



## **IE 432 MARKETING ANALYTICS PROJECT**

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## GOALS

In order to analyze in a logical way, we examined the data. There are 6 varieties of card groups and each card addresses different customer segments and different types of event. We can understand which customer is involved in which events by looking at the card of customers use. By looking at the relationship between the card group and the event, we look at which card groups are used frequently in which events.

Accordingly, our aim at first; demonstrating the difference between card groups by using the Pearson Method to better indicate the relationship between discount, campaign and ticket prices.

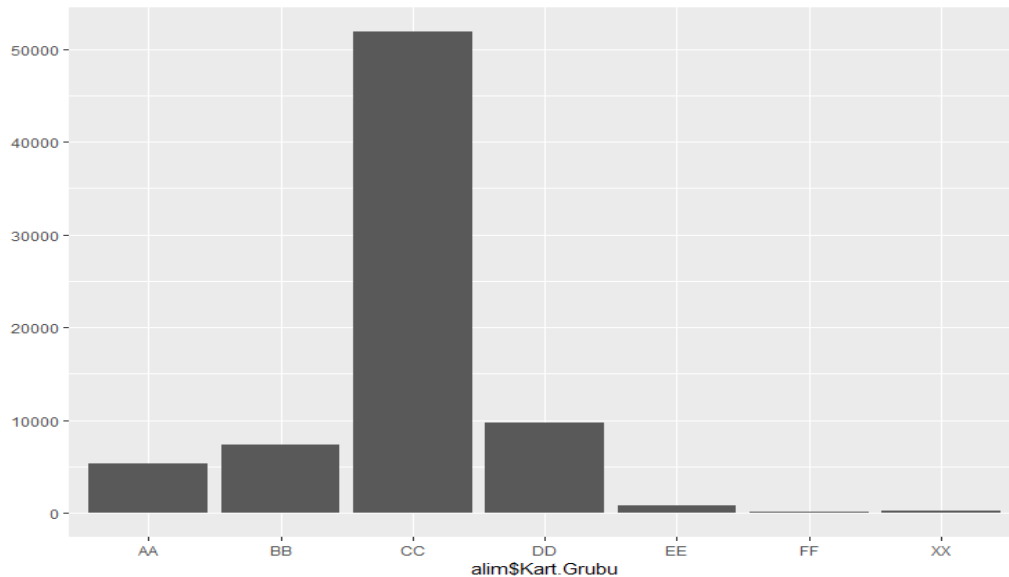
## APPLIED METHOD

- Pearson Method

## COMMENTS

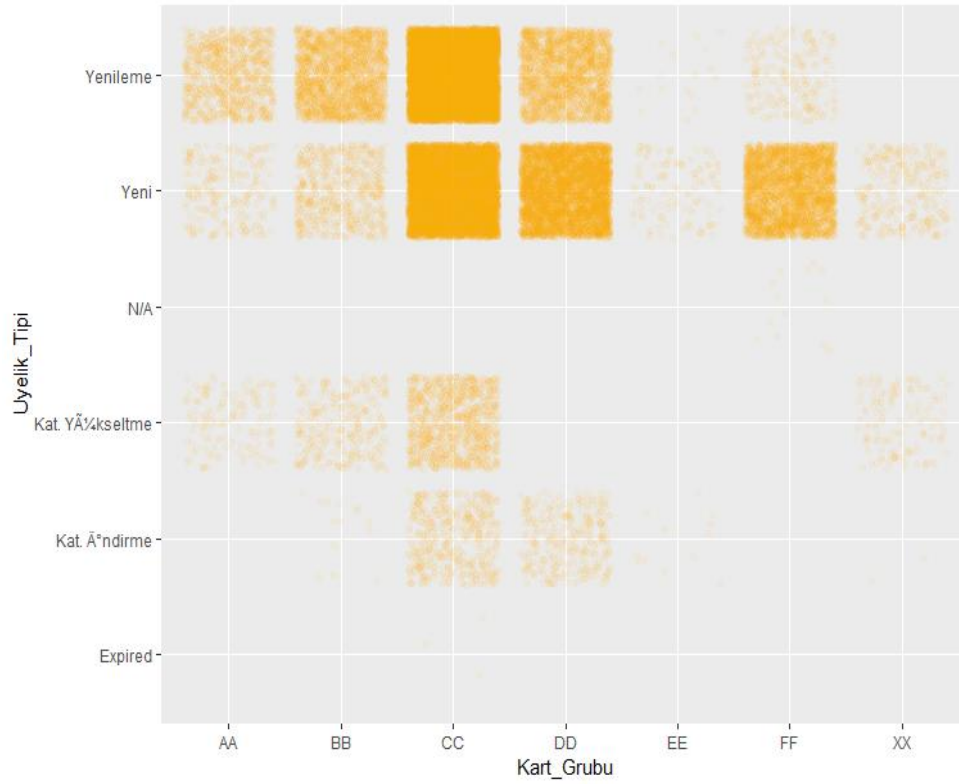
İKSV Lale card users use the CC card type the most. **(Graph-1)**

Since the CC card is the most preferred card type, it should be the most economical card type that is accessible to the events. The new members of Lale card or the card users who buy new cards by changing their card types prefer CC or DD card types. **(Graph-2)**



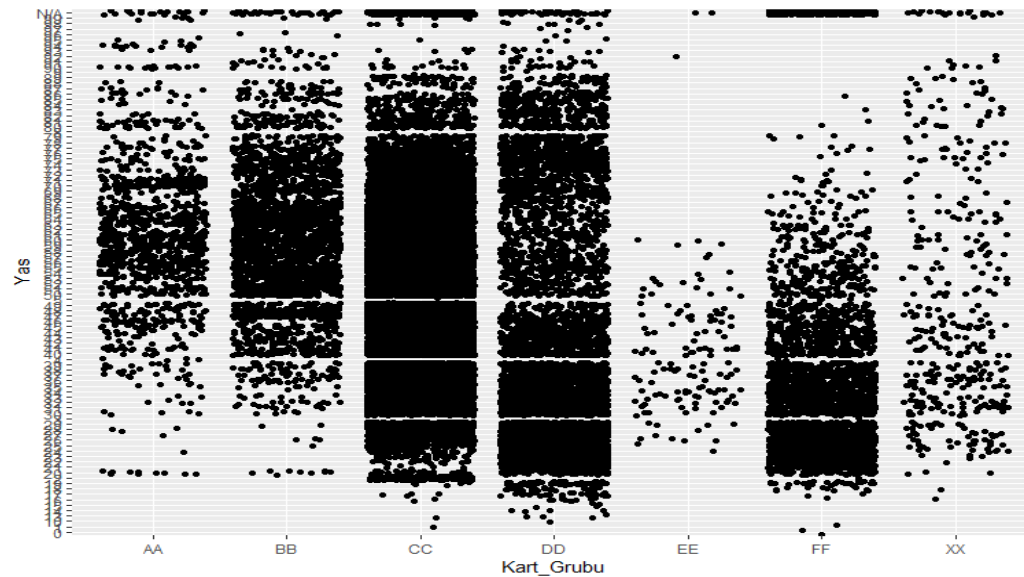
**Graph-1**

In this graph, we can see the hierarchy between the card groups. CC is the most used card group.



**Graph-2**

Among the cards, CC and DD card groups are ahead of other cards in the new and renewal category.



**Graph-3**

When we look at the data, we can easily say that a lot of people, which include in any range of age, got type of card C.