# Reporting

Version: 1.0

**Change History**

| Version | Changes Summary | Author |
| --- | --- | --- |
| 0.2 | Extended SMS Sales Conversion Rate report details | Paul Cleary |
| 1.0 | Updated Churn report and set this to final | Paul Cleary |

# Overview

This chapter contains the management reporting requirements for To Play (P2P) detailed requirements.

Other detailed level requirement chapters may contain operational reports that are specific to a particular process. For example, the BI Create Notification CSV File chapter lists the requirement for a report showing the reasons why, and volumes of, Player Notifications being excluded.

# Report: SMS Sales Conversion Rate

The purpose of this report is to track the effectiveness of SMSes in generating sales.

It also provides a secondary statistic in terms of “Notifications usability level” – the ratio of actual SMS messages generated to the total number of entries in the Push2Play Notifications table.

The raw data for this report can be obtained from the P2P notification, campaign, campaign\_entry and transaction tables.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Lotto Draw Number:** | 1500 | 1501 | 1502 | 1503 |
| Number of Notifications | 1000 | 1200 | …etc |  |
| Number of SMS messages sent out | 900 | 1000 | …etc |  |
| **Ratio (SMS messages / Notifications)** | 90% | 83% | …etc |  |
|  |  |  |  |  |
| Number of YES replies | 710 | 815 | …etc |  |
| Number of successful purchases | 700 | 800 | …etc |  |
| Value of successful purchases | $3,500 | $4,000 | …etc |  |
| Total SMS cost | $161 | $182 | …etc |  |
| **Sales Conversion (Purchase/SMSes)** | 78% | 80% | …etc |  |

Note: Total SMS cost = cost to send out messages + cost to send out purchase success / purchase failure messages  
 (it assumes there is a fixed single cost to Lotto NZ for any SMS message)

# Report: Purchase Request failure analysis

This report shows the reasons why an SMS purchase request failed and will be trended on a time basis by using Draw Numbers.

The raw data for this report can be obtained from the P2P transaction table.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Lotto Draw Number** | 1500 | 1501 | 1502 | 1503 |
| Received after draw close | 10 | 1200 | …etc |  |
| Email change to myLotto user id | 1 | 1000 | …etc |  |
| …. etc | …etc | …etc | …etc |  |
| **Total:** | 15 | 18 | 12 |  |

# User Opt-in flow and statistics

This is a simple report to show the churn for users opting in, replacing and stopping Notifications

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Month Year** | Jul 2016 | Aug 2016 | Sep 2016 |  |
| Balance at start of month | 100 | 108 | …etc |  |
| Opt-In new notifications | 10 | 100 | …etc |  |
| Stops to notifications | 2 | 10 | …etc |  |
| Balance at end of month | 108 | 198 |  |  |
| Users replacing existing notifications | 15 | 25 |  |  |