

Big Bamboo Case Study

F&B

Presentation Overview

- ◆ Explore Big Bamboo's current financial overview and customer segmentation
- ◆ Specify the objectives for the marketing campaign proposal
- ◆ Recommendation on a targeted marketing campaign to achieve the desired results

BIG BAMBOO launches it's own
IN HOUSE DEBIT CARD
just in time for World Cup!!!



Purchase this EXCLUSIVE CARD NOW for 2000 rmb and enjoy the following benefits at all BIG BAMBOO venues!

- * 2000 rmb buys 2200 rmb in credit - a 10% savings on all F&B and merchandise!
 - * No hassles with cash or credit cards for the entire duration of the World Cup Party!
 - * The VIP PASS can be reloaded with cash at any point for a minimum purchase of 2000 rmb.
- * The VIP PASS can be used as a FREE PASS for entry into all BIG BAMBOO venues during World Cup.
 - * There will be a 100 rmb cover charge for a dozen early round games and for all late round games - a potential savings of 2600 rmb right there!
- * Also receive the coolest World Cup shirt out there - the limited edition BIG BAMBOO World Cup t-shirt for FREE when you purchase a VIP PASS - another 100 rmb savings!

The BIG BAMBOO FIFA VIP World Cup Pass!
GET IT NOW!
Ask a Manager for details today!

www.bigbamboo.com



Exploratory Data Analysis



Big Bamboo is a popular sports and entertainment venue in Shanghai

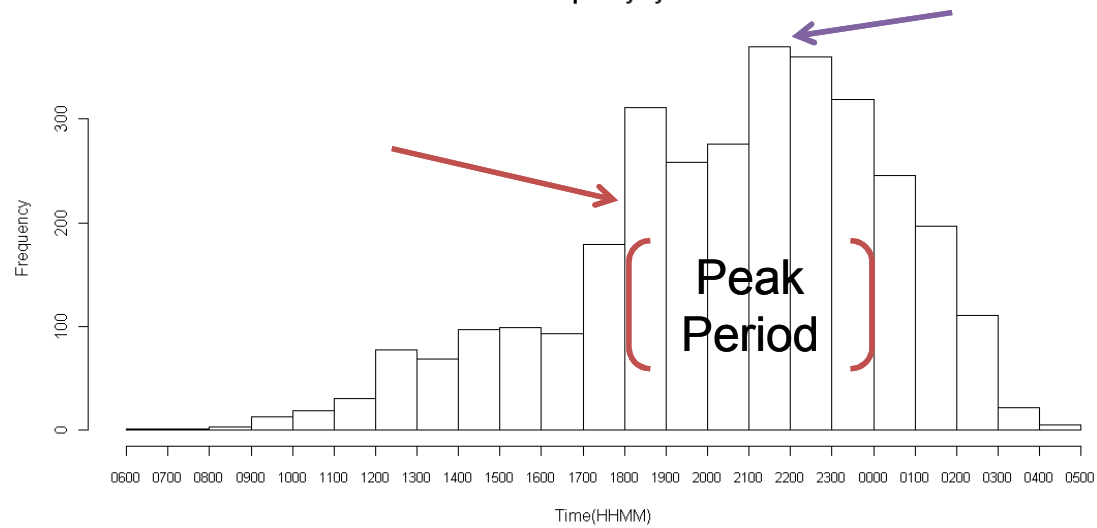
- ◆ 3 locations in Hong Qiao, Nan Yang, Jin Qiao
- ◆ Loyalty Card program running for **6 months**
- ◆ **500** cards issued, **3,000+** transactions, **¥1,000,000+** turnover
- ◆ Over **10% residual** held by merchant



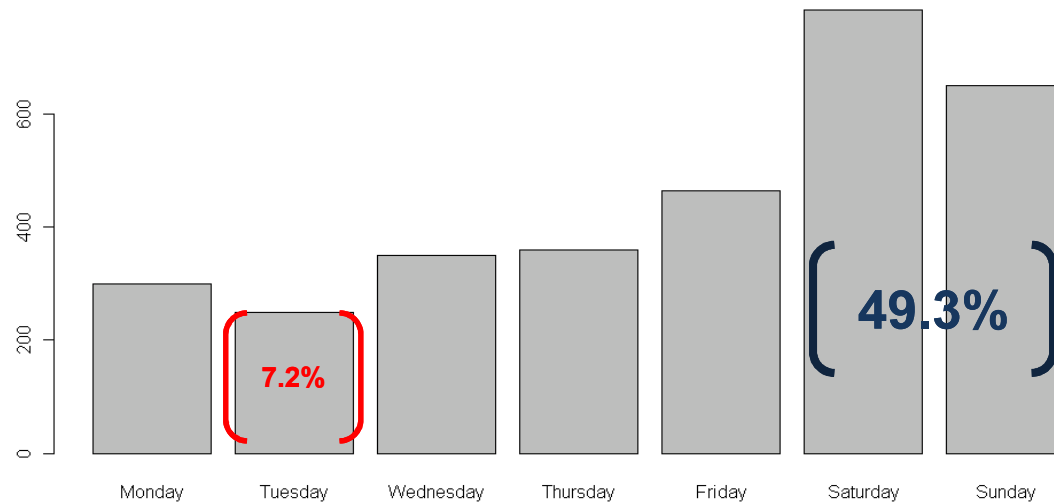
Location	% of Overall Revenue	Average Purchase Volume / Card
Nan Yang	31.0%	¥ 385
Jin Qiao	18.5%	¥ 1,290
Hong Qiao	48.5%	¥ 1,756

Basic Time Analysis

TRX Frequency by Time

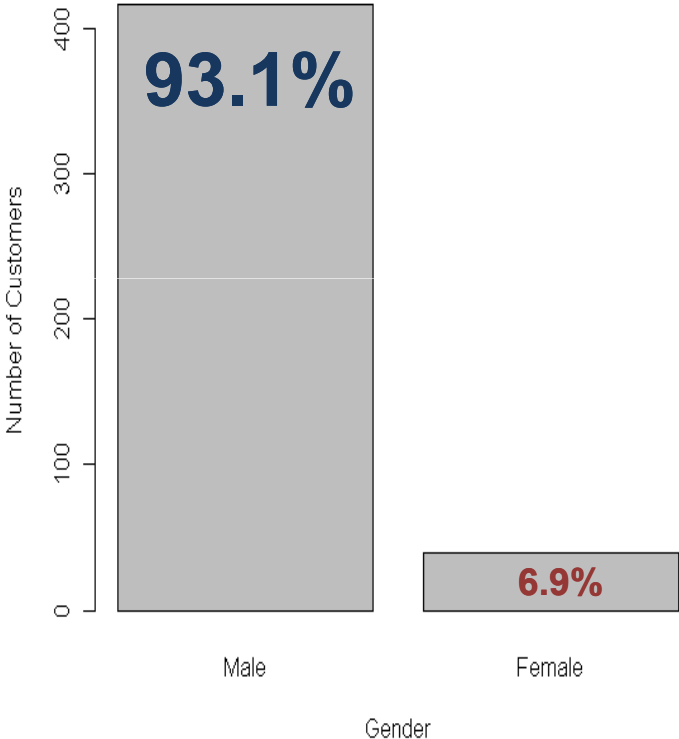


Number of TRX by Weekday

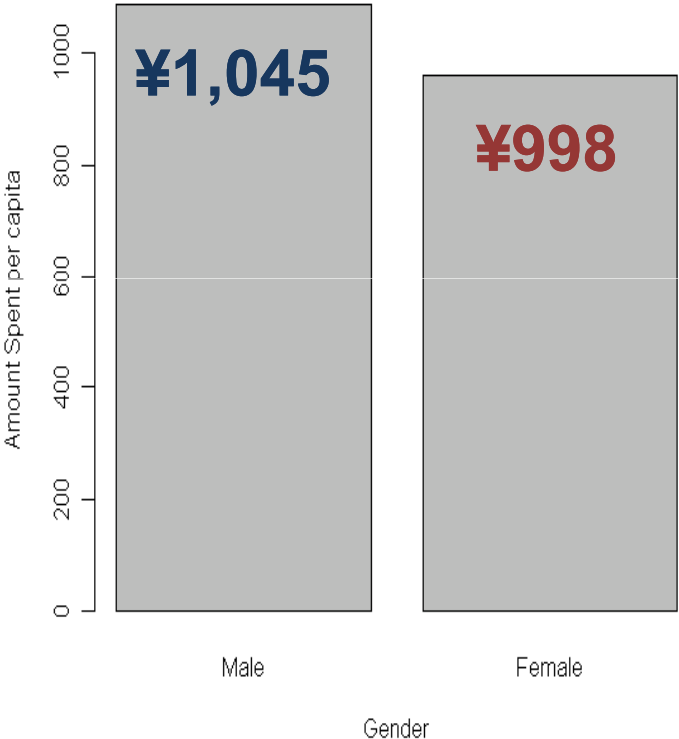


Basic Demographic Exploration (Gender)

Gender of Customers

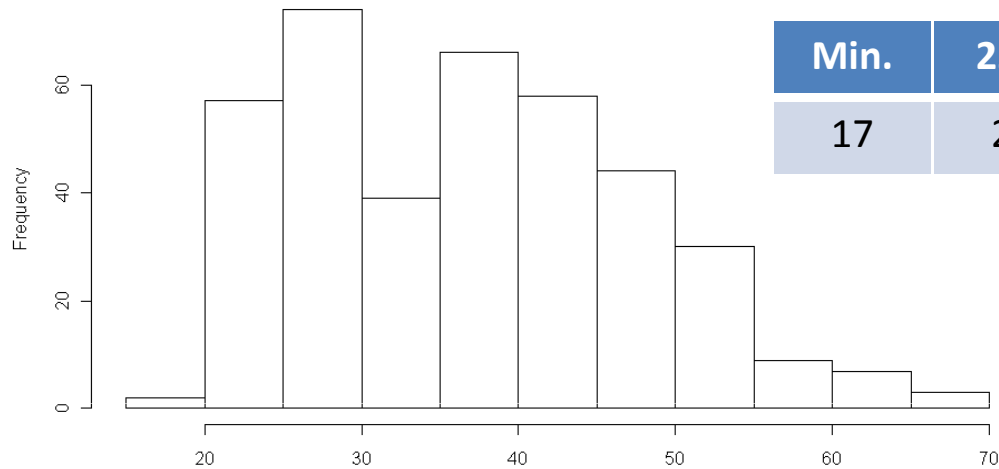


Amount Spent per capita (by Gender)



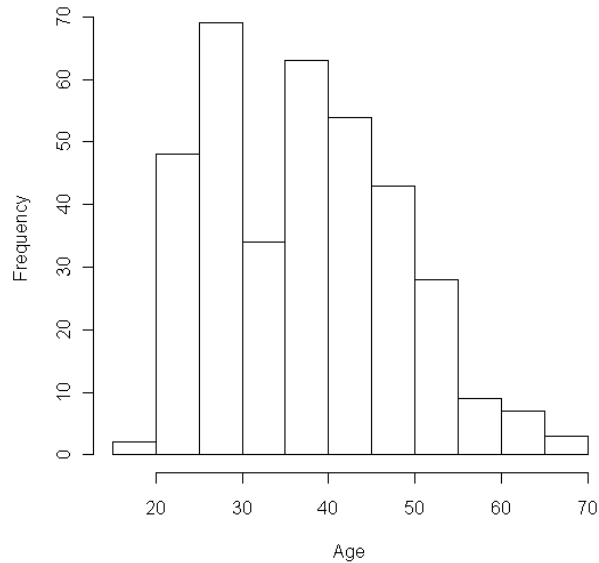
Basic Demographic Exploration (Age)

Distribution of Customer Age

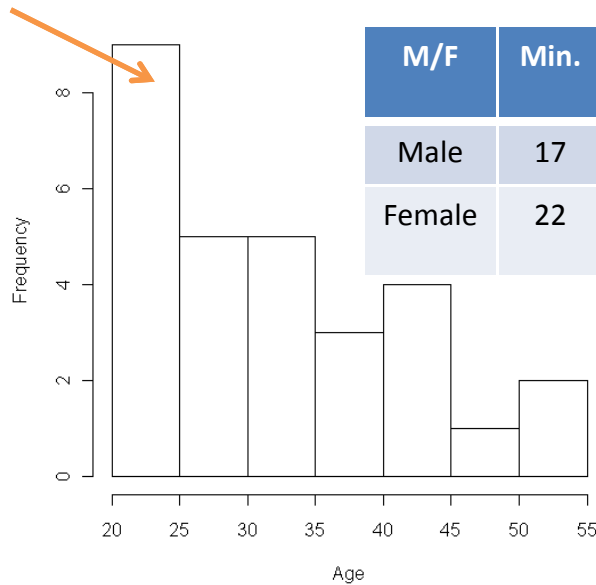


Min.	25%	Mean	Median	75%	Max.
17	27	37.42	37	45	69

Distribution of Male Age



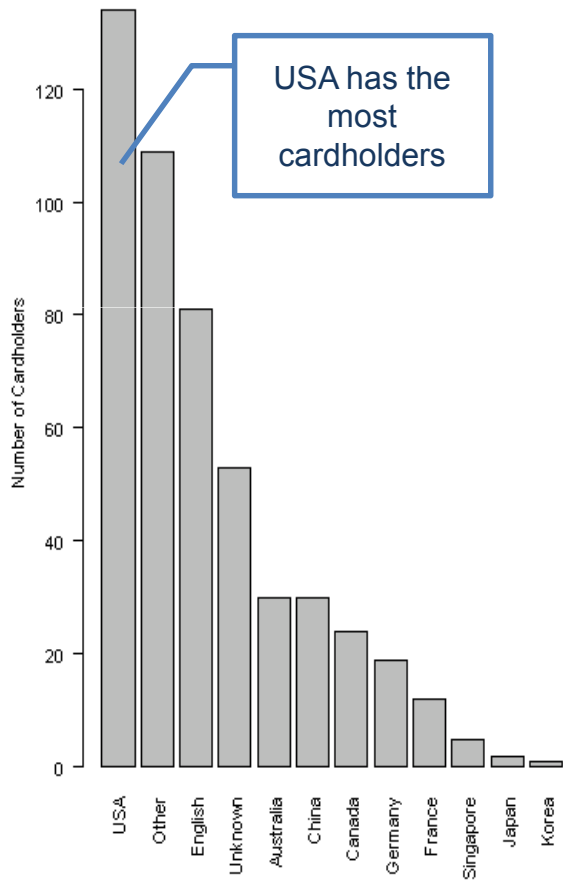
Distribution of Female Age



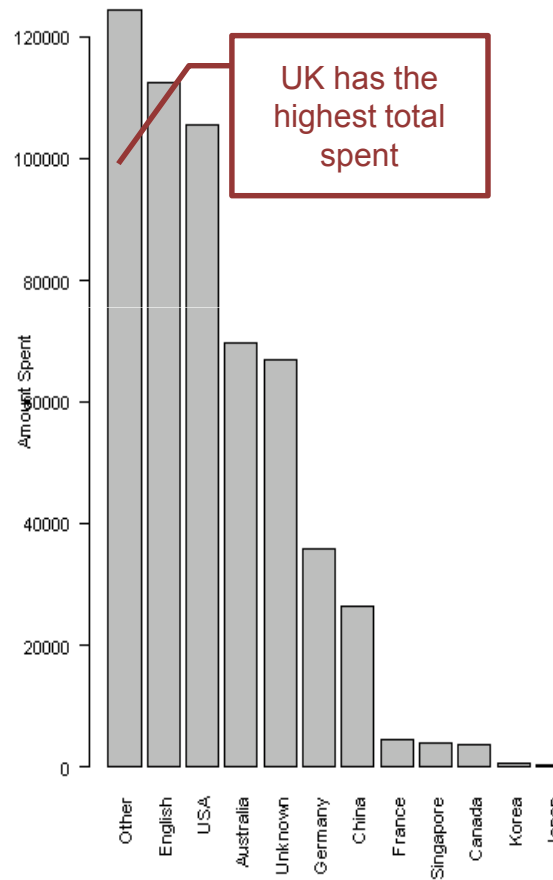
M/F	Min.	25%	Mean	Median	75%	Max.
Male	17	28	37.81	37	45	69
Female	22	25	32.69	33	40	52

Basic Demographic Exploration (Nationality)

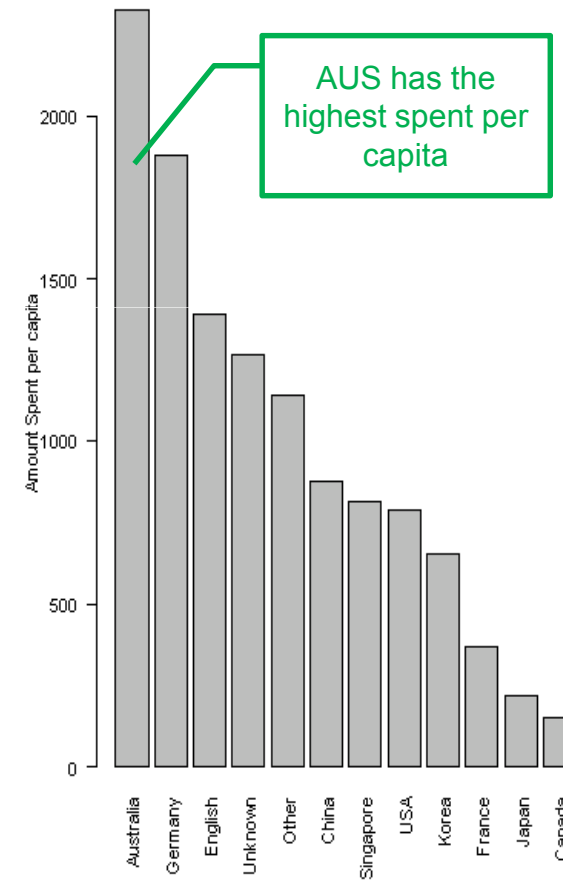
Cardholders by Nationality



Amount Spent by Nationality

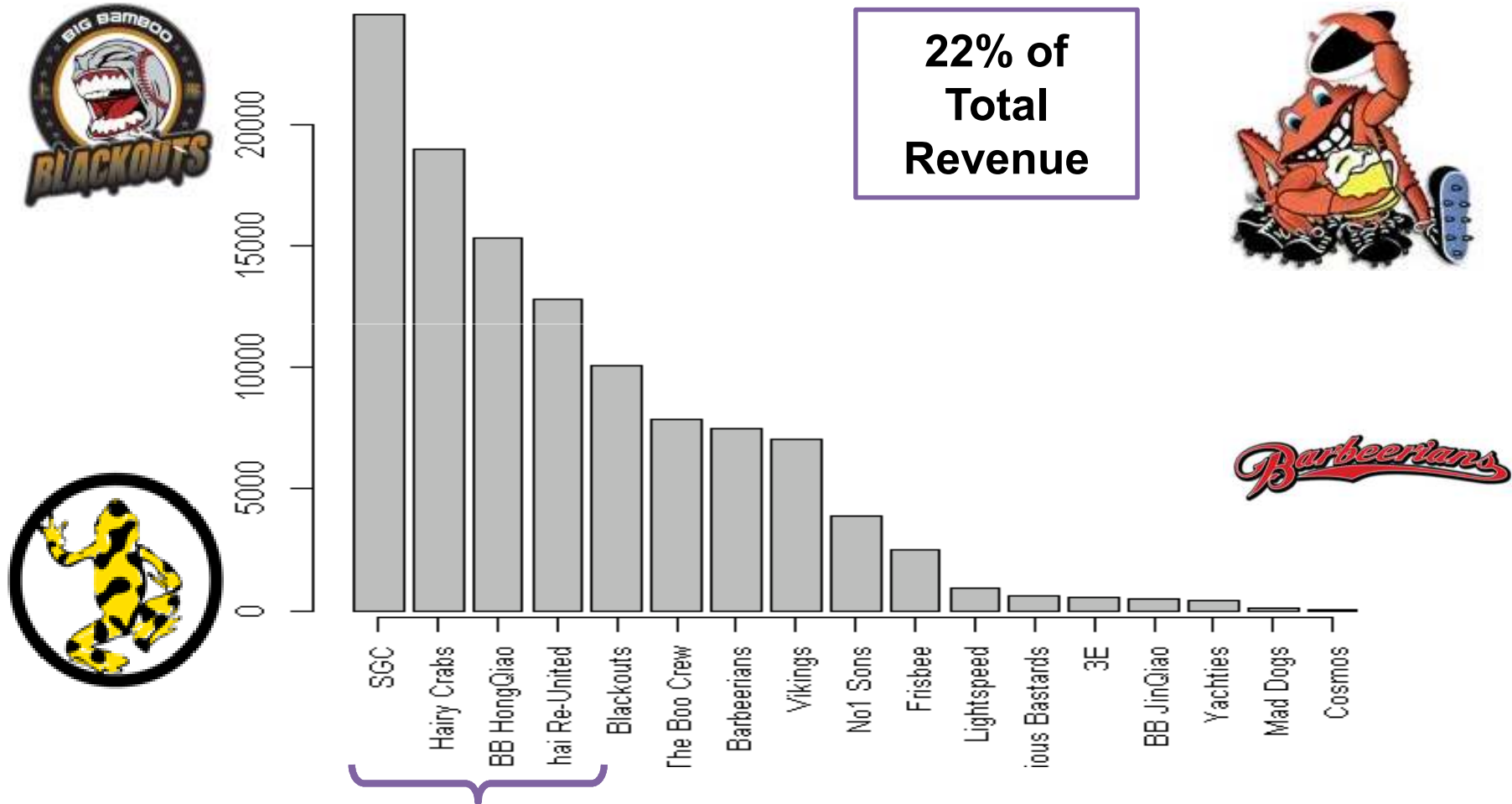


Amount Spent per capita by Nationality



Sports Sponsorship Value Analysis

Total Amount Spent by Sports Team



22% of Total Revenue

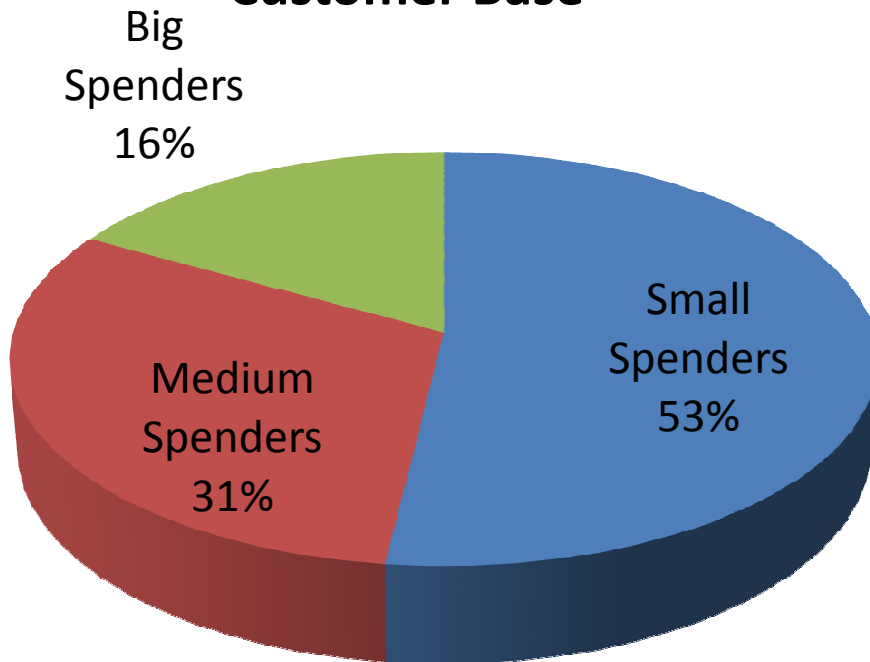
61% of sports cardholder revenue



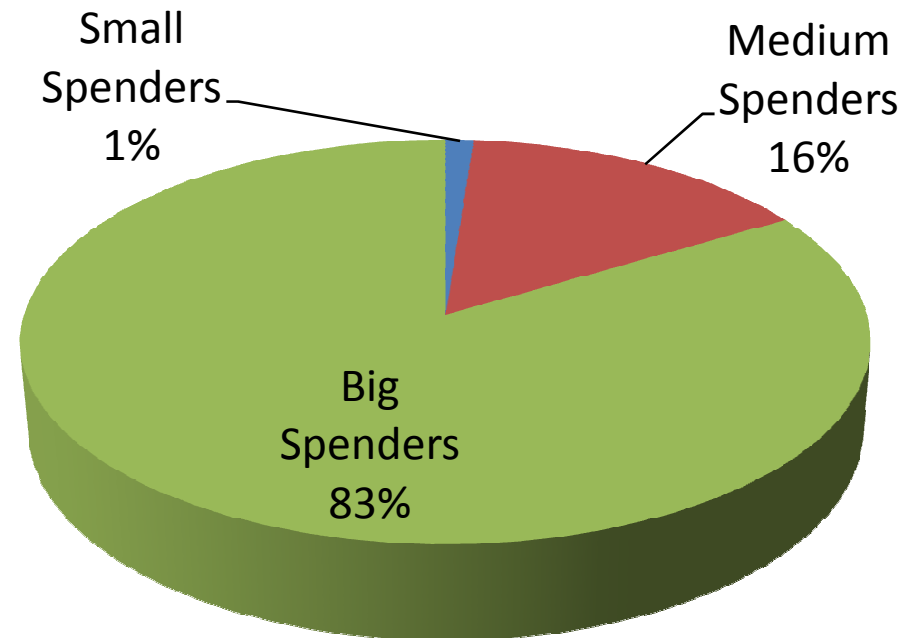
Customer Segmentation by Purchase Volume

Segment	Customer Base	Revenue
Small Spenders (< ¥90)	53%	1.1%
Medium Spenders (¥90 ... ¥1,000)	31%	16.4%
Big Spenders (>¥1,000)	16%	82.5%

Customer Base



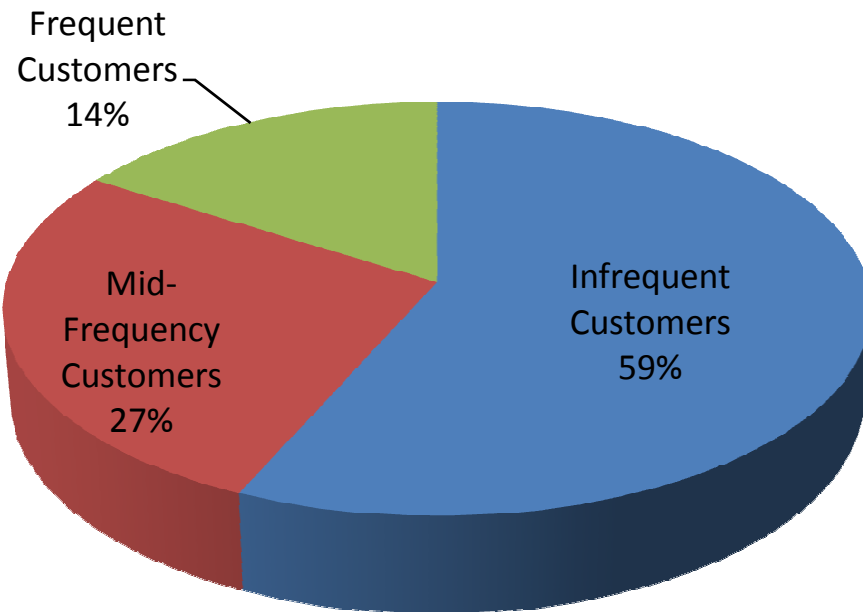
Revenue



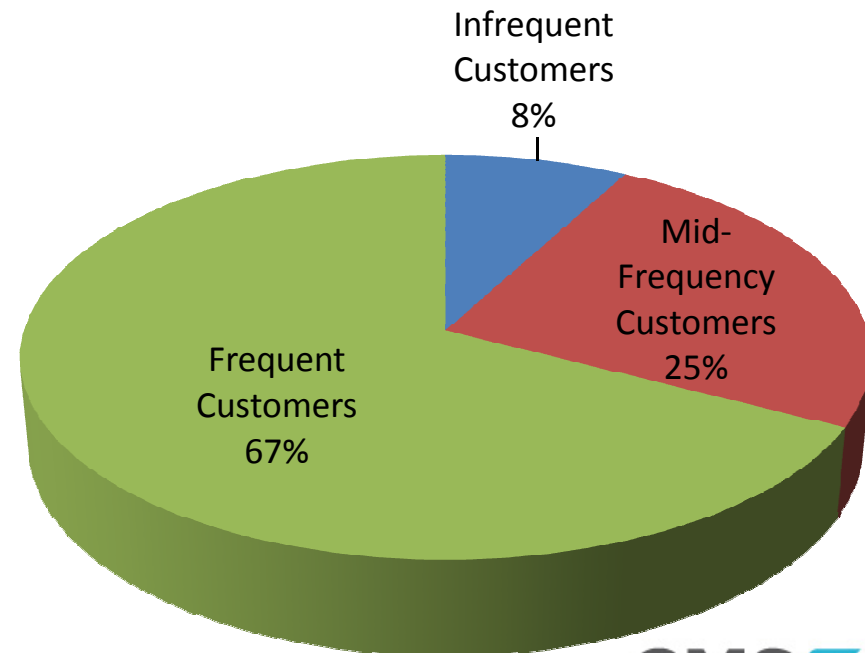
Customer Segmentation by Transaction Frequency

Segment	Customer Base	Revenue
Infrequent Customers (< 3 TRX)	59%	8.1%
Mid-Frequency Customers (3 ... 10 TRX)	27%	24.5%
Frequent Customers (>10 TRX)	14%	67.4%

Customer Base

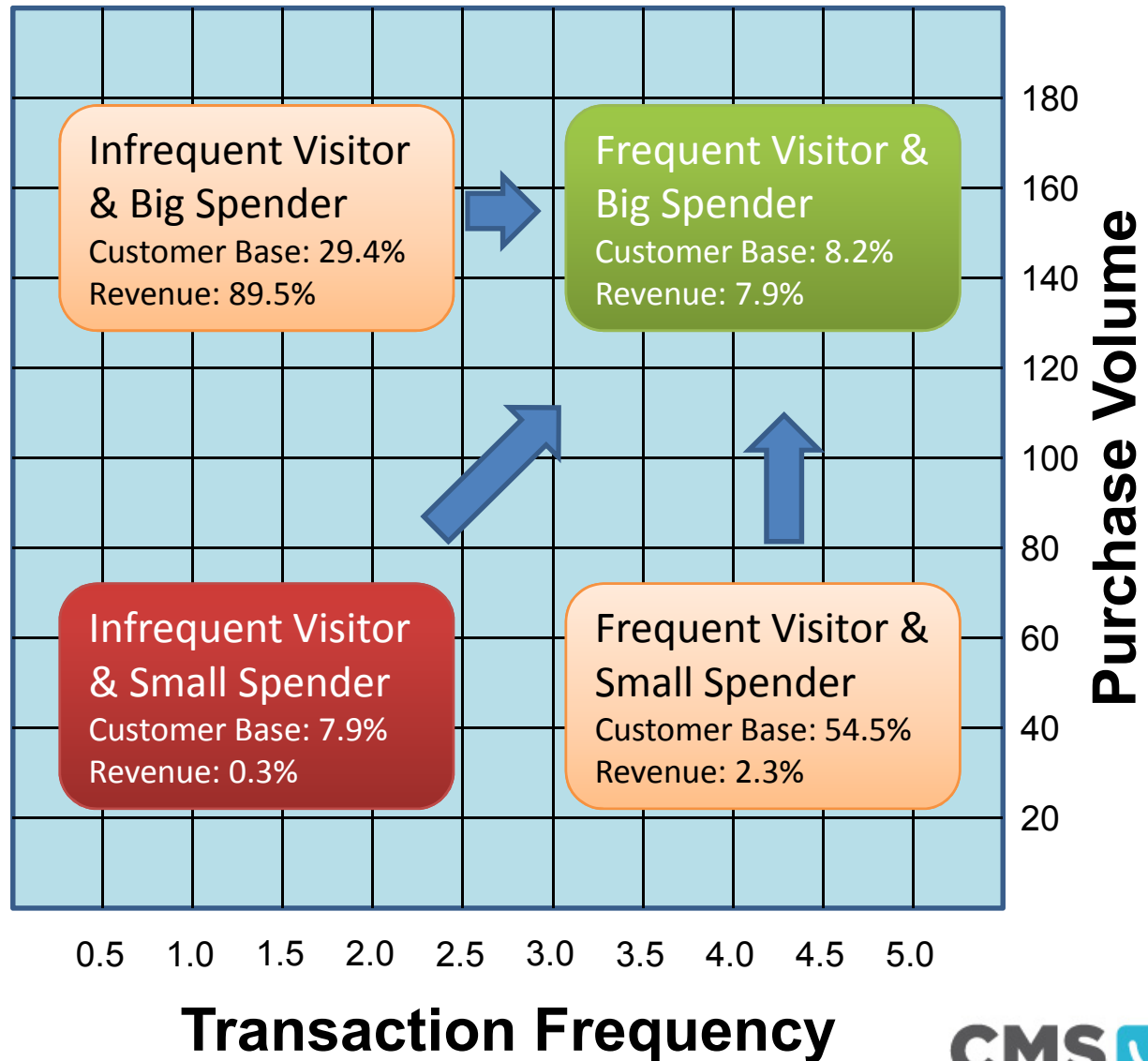


Revenue



2-D Customer Segmentation

- ◆ Segments are mapped by purchase volume and transaction frequency
- ◆ 2-dimensional customer segmentation can be used to recommend programs targeting specific customer groups



New Marketing Objectives

1. Increase overall revenue
2. Increase number of high TRX, high volume customers (regulars)
3. Convert low TRX, low volume customers to a more profitable customer segment
4. Educate customers about the VIP/Sports card program



Targeted Marketing Campaign

6 Month Trial Period

Posters Prominently
Displayed in All Three
Locations.

Personal, Customized,
Monthly Emails for
Targeted Cardholders
Sent Via CRM

BB Management Promotions:

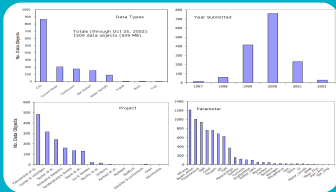
- Drinks on Tues are 2-for-1 for all cardholders
- Cardholders get 2x discount (30%) on selected nights
- First drink is free for cardholders on Tues
- Special bottle pricing for cardholders on selected nights
- Cardholders spending > ¥3,000 in a month receive a free main course and a beer the following month

Marketing Campaign Benefits



Drive Increase in Revenue

- Increase customer spending via targeted discounts
- Move low TRX/low volume customers to more profitable customer segments
- Team competition will increase overall consumption
- Rewards for increased top-ups will result in higher residuals



Analyze Recorded Transaction Data

- Track activity of individual cardholders
- Calculate ROI of current marketing campaigns
- Use statistical analysis to create more efficient future marketing campaigns

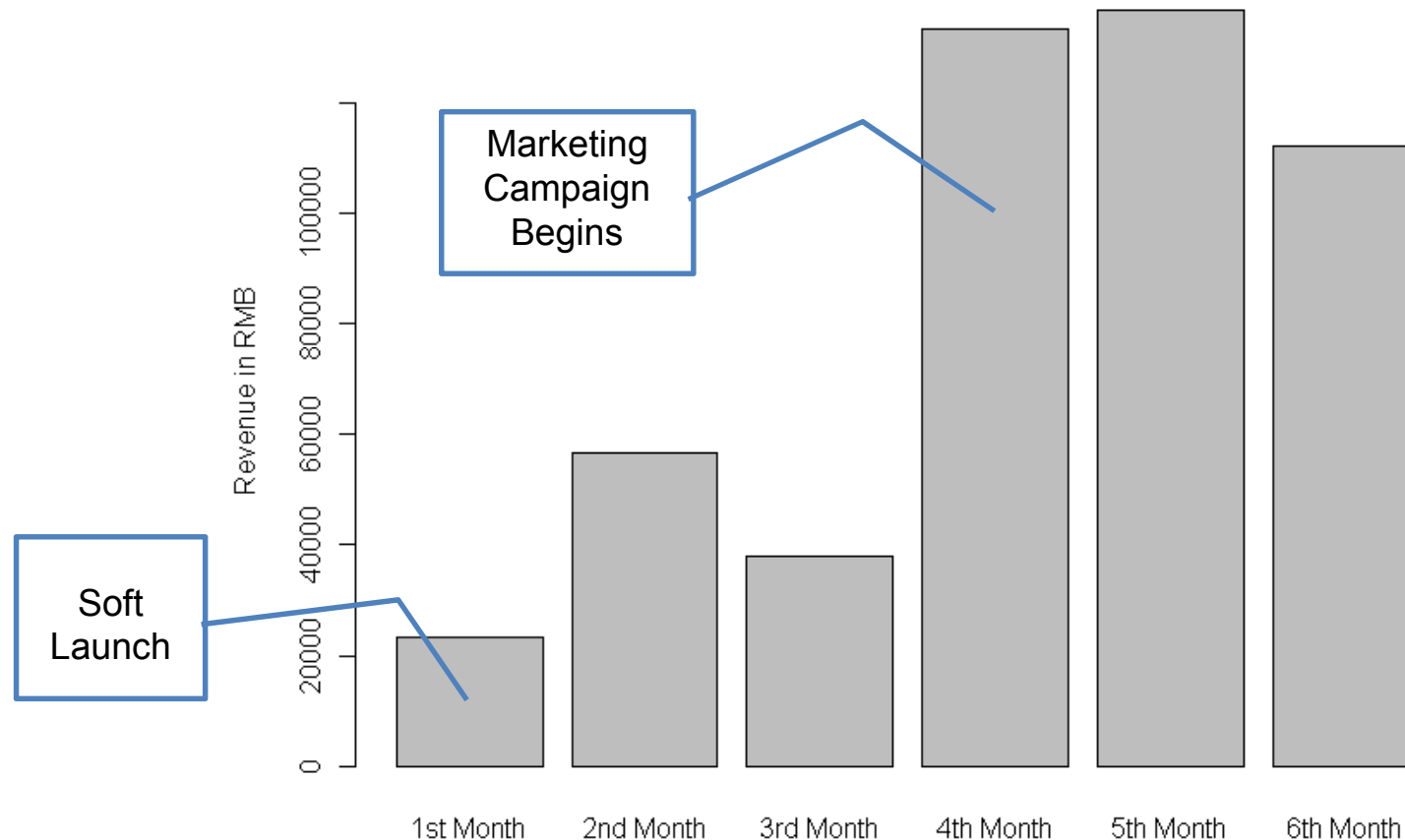


Enhance Marketing and Publicity

- Utilize 1:1 marketing capability with cardholders via targeted email campaign
- Enhance publicity and advertising via free t-shirt giveaway
- Initiate word-of-mouth marketing via focused marketing campaign

Effect of CMS System on Revenue

Explosive Revenue Growth in 1st 6 Months



◆ Revenue grows by 381% in the first 6 months of the CMS program

Effect of CMS System on Customer Loyalty

Cardholders Increase as Word-of-mouth Spreads

