



Paying becomes a game

by Thomas ZILLIOX

Context : Lydia recently launched a project called the Lydia Roulette :

For every 1,000 payments made with Lydia Visa cards, the Lydia roulette spins and reimburses one of them. With no amount limit or number of participations.

Goals : Help stakeholders understand the impact of Lydia Roulette on card activity at Lydia, and suggest improvements to the Product and Marketing teams based on what we found..

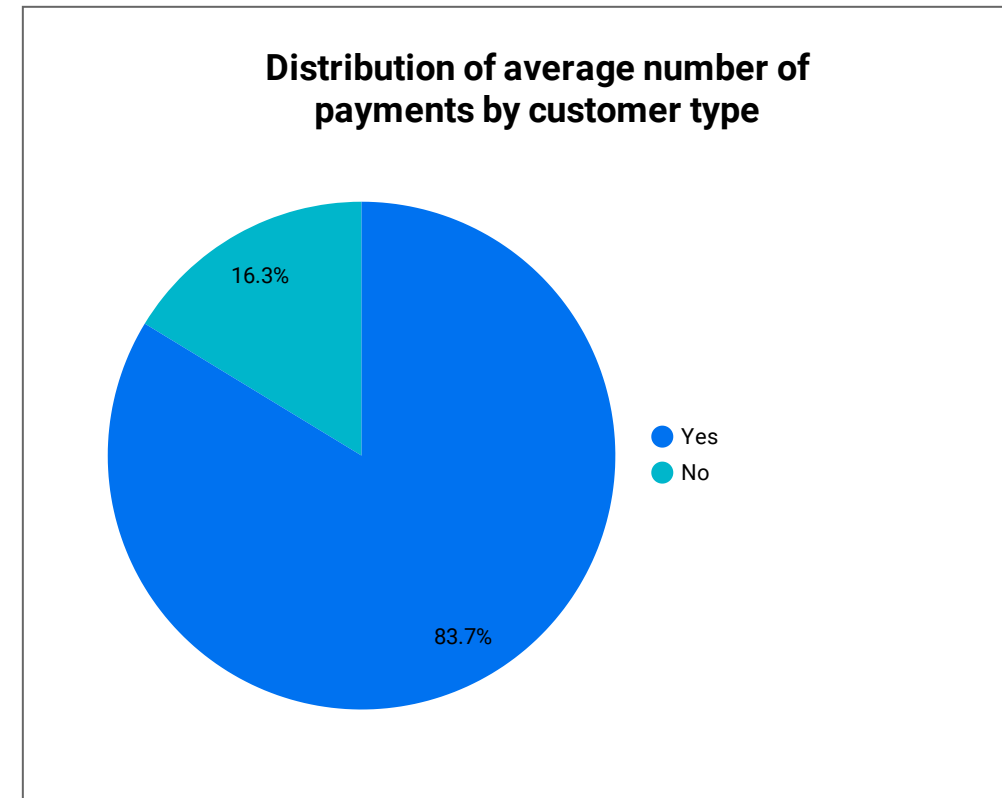


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Winner of the roulette ▾	Average operation count
Yes	143.54
No	27.95
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=> It looks like the average number of payments made by the spenders who won the Lydia Roulette **is much higher** than the average number of payments made by the spenders who didn't win the Lydia Roulette.
(More than 5 times)





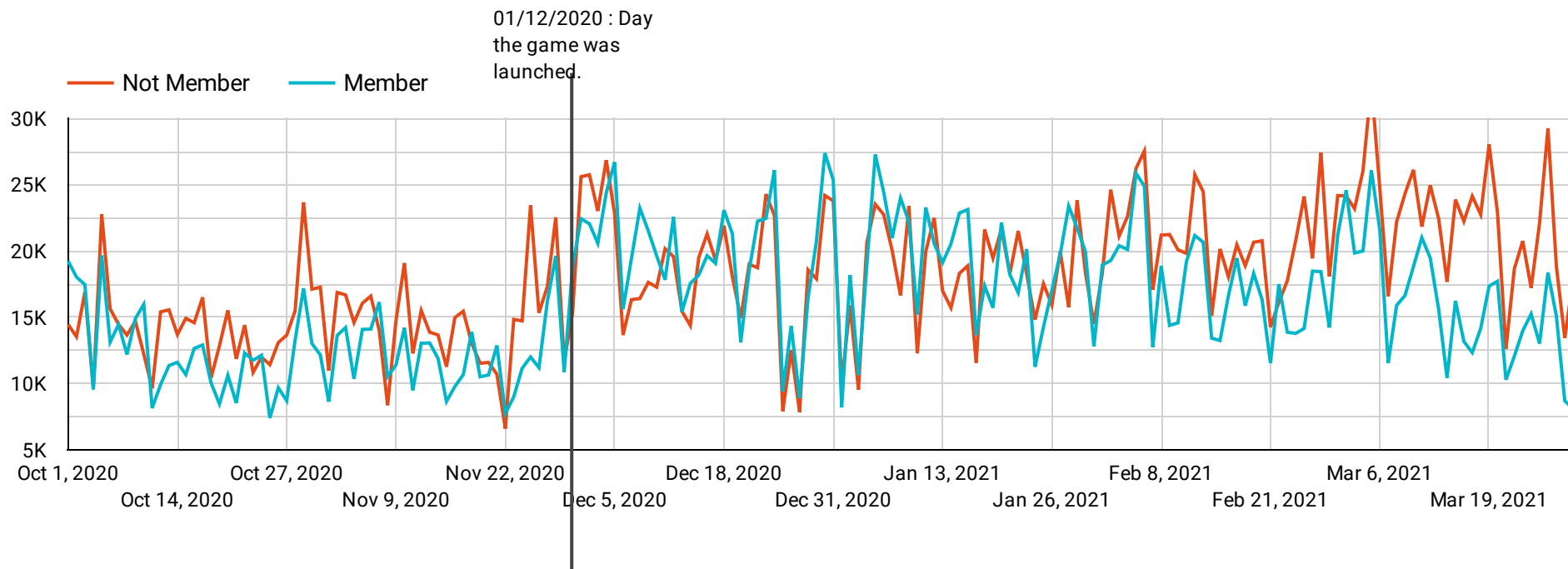
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And even if the Percentage of non-reimbursed spenders is very high compared to the total number of spenders, their expenses are as high as those who have been reimbursed.

Percentage of non-reimbursed spenders
86.12%

We can also see an overall increase in the amount of the card transaction from the moment the game was launched.

✓ => The best choice is to continue to use the Lydia Roulette.





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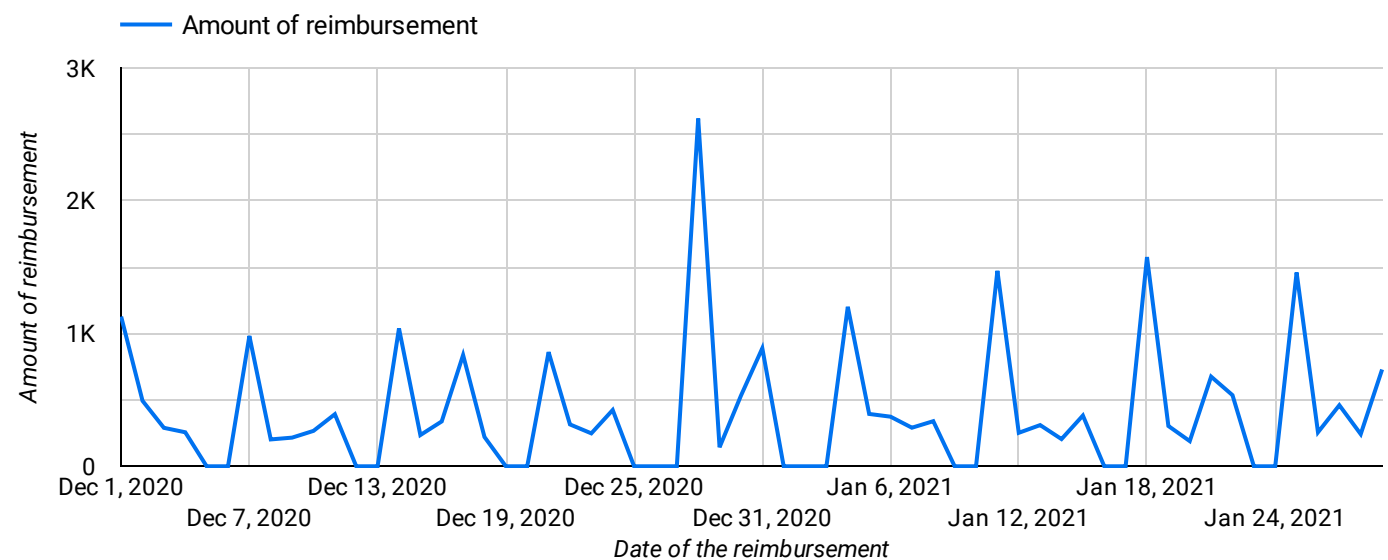
=> Finally, here we have the sum of Lydia's repayment amounts per month, as well as the sum of the amounts and the number of payments made by Lydia users.

Increased number of payment since the roulette has begun.



Date of the reimbursement (Year Month)	Amount of reimbursement ▾
Dec 2020	12,942.05
Jan 2021	11,662.93
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Transaction date (Year Month)	Number of payment ▾	Transaction amount
Jan 2021	45,182	1,145,360.16
Mar 2021	43,352	1,115,653.7
Dec 2020	43,236	1,204,110.11
Feb 2021	42,761	1,069,875.86
Oct 2020	36,119	836,502.94
Nov 2020	32,725	803,600.18
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Conclusion :

Keep the roulette turning !

