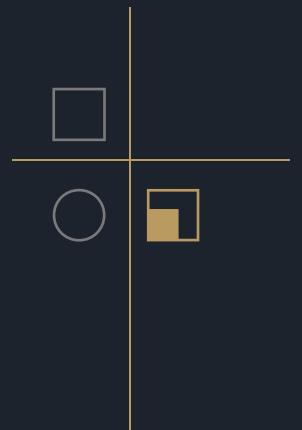


SEGMENTATION OF AN ANIME FAN BASE

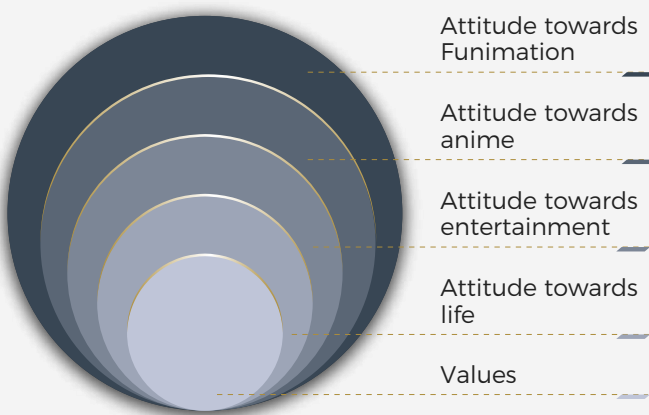


THE CLIENT PROBLEM

Our client, a leading **North American entertainment and anime distribution studio** wanted an in depth understanding of the different **segments** which made up their **fan base** and the factors which drove their **consumption and purchase behaviour**.

THE AQ SOLUTION

AQ has a very well defined, structured approach to segmentation.



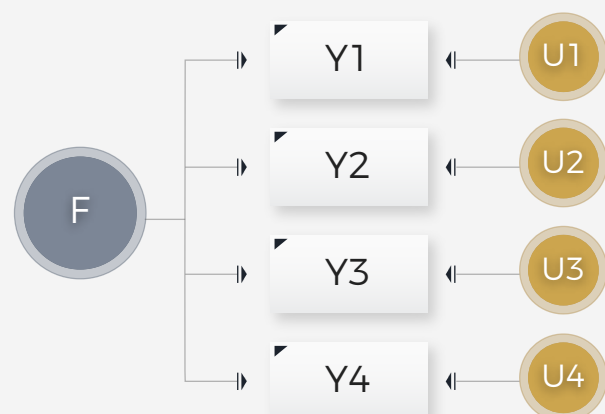
We worked with the client to determine the input variables.

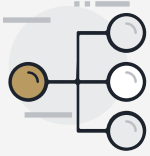
Onion Ring Model

Using the onion ring model, we determined the metrics which best represented each dimension.

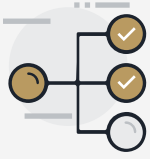
Then we **cleaned and prepared** the data to manage skewness, outliers and missing values.

We then identified **inherent dimensions** within the consumer responses using factor analysis.





We created **segment profiles**, based on consumer awareness, purchase, usage, satisfaction levels, demographics, lifestyle and psychographics. We explored different techniques like hierarchical and K-Means clustering, latent class analysis, to best identify the consumer segments.



Then we **validated segments** from a statistical and business perspective. We used the overall F and predictive techniques, tried to understand if segments were differentiated on their brand usage and did logic checks to understand if the attitudinal data corresponded with the behavioral data.



The segmentation exercise also threw light on the consumption and spend drivers of the 6 clusters. (no. of hours spent per week, the need for “on demand” access, the importance of engaging plots or the “escapism” potential of the entertainment)

THE CLIENT BENEFIT

Our client now had a clear understanding of the different segments which made up their fan base and the factors which drove consumption and purchase. This helped them engage better with their customers, provide more relevant content and execute focussed and targeted marketing promotions.



**Social
Stephen**



**Disengaged
Diana**



**Betty on
a Budget**





Thank You

For any queries, get in touch with us.

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