels	16.67% 11
17	Sports memorabilia	3.03% 2
18	music memorabilia (e.g., vinyl records, concert posters)	1.52% 1
19	DVDs, Blu-rays, or other media	6.06% 4
20	Digital Items (e.g., digital collectibles, in-game items, NFTs)	10.61% 7
21	Trading cards /Board games	15.15% 10
22	Other (please specify):	4.55% 3
		66

Q18 - What types of items do you collect or collected? (Select all that apply) (n=36, responses 36)

Q19. Why Collect that?

Chart 0.13 Motivation Behind Items collected

► Emotional Connection (61)



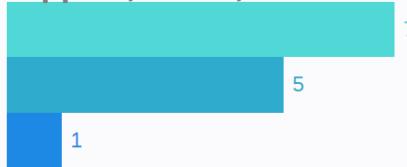
Perceived Value, and Collectability (8)



Visual and Design Elements 18)



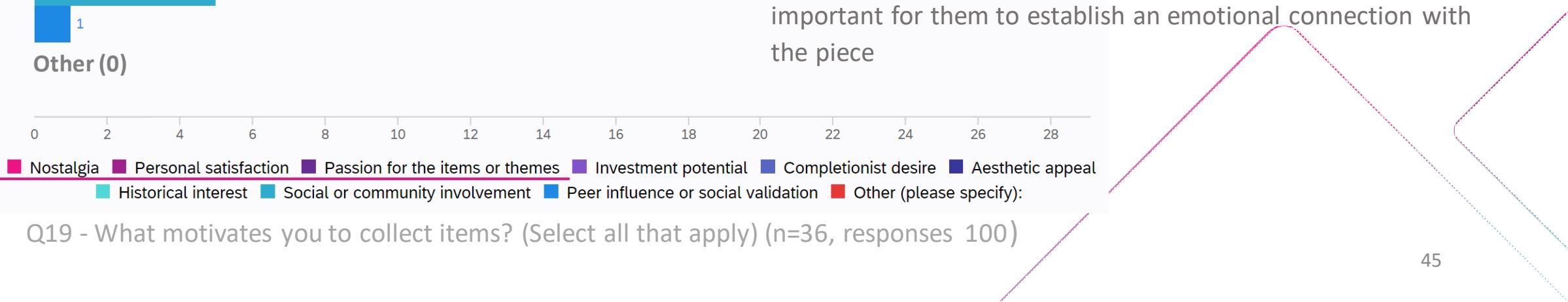
Support, Social, and External Influences (13)



Other (0)

The **high number of responses in emotional connections and aesthetic appeal** underscore the emotional and personal nature of collecting for this group.

Collectors probably do not care about the investment potential or completionist desire of their pieces; it's more important for them to establish an emotional connection with the piece


 █ Nostalgia █ Personal satisfaction █ Passion for the items or themes █ Investment potential █ Completionist desire █ Aesthetic appeal
 █ Historical interest █ Social or community involvement █ Peer influence or social validation █ Other (please specify):

Q19 - What motivates you to collect items? (Select all that apply) (n=36, responses 100)

Q19. Why Collect that?

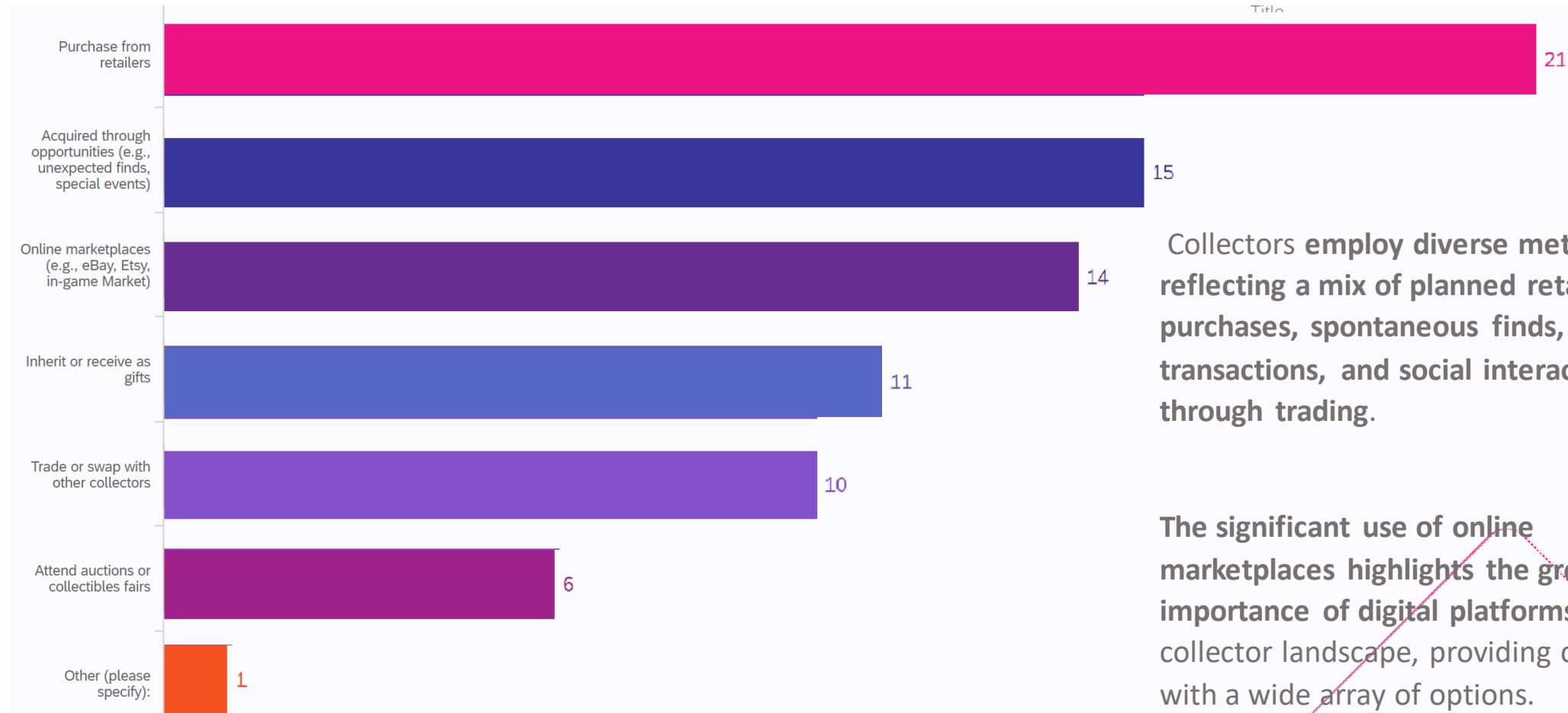
Table 0.13 Motivation Behind Items collected

#	Field	Choice Count
1	Nostalgia	14.00% 14
2	Investment potential	4.00% 4
3	Passion for the items or themes	21.00% 21
4	Social or community involvement	5.00% 5
5	Aesthetic appeal	18.00% 18
6	Historical interest	7.00% 7
7	Completionist desire	4.00% 4
8	Personal satisfaction	26.00% 26
9	Peer influence or social validation	1.00% 1
10	Other (please specify):	0.00% 0
		100

Q19 - What motivates you to collect items? (Select all that apply) (n=36, responses 100)

Q20. Where They Buy Collecting Items?

Chart 0.14 Origin of purchased items of collections



Collectors employ diverse methods, reflecting a mix of planned retail purchases, spontaneous finds, online transactions, and social interactions through trading.

The significant use of online marketplaces highlights the growing importance of digital platforms in the collector landscape, providing collectors with a wide array of options.

Q20 - How do you acquire the items for your collection? (Select all that apply) (n=36, responses 78)

Q20. Where They Buy Collecting Items?

Table 0.14 Origin of purchased items of collections

#	Field	Choice Count
1	Purchase from retailers	26.92% 21
2	Attend auctions or collectibles fairs	7.69% 6
3	Online marketplaces (e.g., eBay, Etsy, in-game Market)	17.95% 14
4	Trade or swap with other collectors	12.82% 10
5	Inherit or receive as gifts	14.10% 11
6	Acquired through opportunities (e.g., unexpected finds, special events)	19.23% 15
7	Other (please specify):	1.28% 1
		78

Q20 - How do you acquire the items for your collection? (Select all that apply) (n=36, responses 78)

Q21 Q. How Frequent Buy New Items?

Chart 0.16 Frequency of adding new pieces to a collection



Q21 - How frequently do you add new items to your collection? (n=34, responses 34)

Q21 Q. How Frequent Buy New Items?

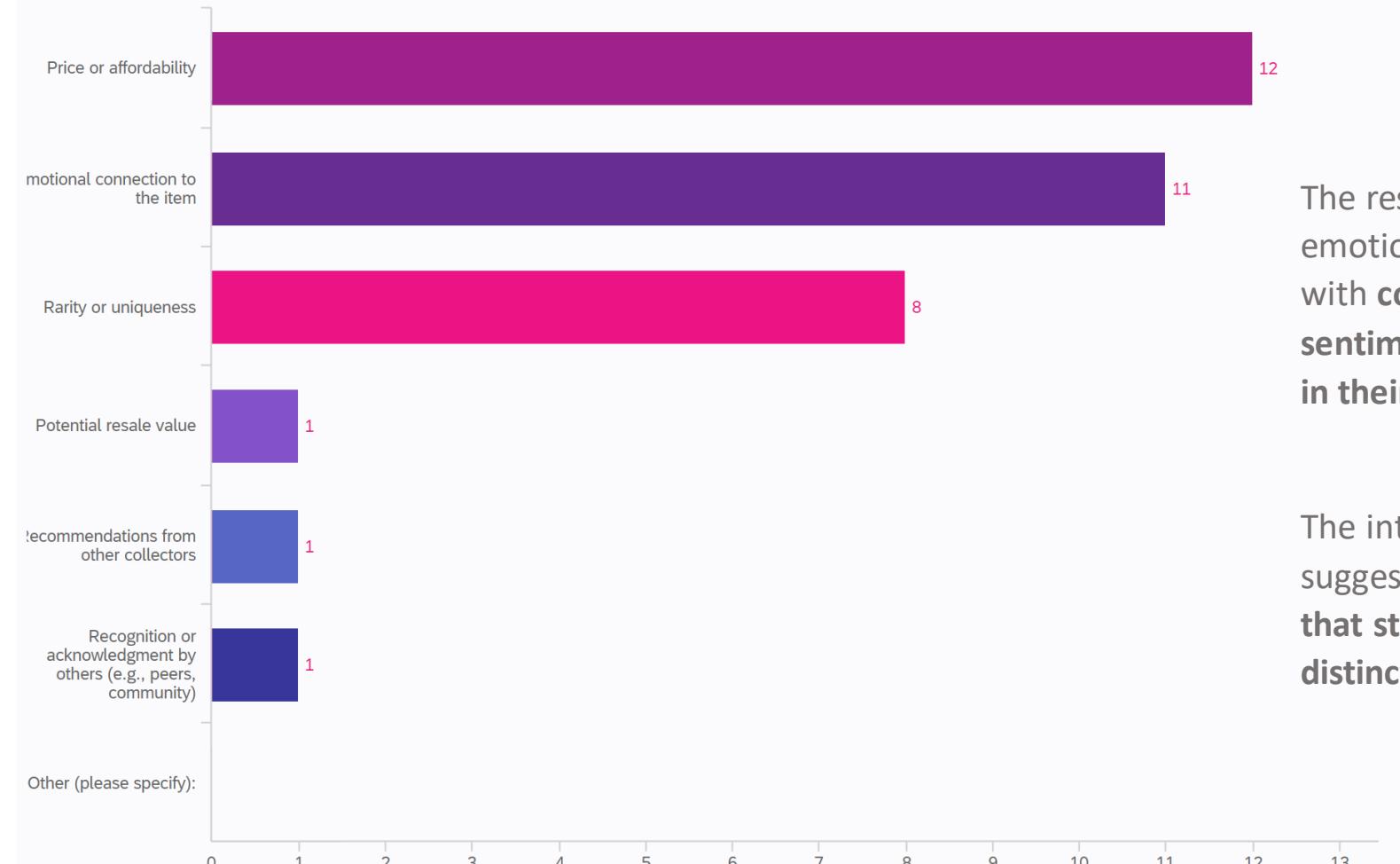
Table 0.16 Frequency of adding new pieces to a collection

#	Field	Choice Count	
1	Very frequently - Multiple times a month	8.82%	3
2	Occasionally - Once a month or a few times a year	55.88%	19
3	Rarely - Once a year or less	35.29%	12
			34

Q21 - How frequently do you add new items to your collection? (n=34, responses 34)

Q22. Why an item is special?

Chart 0.17 Reasons to buy an item for collecting



The results indicate a balance between emotional connection and affordability, with **collectors considering both sentimental value and financial feasibility in their purchase decisions.**

The interest in rarity or uniqueness suggests that **collectors are drawn to items that stand out and contribute to the distinctiveness of their collections.**

Q22 - What is the main factor that influences your decision to add a new item to your collection? (n=34, responses 34)

Q22. Why an item is special?

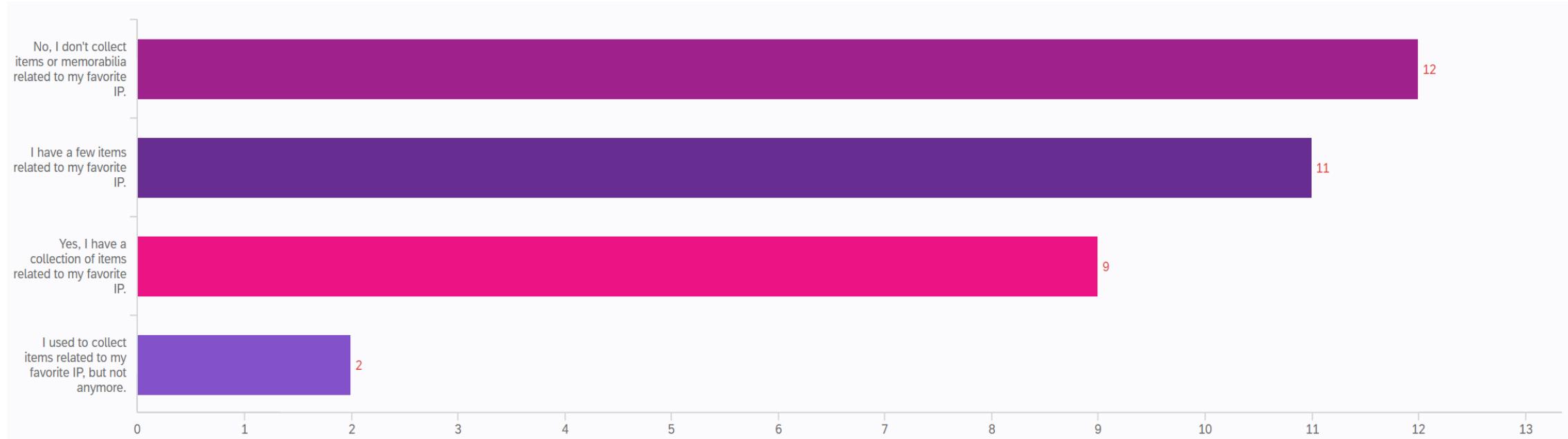
Table 0.17 Reasons to buy an item

#	Field	Choice Count
1	Rarity or uniqueness	23.53% 8
2	Price or affordability	35.29% 12
3	Emotional connection to the item	32.35% 11
4	Potential resale value	2.94% 1
5	Recommendations from other collectors	2.94% 1
6	Recognition or acknowledgment by others (e.g., peers, community)	2.94% 1
7	Other (please specify):	0.00% 0
		34

Q22 - What is the main factor that influences your decision to add a new item to your collection? (n=34, responses 34)

Q23. Collect from Favorite IP?

Chart 0.18 Relation Between Collection and Favorite IP (block 1)



Despite a substantial percentage of respondents not actively collecting anything related to their favorite intellectual property (35%), the remaining respondents (65%), have engaged in collecting to varying degrees. This suggests that a majority of individuals are more likely to buy or collect items related to their favorite IP, emphasizing the prevalent inclination toward ownership or possession of memorabilia associated with beloved intellectual properties.

Q23 - Do you collect items or memorabilia related to your previously mentioned favorite IP? (n=34, responses 34)

Q23. Collect from Favorite IP?

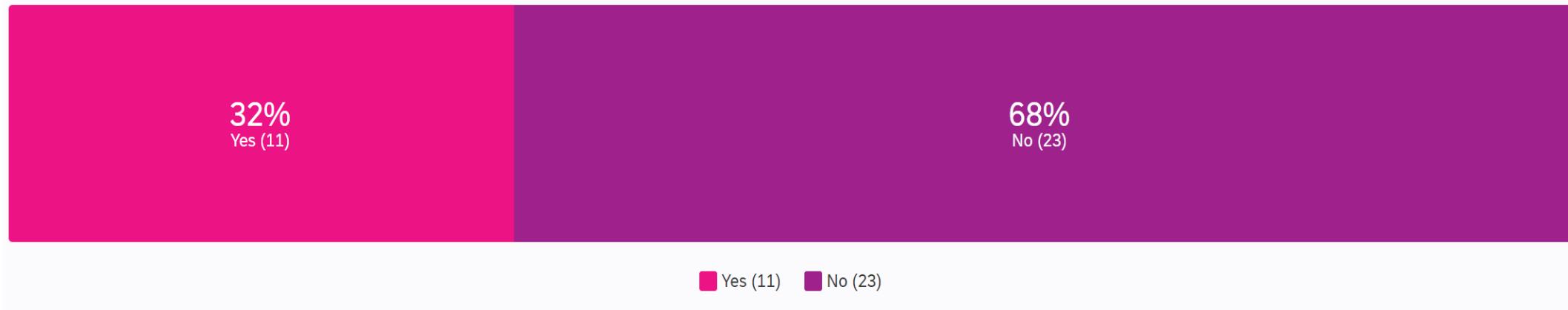
Table 0.18 Relation Between Collection and Favorite IP (block 1)

#	Field	Choice Count
1	Yes, I have a collection of items related to my favorite IP.	26.47% 9
2	No, I don't collect items or memorabilia related to my favorite IP.	35.29% 12
3	I have a few items related to my favorite IP.	32.35% 11
4	I used to collect items related to my favorite IP, but not anymore.	5.88% 2
		34

Q23 - Do you collect items or memorabilia related to your previously mentioned favorite IP? (n=34, responses 34)

Q24 Tough question: Are you a Collector?

Chart 0.19 Percentage of Respondents that self-identify as collectors



Once again, it is clear that **being called a collector carries a negative connotation for respondents**. Despite previously answering questions about being collectors and displaying open habits associated with collectors, they do not recognize themselves as such.

Companies need to be aware of this situation and find ways to reach these individuals without explicitly labeling them as collectors.

Q24 - Do you consider yourself a collector of items or memorabilia? (n=34, responses 34)

Q24 Tough question: Are you a Collector?

Table 0.19 Percentage of Respondents that self-identify as collectors

#	Field	Choice Count
1	Yes	32.35% 11
2	No	67.65% 23
34		

Q24 - Do you consider yourself a collector of items or memorabilia? (n=34, responses 34)

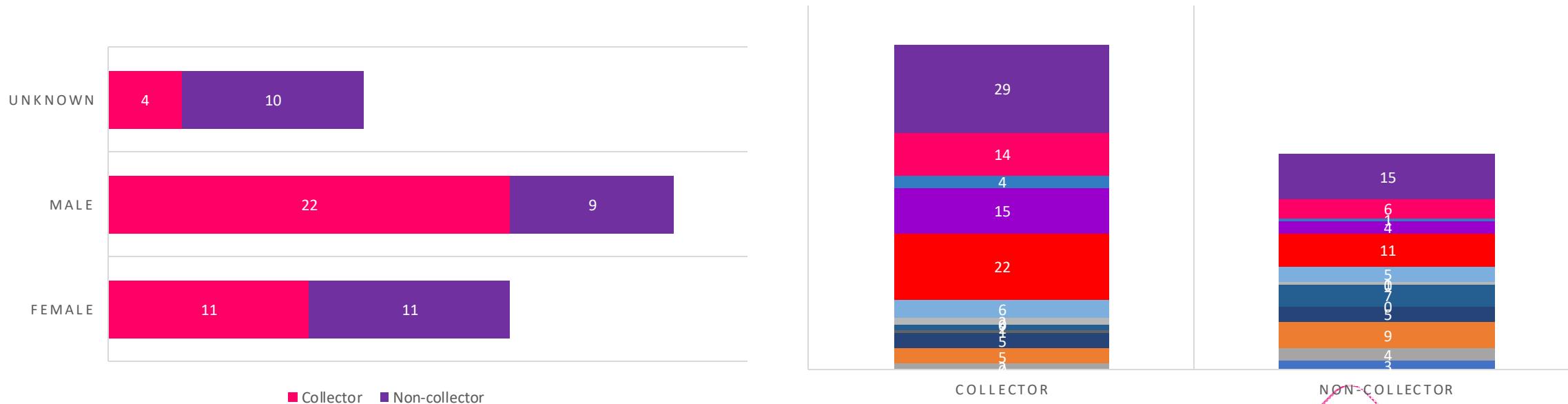


Collector vs Non-Collectors? Respondents' Differences

HOUSTON, WE HAVE A PROBLEM!

We just saw the raw results from the survey, but now we need to find the differences in insight between collectors and non-collectors. But there is a small problem...

Chart 0.20 Small Differences in comparations due Missing answers and in sample.



The survey has missing data in some blocks, and the differences of only 7 respondents as Non-collectors (23%) and collectors can affect the results of this approach. Those 7 missing answers can influence or not the insights...

Note: This does not mean that the job of analyzing the data wasn't done. This exploratory step can be found as an appendix file, 'Appendix C-Survey IPs_Exploration collectors vs non-collectors.xlsx.'

TECHNICAL ISSUE

The survey's design, organized into three distinct blocks, encourages respondents to skip or progress based on their decisions. However, inherent challenges, such as technical issues with the platform or incomplete survey submissions, result in blank spaces across all blocks, indicating missing responses.



Chart 0.21 Percentage Of Completion For Some Surveys.



Fixing the Data Preparing for SAS Enterprise

FILL IN THE BLANKS

Some key differences can be hidden by this missing information, so to continue, it's better if the data is cleaned and adjusted to work with this missing information. **The best way to work with this data is using software that helps us find the best way to identify these differences.**



SAS Enterprise Miner

This software is perfect for this task. Not only will it help us work around those missing files, but it will also assist us in **exploring the data to identify clusters within the results and determine if there are different segments, with one of them being the Collectors.**

Additionally, **by creating a predictive model aimed at identifying whether respondents are collectors or not**, we can find survey variables that will help Dart Flipcard understand what defines a collector and their preferences.

BALANCING THE SAMPLE

Having two equal samples in the context of building a predictive model is crucial. **A balanced dataset ensures that the model is exposed to an equitable representation of both the target and non-target outcomes**, preventing biases and skewed predictions.

Oversampling

Implementing random oversampling. **By selectively duplicating instances(7 in total) from the minority class, Non-collectors, I'm striving for a more equitable representation of both Collector and Non-collector categories.** Resulting in a more robust and accurate predictive model despite the initial constraints of a small dataset with missing values.

Missing Values For Binary Variable

Since the survey platform issues led to respondents not viewing all blocks, I'm transforming the Unknown data to 0. This simplification aligns with the binary nature of the variables and addresses the challenge of inconsistent response patterns.

By standardizing the representation of missing data as 0, the model can effectively interpret and learn from these instances. This strategy ensures a cohesive treatment of missing values in the context of binary variables.

Encoding, encoding and then...more encoding

We just saw the raw results from the survey, but now we need to find the differences in insight between collectors and non-collectors. But there is a small problem...

Q13

What emotions or factors motivate your decision to make a purchase product associated with those IPs? (Select all that apply)

- It is indifferent to me
- Excitement or Happiness
- Connection to the IP's storyline or characters
- Proud to support the IP
- Nostalgia
- Love and loyalty for the IP
- Collectible value
- Personal connection to the IP
- Peer influence or social validation
- Product quality or uniqueness
- Promotions or discounts

Q13

- Excitement or Happiness ,Connection to the IP's storyline or characters ,Love and loyalty for the IP ,Personal connection to the IP
- Excitement or Happiness ,Nostalgia ,Collectible value ,Product quality or uniqueness
- Excitement or Happiness ,Connection to the IP's storyline or characters ,Product quality or uniqueness
- Excitement or Happiness ,Proud to support the IP ,Love and loyalty for the IP ,Collectible value ,Personal connection to the IP
- Excitement or Happiness ,Connection to the IP's storyline or characters ,Nostalgia ,Promotions or discounts
- Nostalgia ,Product quality or uniqueness ,Promotions or discounts
- Excitement or Happiness ,Connection to the IP's storyline or characters ,Proud to support the IP ,Nostalgia ,Collectible value ,Personal connection to the IP
- Collectible value ,Product quality or uniqueness ,Promotions or discounts

Q13_PROUD	Q13_NOST	Q13_LOVE	Q13_VLUE	Q13_PRNL	Q13_QUAL	Q13_PROM
0	0	1	0	0	0	0
0	1	1	1	1	1	0
0	0	1	0	1	0	0
0	0	0	0	0	0	0
0	0	0	0	0	1	1
0	1	0	1	0	1	1
0	0	0	0	0	0	1
1	0	1	1	1	1	0
0	1	0	0	0	0	0
0	1	0	0	0	0	1
1	1	0	1	1	0	0
0	0	0	0	0	0	0
0	0	0	1	0	0	1
1	1	1	0	1	1	1
0	0	1	1	1	1	0
0	0	0	0	0	0	0
0	0	0	0	0	0	0
0	0	1	0	0	0	0
0	0	0	0	0	0	0
0	0	0	0	0	0	0
0	0	0	0	0	1	1
0	0	0	0	1	1	0
0	0	0	0	0	0	0

The survey incorporates multiple-choice questions that generate answer fields in the form of a list, encompassing all options selected by respondents. **Encoding techniques are employed to generate new columns, each representing the individual count per respondent's choices.** This methodology extends to demographics questions as well.

Encoding, encoding and then...more encoding

Not only the encoding was used to make easier for SAS work, also to include more value data, for example, the survey just ask for the name of their Favorite IP, then the Release Year, Type of IP and Genres are added to give SAS more variables to work

Favorite IP #	Favorite IP	Release Year	Year>Range	Range #
1	Titanic	1997	1995-1999	3
2	Jurassic Park	1993	1990-1994	2
3	The Office	2005	2000-2004	4
4	Inglourious Basterds	2009	2005-2009	5
5	The Royal Tenenbaums	2001	2000-2004	4
6	Superman	1978	1975-1979	1
7	Final Fantasy	1987	1985-1989	3
8	Yu-Gi-Oh	1996	1995-1999	4
9	Pokemon	1996	1995-1999	4
10	Naruto	2002	2000-2004	4
11	The Office	2001	2000-2004	4
12	Reality Show	0	0	0
13	Cooking Shows	0	0	0
14	Caballeros del Zodiaco	1986	1985-1989	3
15	League of Legends	2009	2005-2009	5
16	Assassin's Creed Games	2007	2005-2009	5
17	Suits	2011	2010-2014	6
18	Instagram	2010	2010-2014	6
19	Halo	2001	2000-2004	4

Q7-Type of IP	Type of IP-Dram	Type of IP-Sci-Fi	Type of IP-Adver	Type of IP-Action
Movie	1	0	0	0
Movie	0	1	1	1
TV Series	0	0	0	0
Movie	1	0	1	0
Movie	1	0	0	1
Movie	0	1	1	1
Video Game	0	0	1	0
Anime/Series	0	0	0	1
Anime/Series	0	0	1	1
Anime/Series	0	0	1	1
TV Series	0	0	0	0
TV Series/Reality	0	0	0	0
TV Series/Cooking	0	0	0	0
Anime/Series	0	0	1	1
Video Game	0	1	1	0
Video Game	0	0	1	1
TV Series	1	0	0	0
Social Media	0	0	0	0
Video Game	1	0	0	1
Anime/Series	0	0	1	1
TV Series	1	0	0	0
Book	0	0	0	0
TV Series	1	0	0	0
Movie	1	0	0	0
Book	0	0	0	1

Defining SAS target

Q17 played a fundamental role in defining, on a per-respondent basis, users exhibiting collector habits. **An additional column named "Collector" was introduced, where a value of 1 designates a respondent as a collector, and 0 signifies a Non-Collector.** With this setup, SAS now possesses a target for prediction, utilizing all the available columns and variables.

Q17

Have you ever engaged in collecting items or objects? If so, please select the option that best describes your collecting experience:

Collectors

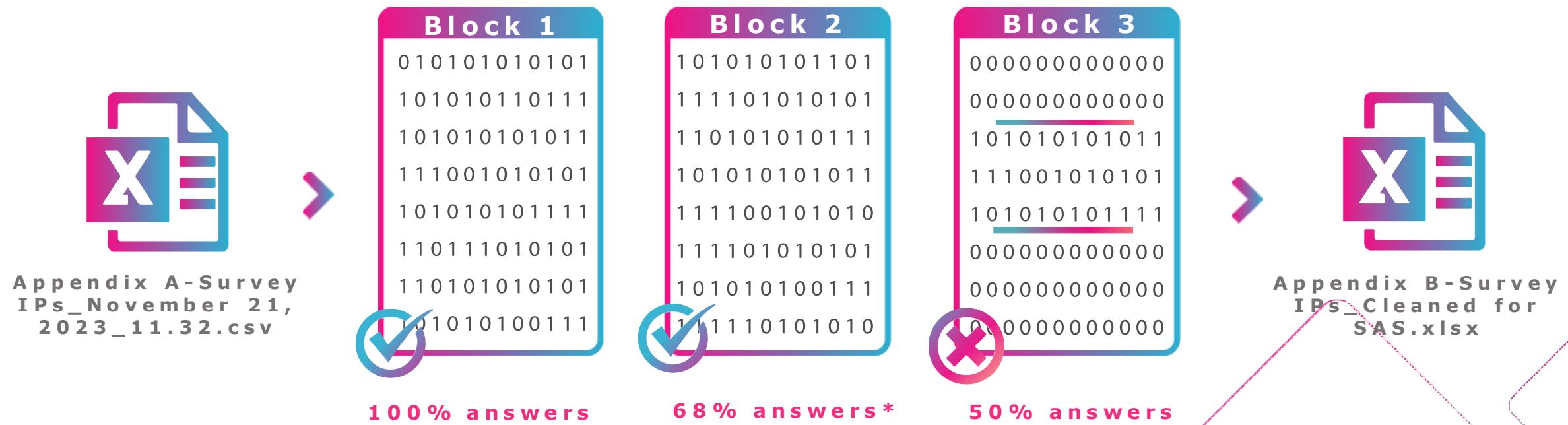
- Yes, I have collected items in the past.
- Yes, I am currently actively collecting items.
- Yes, I collect items casually from time to time.
- No, I have never engaged in collecting items.



COLLECTOR
0
1
1
1
0
1
1
1
0
1
1
1
1
1
1

NO FREE CLUES FOR SAS

Before introducing the new file into SAS, the block 3 (*collectors' habits block*) must be eliminated. This will feed the predictive model with 50% of information in blank. **We want to know if we can predict if someone is a collector based on their selections related to IP and buying habits for this IP.**

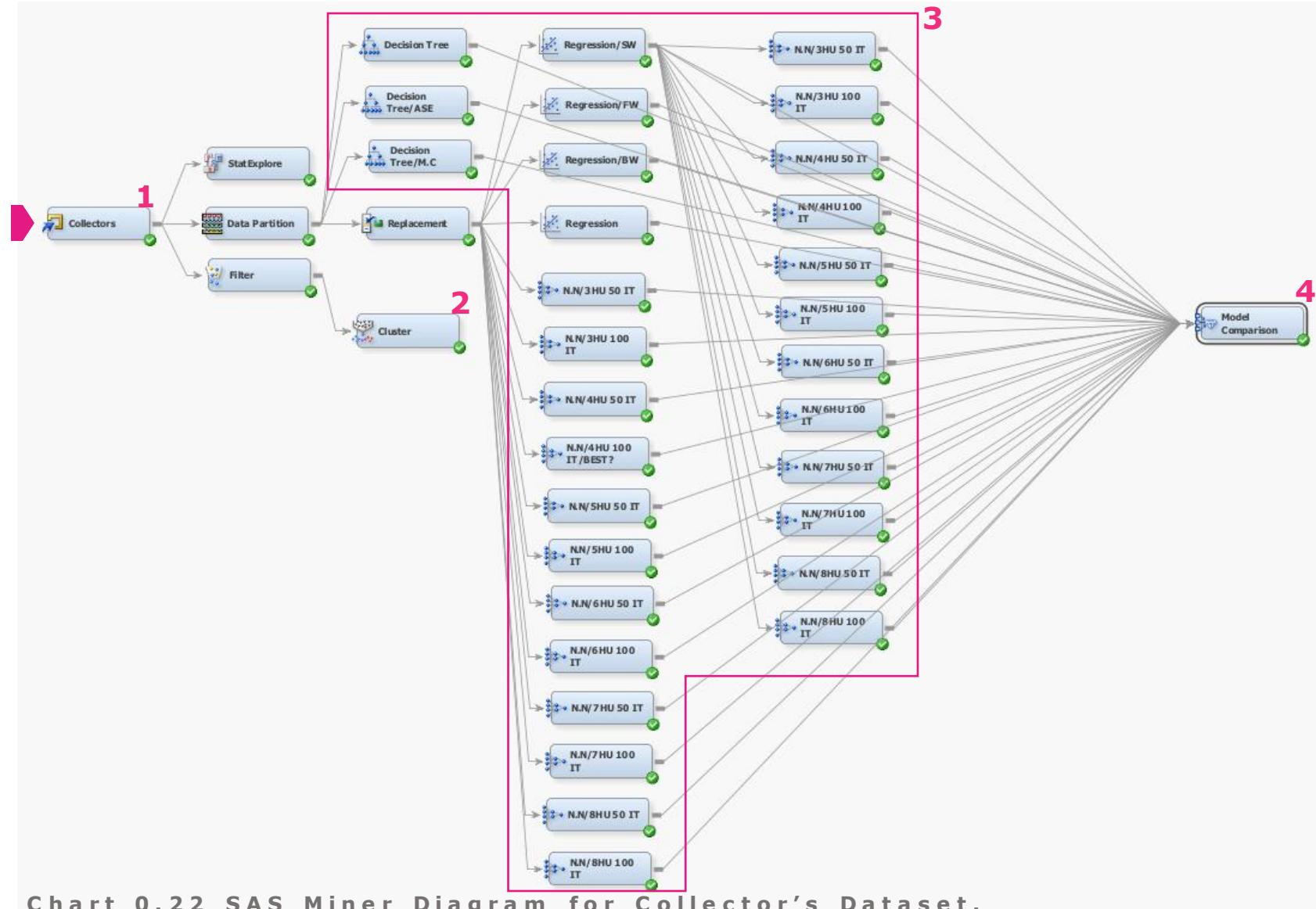


*Block 2 has missing information from both segments, as some respondents skipped this question or not shown by platform. However, the distribution of skips is balanced for both segments



Analyzing Data SAS Enterprise in Action

THE DATA GRID



This is a **Node based system** that prepare the data and automatically run process and show results.

In this case the grid of node look for:

- 1 Main file**
- 2 Cluster segmentation**
- 3 Predictive models:**
 - Decision tree**
 - Regression models**
 - Neural Network**

And one final node for the **model comparison** (4) and discover which one is better.

1st STEP: CLUSTERING

The result was defined into 4 clusters, but it can be simplified to 3 because clusters 2 and 3 are closely related. In cluster 4, we found a significant number of respondents identifying as collectors, highlighting a clear distinction between collectors and non-collectors. In this cluster analysis, the defining variables were personal connection to their favorite IP, love and loyalty to their IP, and buying habits related to figures, toys, comics, and home décor/posters.

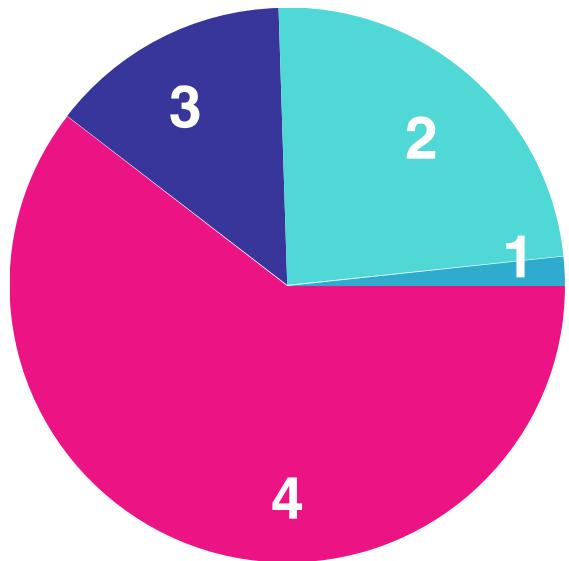
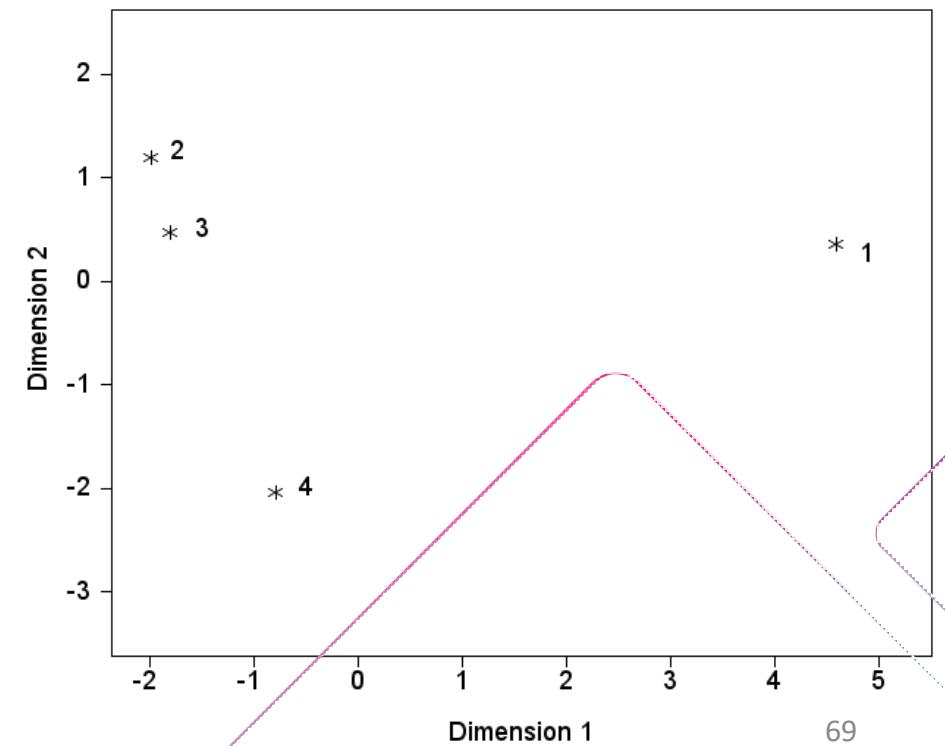


Chart 0.23 Cluster Results in SAS Enterprise

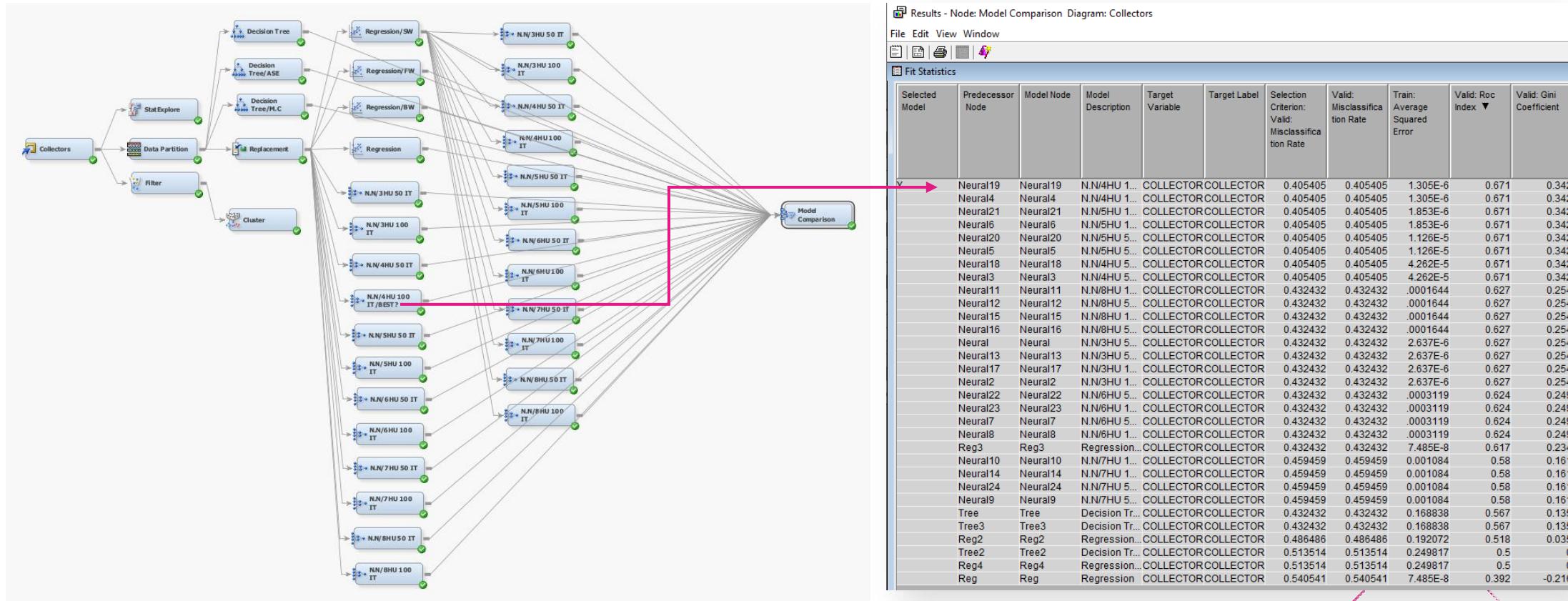
Variable Importance

Variable Name	Label	Number of Splitting Rules	Number of Surrogate Rules	Importance
Q13_PRNL	Q13_PRNL	1	1	1.00000
Q13_LOVE	Q13_LOVE	0	2	0.98152
Q11_BUY_FIGS	Q11_BUY_FIGS	1	0	0.98054
Q11_BUY_TOYS	Q11_BUY_TOYS	0	1	0.90473
Q11_BUY_HMDC	Q11_BUY_HMDC	0	1	0.89752
Q11_BUY_CMCS	Q11_BUY_CMCS	0	1	0.89026

Cluster Proximities



2nd STEP: PREDICTING HOW IS COLLECTOR



After running all nodes, we use a model comparison node that lists all results, making it easier to find the best model. In this case, the Neural Network present **the best results with the smallest Average Squared Error and Misclassification Rate. However, it had a higher ROC (Receiver Operating Characteristic) of 0.67**, just below the acceptable range for a predictive model. Considering that it's only a small survey, this is a really good result.

2nd STEP: PREDICTING HOW IS COLLECTOR

Model	Description	Role	False Negativ	True Negativ	False Positiv	TruePositive	Accurac	Precisio	Recall	F1 Score
Neural19	N.N/4HU 50 IT	TRAIN	0	18	0	19	1	1	1	1
Neural19	N.N/4HU 50 IT	VALIDATE	0	4	15	18	0.594595	0.545455	1	0.705882
Neural11	N.N/8HU 100 IT	TRAIN	0	18	0	19	1	1	1	1
Neural11	N.N/8HU 100 IT	VALIDATE	0	3	16	18	0.567568	0.529412	1	0.692308
Neural12	N.N/8HU 50 IT	TRAIN	0	18	0	19	1	1	1	1
Neural12	N.N/8HU 50 IT	VALIDATE	0	3	16	18	0.567568	0.529412	1	0.692308
Neural10	N.N/7HU 100 IT	TRAIN	0	18	0	19	1	1	1	1
Neural10	N.N/7HU 100 IT	VALIDATE	1	3	16	17	0.540541	0.515152	0.944444	0.666667
Neural9	N.N/7HU 50 IT	TRAIN	0	18	0	19	1	1	1	1
Neural9	N.N/7HU 50 IT	VALIDATE	1	3	16	17	0.540541	0.515152	0.944444	0.666667
Neural8	N.N/6HU 100 IT	TRAIN	0	18	0	19	1	1	1	1
Neural8	N.N/6HU 100 IT	VALIDATE	0	3	16	18	0.567568	0.529412	1	0.692308
Neural7	N.N/6HU 50 IT	TRAIN	0	18	0	19	1	1	1	1
Neural7	N.N/6HU 50 IT	VALIDATE	0	3	16	18	0.567568	0.529412	1	0.692308
Neural6	N.N/5HU 100 IT	TRAIN	0	18	0	19	1	1	1	1
Neural6	N.N/5HU 100 IT	VALIDATE	0	4	15	18	0.594595	0.545455	1	0.705882
Neural5	N.N/5HU 50 IT	TRAIN	0	18	0	19	1	1	1	1
Neural5	N.N/5HU 50 IT	VALIDATE	0	4	15	18	0.594595	0.545455	1	0.705882
Neural4	N.N/4HU 100 IT	TRAIN	0	18	0	19	1	1	1	1

Table 0.22 Calculations of accuracy, precision, recall and F1 score.

This model is effective in identifying collectors using information from the survey, achieving an accuracy of around 60% in distinguishing collectors and non-collectors, performing at a 70% success rate in this dataset.

EUREKA!

It's possible to predict collecting habits using data through emotions, preferences, and habits of people, leading to the identification of collectors from others

Explore - EMWS1.Neural19_VALIDATE						
File	View	Actions	Window			
Observer	Response	Collector	Predicted	Residual	Predicted	Residual
2R_31veYSX...	1	0.513514	0.486486	0.486486	-0.48649	
3R_ujICduFr...	1	0.998985	0.001015	0.001015	-0.00102	
6R_1EW69Z...	1	0.513514	0.486486	0.486486	-0.48649	
8R_8gVPoY...	1	0.513514	0.486486	0.486486	-0.48649	
9R_3fP14Sn...	1	0.513514	0.486486	0.486486	-0.48649	
10R_3lipfCv...	0	0.513514	-0.51351	0.486486	0.513514	
16R_26mBdn...	0	0.513514	-0.51351	0.486486	0.513514	
22R_1im3ns...	0	0.513514	-0.51351	0.486486	0.513514	
24R_03aQDQ...	1	0.513514	0.486486	0.486486	-0.48649	
25R_2Vxbm...	1	0.513514	0.486486	0.486486	-0.48649	
29R_3je5O26...	0	0.513514	-0.51351	0.486486	0.513514	
31R_bjCK3s...	1	0.513514	0.486486	0.486486	-0.48649	
33R_3ggOhW...	1	0.513514	0.486486	0.486486	-0.48649	
34R_1JOCWu...	1	0.513514	0.486486	0.486486	-0.48649	
37R_3nVDCGw...	1	0.513514	0.486486	0.486486	-0.48649	
39R_1LF15Qa...	0	0.513514	-0.51351	0.486486	0.513514	
41R_27VMNe...	1	0.513514	0.486486	0.486486	-0.48649	
42R_1pXW4l...	0	0.513514	-0.51351	0.486486	0.513514	
43R_2AFFs0T...	0	0.513514	-0.51351	0.486486	0.513514	
44R_1FRryPd...	1	0.513514	0.486486	0.486486	-0.48649	
46R_20qxqDz...	1	0.918621	0.081379	0.081379	-0.08138	
47R_10oooc80...	0	0.513514	-0.51351	0.486486	0.513514	
48R_rfmpoEH...	0	0.513514	-0.51351	0.486486	0.513514	
49R_2SwcbZ...	1	0.513514	0.486486	0.486486	-0.48649	
50R_3iCrI9b7...	0	0.001127	-0.00113	0.998873	0.001127	
52R_2P4DET...	0	0.513514	-0.51351	0.486486	0.513514	
55R_2aX3jSK...	1	0.99863	0.00137	0.00137	-0.00137	
59R_OdMkmL...	0	0.513514	-0.51351	0.486486	0.513514	
61R_2R2JuU...	1	0.513514	0.486486	0.486486	-0.48649	
62R_3G7zCQ...	0	0.098714	-0.09871	0.901286	0.098714	
64R_1f10pPrx...	0	0.0009031	-0.000903	0.999097	0.0009031	
65R_1JCUm...	1	0.513514	0.486486	0.486486	-0.48649	
66R_3NwI0IS...	0	0.513514	-0.51351	0.486486	0.513514	
67R_1IDSPR...	0	0.513514	-0.51351	0.486486	0.513514	
68R_1IDSPR...	0	0.513514	-0.51351	0.486486	0.513514	
69R_1IDSPR...	0	0.001426	-0.00143	0.998574	0.001426	
74R_1IDSPR...	0	0.513514	-0.51351	0.486486	0.513514	



COLLECTOR	Results	Predicted=1	Residual=1	Predicted=-0	Residual=0	Real V Predicted
0	0	0.51351351	-0.5135135	0.48648649	0.51351351	1
0	0	0.00111373	-0.0011137	0.99888627	0.00111373	1
0	0	0.00112879	-0.0011288	0.99887121	0.00112879	1
1	1	0.99862961	0.00137039	0.00137039	-0.0013704	1
0	0	0.00128762	-0.0012876	0.99871238	0.00128762	1
0	0	0.00098851	-0.0009885	0.99901149	0.00098851	1
0	0	0.00077334	-0.0007733	0.99922666	0.00077334	1
0	0	0.51351351	-0.5135135	0.48648649	0.51351351	1
0	0	0.00099668	-0.0009967	0.99900332	0.00099668	1
1	0	0.51351351	0.48648649	0.48648649	-0.4864865	0
0	0	0.09871357	-0.0987136	0.90128643	0.09871357	1
0	0	0.00095579	-0.0009558	0.99904421	0.00095579	1
0	0	0.00090314	-0.0009031	0.99909686	0.00090314	1
1	0	0.51351351	0.48648649	0.48648649	-0.4864865	0
0	0	0.51351351	-0.5135135	0.48648649	0.51351351	1
0	0	0.51351351	-0.5135135	0.48648649	0.51351351	1
0	0	0.51351351	-0.5135135	0.48648649	0.51351351	1
0	0	0.00142559	-0.0014256	0.99857441	0.00142559	1
0	0	0.00087773	-0.0008777	0.99912227	0.00087773	1
0	0	0.00112742	-0.0011274	0.99887258	0.00112742	1
0	0	0.00128762	-0.0012876	0.99871238	0.00128762	1
0	0	0.00077334	-0.0007733	0.99922666	0.00077334	1
0	0	0.51351351	-0.5135135	0.48648649	0.51351351	1
Number of correct predictions						59
Accuracy of results						79%

Table attached as appendix "Appendix B-Survey IPs_Cleaned for SAS.xlsx"



Unveiling Opportunities

Next steps to success in *trading card market*

NOW WHAT?

So, is Dart Flipcard going to receive a survey that predicts collectors by asking them?

No! The goal of this research was to understand which variables contribute value to an Intellectual Property for a collector and to identify the differences between this group and individuals who do not share collection habits or are unaware of them. Now, we leverage the collected data from **BOTH QUALITATIVE AND QUANTITATIVE** research to develop a tangible tool or solution that will contribute to our client's success in the market of collectible items.

WHAT DO WE KNOW TILL NOW?

Top 5 Insight about Collecting:



M v F

There is **twice the probability** that a male respondent states they have collecting habits compared to female respondents.



The "C" word

Nearly **70%** of respondents with collecting habits deny being collectors when questioned.



Age of IPs

Despite respondents claiming that nostalgia is not an important factor. Approximately **60% to 70%** of respondents indicate that IPs with more than 5 years are their favorites.



Emotions

When asked about factors supporting their IP, **70%** of the answers come from emotional factors.



Predictions

We have identified some crucial variables that allow us to successfully identify collectors with at least a **59%** success rate.

HYPOTHESIS TESTING RESULTS

Rejected:

Collectors have stronger emotional attachments to their favorite IPs and collected items..

Rejected:

Collectors and non-collectors tend to choose IPs that have been around for more than 5 years as their favorites.

H1: *"There is no significant difference in emotional attachment to IPs between collectors and non-collectors."*

Rationale: Emotional attachment to intellectual properties (IPs) remains consistent across both collectors and non-collectors. The assumption is based on the idea that individuals, regardless of their collecting habits, may form similar emotional connections to certain IPs.

H2: *"The age of a specific IP is not a significant factor influencing collectors."*

Rationale: By investigating this hypothesis, we aim to uncover whether collectors prioritize other aspects, such as uniqueness or cultural relevance, over the chronological age of IPs



Launching Tactics

A Plan to conquer an unexplored Market

AUTOMATION PLAN MODEL

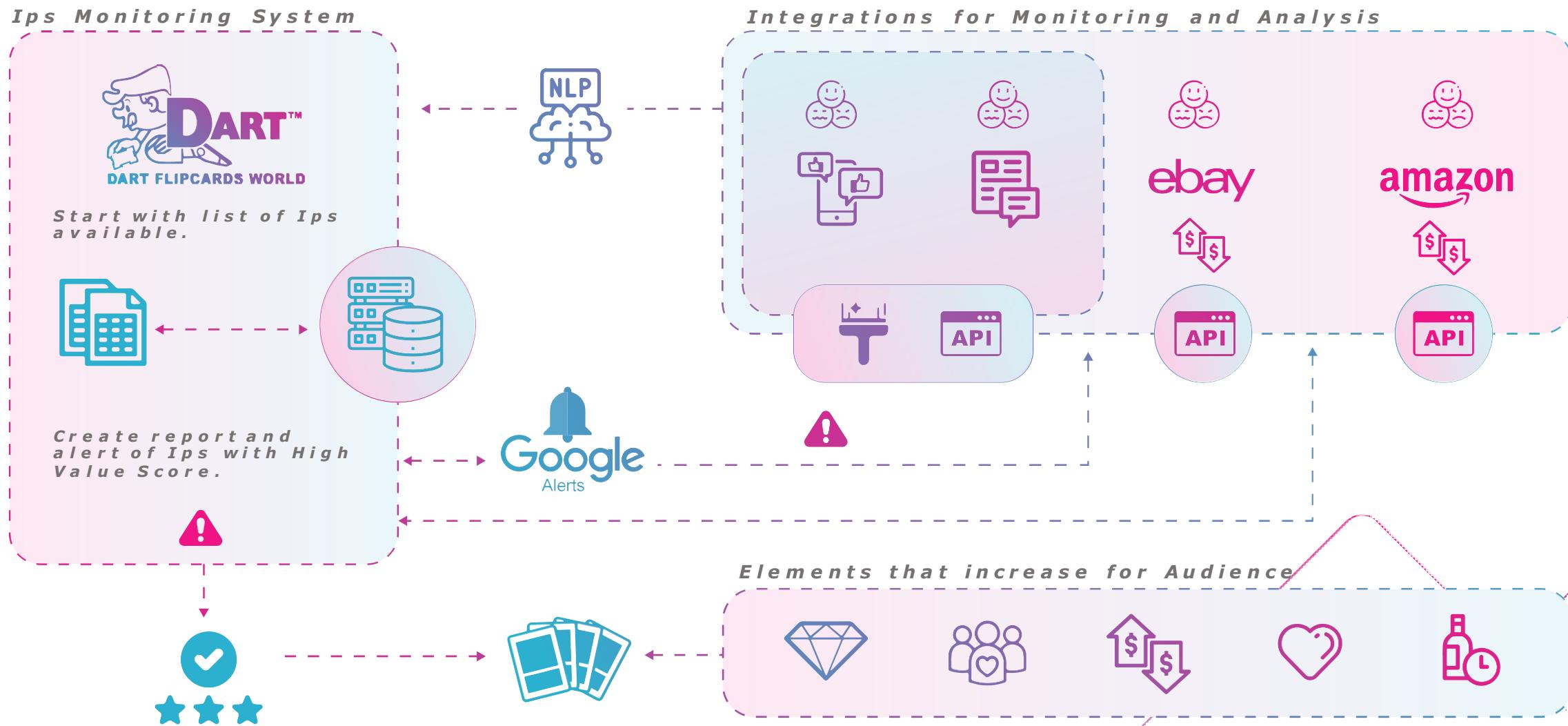


Chart 0.24 Diagram of model for IP monitoring

AUTOMATION PLAN MODEL (*explained + Rationale*)

Dart aims to implement a comprehensive system utilizing APIs from Amazon, eBay, and Social Media to retrieve historical pricing data and collect additional information, such as customer reviews and comments. Following the acquisition of textual data, the system will employ natural language processing (NLP) for sentiment analysis. Furthermore, it will establish a list of available intellectual properties (IP) to license and use Google Alerts to receive notifications when these IPs become trending.

The automated system monitors the IPs, developing a score based on gathered data through in-depth research that examines words and emotions conveying value for collectors.

Upon launching reports featuring IPs with potential, the company must consider the expected values for potential customers, understanding what adds value or meets their expectations when purchasing these products.

With this model, Dart Flipcard transitions from being a company with reactive product development to one that predicts and forecasts which IPs are likely to succeed with buyers and collectors.

Thank you!

Graph of “Top 5 Insight about Collecting” Part

Males Vs Females

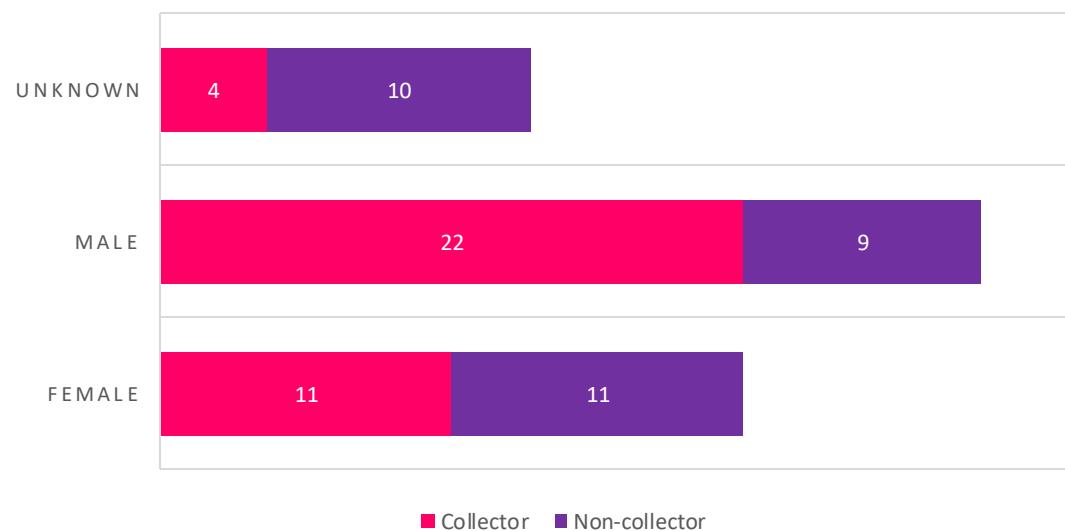


Chart 0.25 Gender differences+ Missing and Unknown data

Graph of “Top 5 Insight about Collecting” Part

The “C” Word

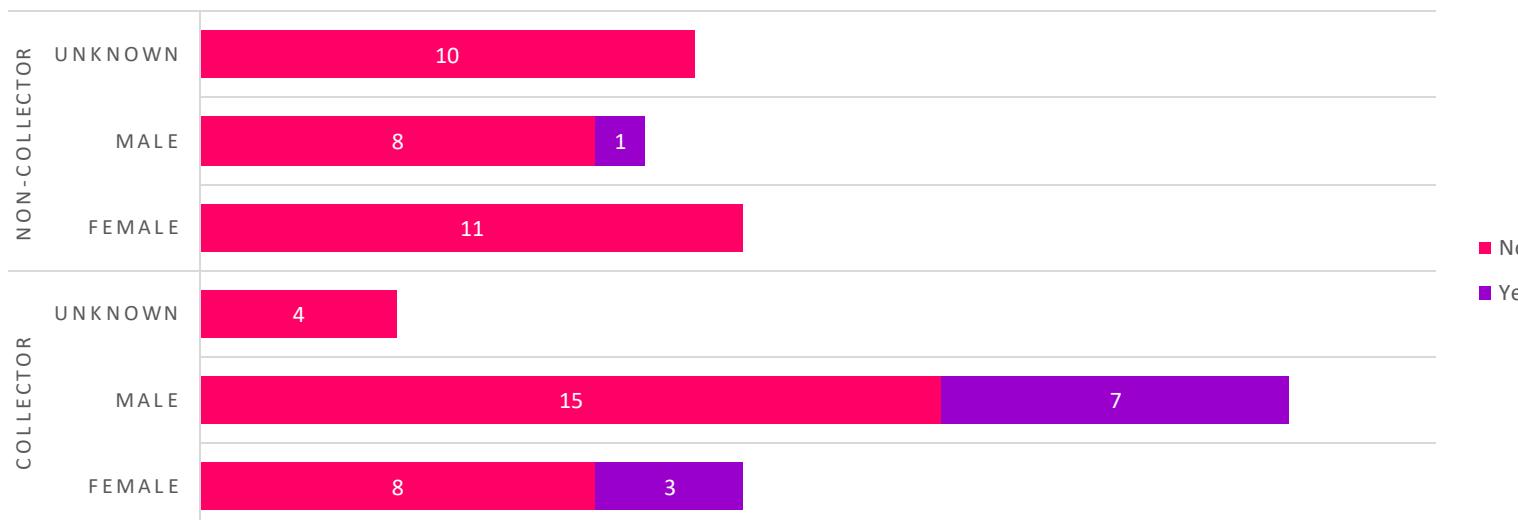


Chart 0.26 Gender differences+ and self declare Collectors

Graph of “Top 5 Insight about Collecting” Part

Age of Ips

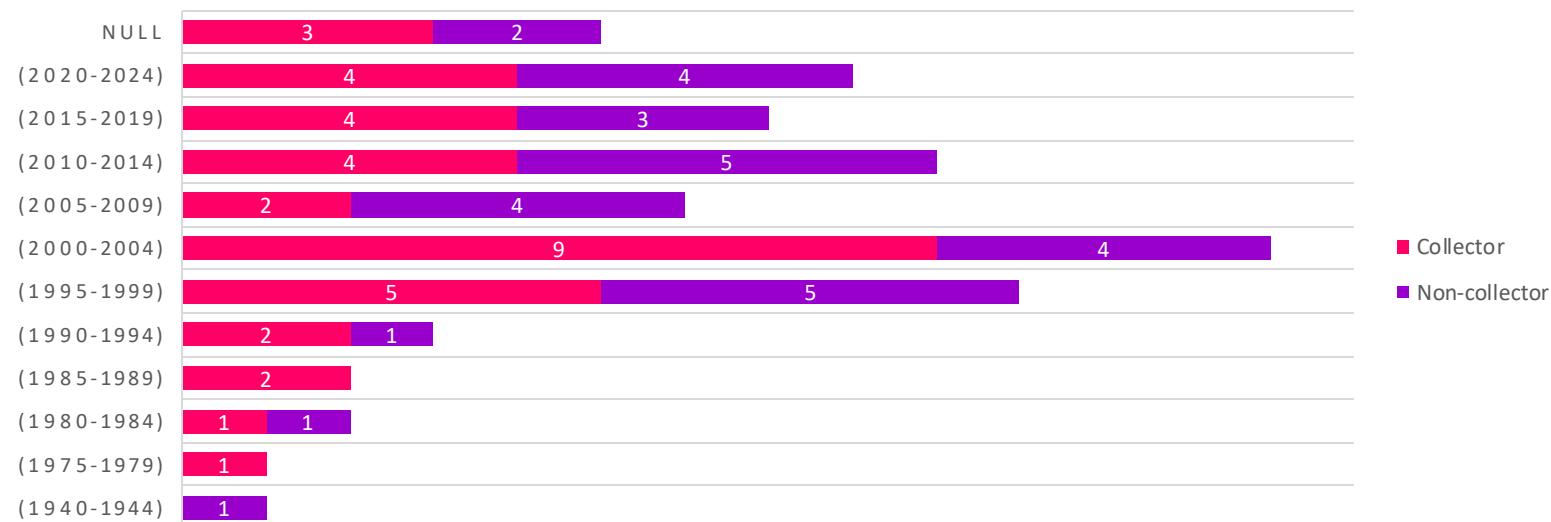


Chart 0.27 Range of release dates for Respondents Favorites Ips

Graph of “Top 5 Insight about Collecting” Part

Emotions as factors

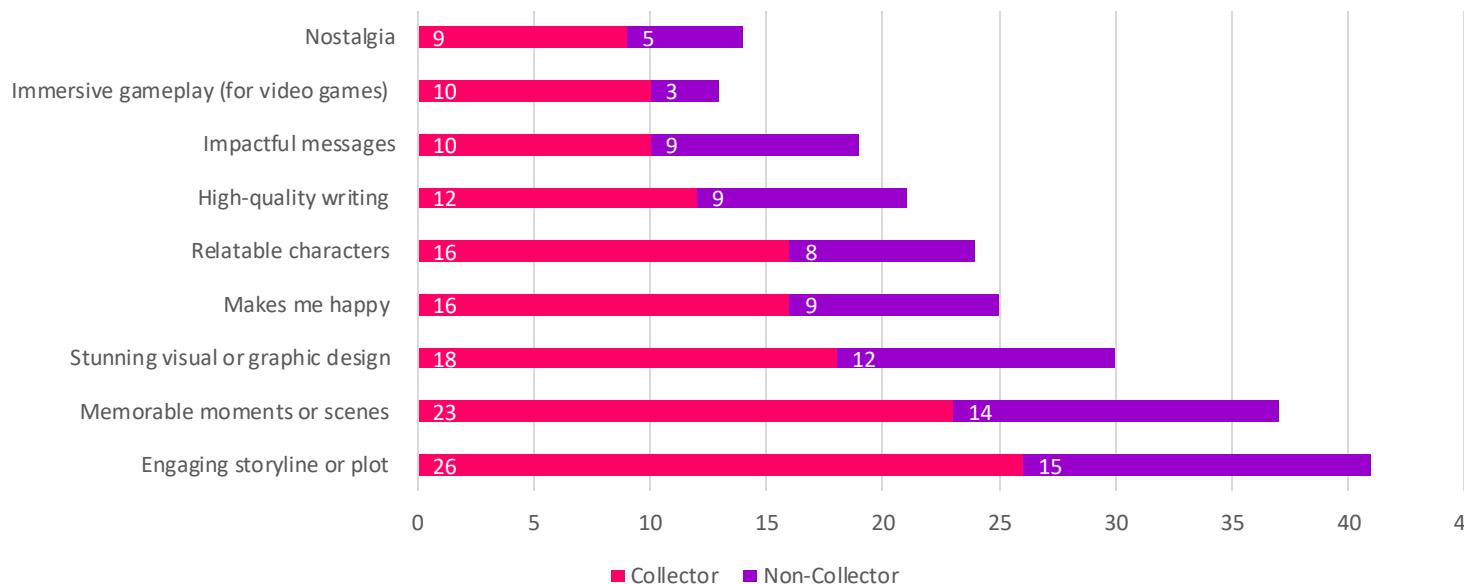
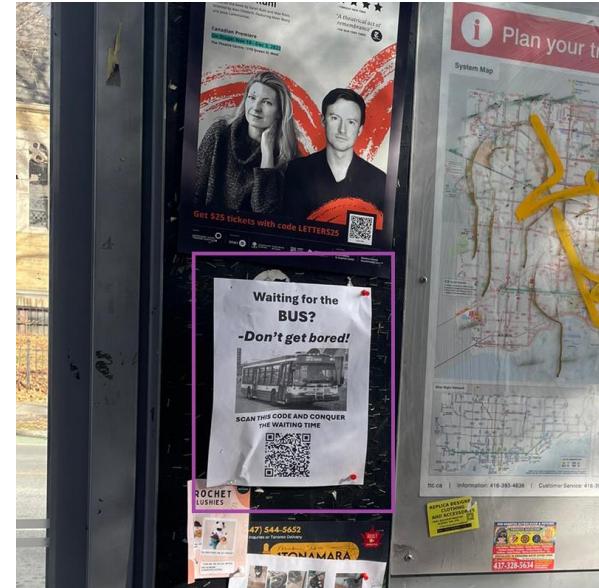


Chart 0.28 Factors that influence choosing their favorite IP

Graph of “Top 5 Insight about Collecting” Part

Model	Description	Role	False Negativ	True Negativ	False Positiv	TruePositive	Accurac	Precisio	Recall	F1 Score
Neural19	N.N/4HU 50 IT	TRAIN	0	18	0	19	1	1	1	1
Neural19	N.N/4HU 50 IT	VALIDATE	0	4	15	18	0.594595	0.545455	1	0.705882
Neural11	N.N/8HU 100 IT	TRAIN	0	18	0	19	1	1	1	1
Neural11	N.N/8HU 100 IT	VALIDATE	0	3	16	18	0.567568	0.529412	1	0.692308
Neural12	N.N/8HU 50 IT	TRAIN	0	18	0	19	1	1	1	1
Neural12	N.N/8HU 50 IT	VALIDATE	0	3	16	18	0.567568	0.529412	1	0.692308
Neural10	N.N/7HU 100 IT	TRAIN	0	18	0	19	1	1	1	1
Neural10	N.N/7HU 100 IT	VALIDATE	1	3	16	17	0.540541	0.515152	0.944444	0.666667
Neural9	N.N/7HU 50 IT	TRAIN	0	18	0	19	1	1	1	1
Neural9	N.N/7HU 50 IT	VALIDATE	1	3	16	17	0.540541	0.515152	0.944444	0.666667
Neural8	N.N/6HU 100 IT	TRAIN	0	18	0	19	1	1	1	1
Neural8	N.N/6HU 100 IT	VALIDATE	0	3	16	18	0.567568	0.529412	1	0.692308
Neural7	N.N/6HU 50 IT	TRAIN	0	18	0	19	1	1	1	1
Neural7	N.N/6HU 50 IT	VALIDATE	0	3	16	18	0.567568	0.529412	1	0.692308
Neural6	N.N/5HU 100 IT	TRAIN	0	18	0	19	1	1	1	1
Neural6	N.N/5HU 100 IT	VALIDATE	0	4	15	18	0.594595	0.545455	1	0.705882
Neural5	N.N/5HU 50 IT	TRAIN	0	18	0	19	1	1	1	1
Neural5	N.N/5HU 50 IT	VALIDATE	0	4	15	18	0.594595	0.545455	1	0.705882
Neural4	N.N/4HU 100 IT	TRAIN	0	18	0	19	1	1	1	1

QR Code Used To Gather More Respondents



As this research requires a balanced sample divided between collectors and non-collectors, a total of 10 signs were distributed in both the College and Downtown areas to enhance the sample size. Through this method, **15 completed surveys** were obtained out of 47 attempts

Document and files (*Attached*)

Appendix A-Survey IPs_November 21, 2023_11.32.csv

Appendix B-Survey IPs_Cleaned for SAS.xlsx

Appendix C-Survey IPs_Eploration collectors vs non collectors.xlsx

Appendix D-QR to print for Survey Ips.pdf

Appendix E-Movies_series_game_preferences.docx