

TURBO-CHARGING CUSTOMER EXPERIENCE BY LINKING PLAYER BEHAVIOUR + OTHER DATA SETS

Alteryx + Concentra + SEGA

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SEGA

Introduction

SEGA Games Co., Ltd. is one of the biggest influencers in the multi-billion-dollar global video games industry. To stay at the top of its own game, SEGA relies heavily on data to drive operations forward and improve the customer gaming experience.

SEGA Europe's IT Data Team is responsible for developing solutions that democratise data to regional groups and video games development units, empowering analysts to transform SEGA into a data-driven enterprise.

The Challenge

Until recently, promotional mailshots were sent to email lists that had been collected over time. Customers often received irrelevant content, so unsubscribe rates were high and hit rates low. To address this, the team wanted to manage multiple datasets including gameplay data, customer histories, marketing and finance insights to improve analysis and reporting. The team implemented Amazon Web Services (AWS) to extract live data from game titles as they're being played. To take this a step further, they wanted to link to other sales and gameplay data that was spread across numerous sources.

"This link would bring all the pieces of a customer's lifecycle together, allowing us to create personalised promotions based on play habits and sales history," explains Felix Baker, Data Architect and Head of IT Data Team, SEGA Europe.

With Alteryx, the IT
Data Team is liberated
to focus on gaining more
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—Felix Baker,

Data Architect +
Head of IT Data Team

SEGA Europe



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ABOUT ALTERYX

Revolutionizing business through data science and analytics, Alteryx offers an end-to-end analytics platform that empowers data analysts and scientists alike to break data barriers, deliver insights, and experience the thrill of getting to the answer faster. Organizations all over the world rely on Alteryx daily to deliver actionable insights.

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Solution

Concentra's solution matches a timestamp of when events take place with sales data to produce an individual customer account record. This links SEGA's CRM with other systems to enable more targeted marketing. SEGA can now track customers by purchase history, revealing their spend, discount purchase rate, purchase timing, retention rate increase or decrease based on product purchase price point, and more. Routine tasks such as data transformations – converting data from one format or structure to another – are now performed through simple workflows the data team sets up in Alteryx within minutes.

State-of-the-art analytics based on data from within the current game ecosystems, marketing campaigns and sales allows SEGA to build data-driven game design, marketing campaigns and business plans that improve user acquisition and retention while maximising revenue.

Understanding and bringing together these data sets has vastly improved marketing hit rates. About half of SEGA players now have a customer account record, from zero previously. SEGA is working with Concentra to increase this to 90%, which will result in a powerful CRM system for implementing better targeted marketing and promotional campaigns and building more personalised customer relationships.

By creating a data and analytics culture, SEGA has enabled financial planning analysts, brand directors, and design and production leads to better inform strategic decisions, more accurately predict the impact of changes, and identify new opportunities.

“The project's success has given us insight into the power of data science within an organisation,” says Baker. “We now have a dedicated team member developing future projects utilising Alteryx.”

Why Alteryx + Concentra

Baker recognised that creating this link would be complex. Other teams within SEGA were successfully using Alteryx to gain insights into data from sales partners. Baker approached Alteryx who introduced him to business analytics and modelling company, Concentra.

Concentra is a SaaS company with software and services that enable businesses to capture, manage, and analyse data to improve operations and execute strategies more effectively. They have partnered with Alteryx to develop advanced self-service analytic solutions across diverse data sets for five years, and were awarded Alteryx EMEA partner of the year in 2017 and 2019.

Using Alteryx, Concentra quickly accessed and prepped data to test hypotheses and influencing factors. Analysis now ranges from high-level dashboards that let business users monitor KPIs, to deeper analysis for examining more complex questions such as game balancing – the process by which developers pace game actions and set difficulty levels – and the user experience. “Without Concentra it would have taken a lot of time and money to reach this point. We knew we were working with Alteryx experts who have in-depth platform knowledge,” says Baker.

Alteryx-ing Results

50% of SEGA players now have a personalised customer account record
SEGA aims to push this to 90% of players which will produce a powerful CRM

Targeted marketing via personalised promotions is now a reality

Increased hit rates and revenues With Alteryx, SEGA can now make correlations between customer purchasing and play behaviour, increasing hit rates and revenues

Data mapping tasks now run automatically

With Alteryx, the IT Data Team is liberated to focus on gaining more customer insights