

# Trend Analysis of Charged and Used charged

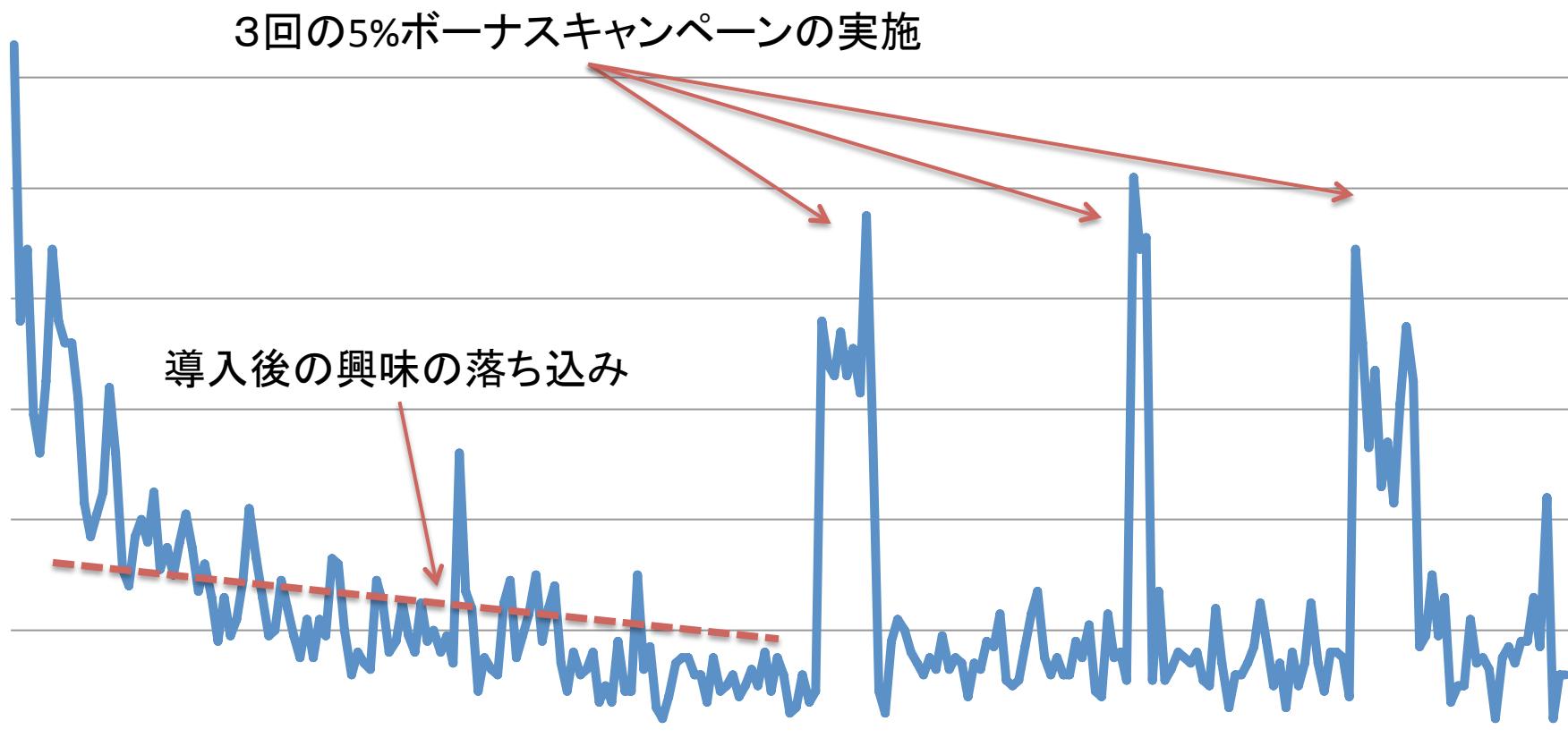
## プリペイドカードチャージキャンペーンの効果



Engawa Inc.

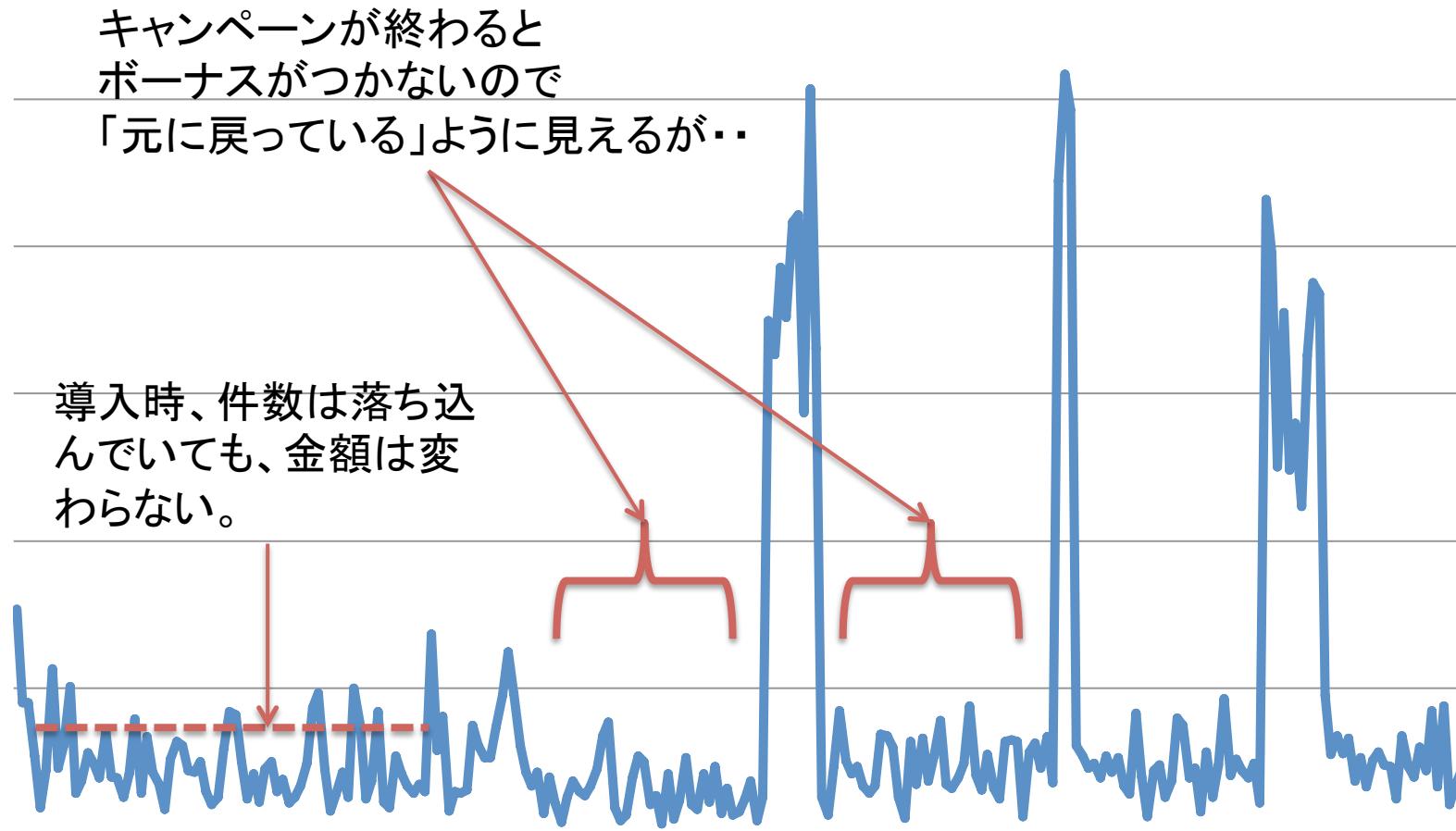
# NO OF CHARGING CUSTOMERS

Comments: The no of charging customers once decreased and increased again during campaign time. The behavior of customer is influenced by campaign.



# TOTAL CHARGING MONEY

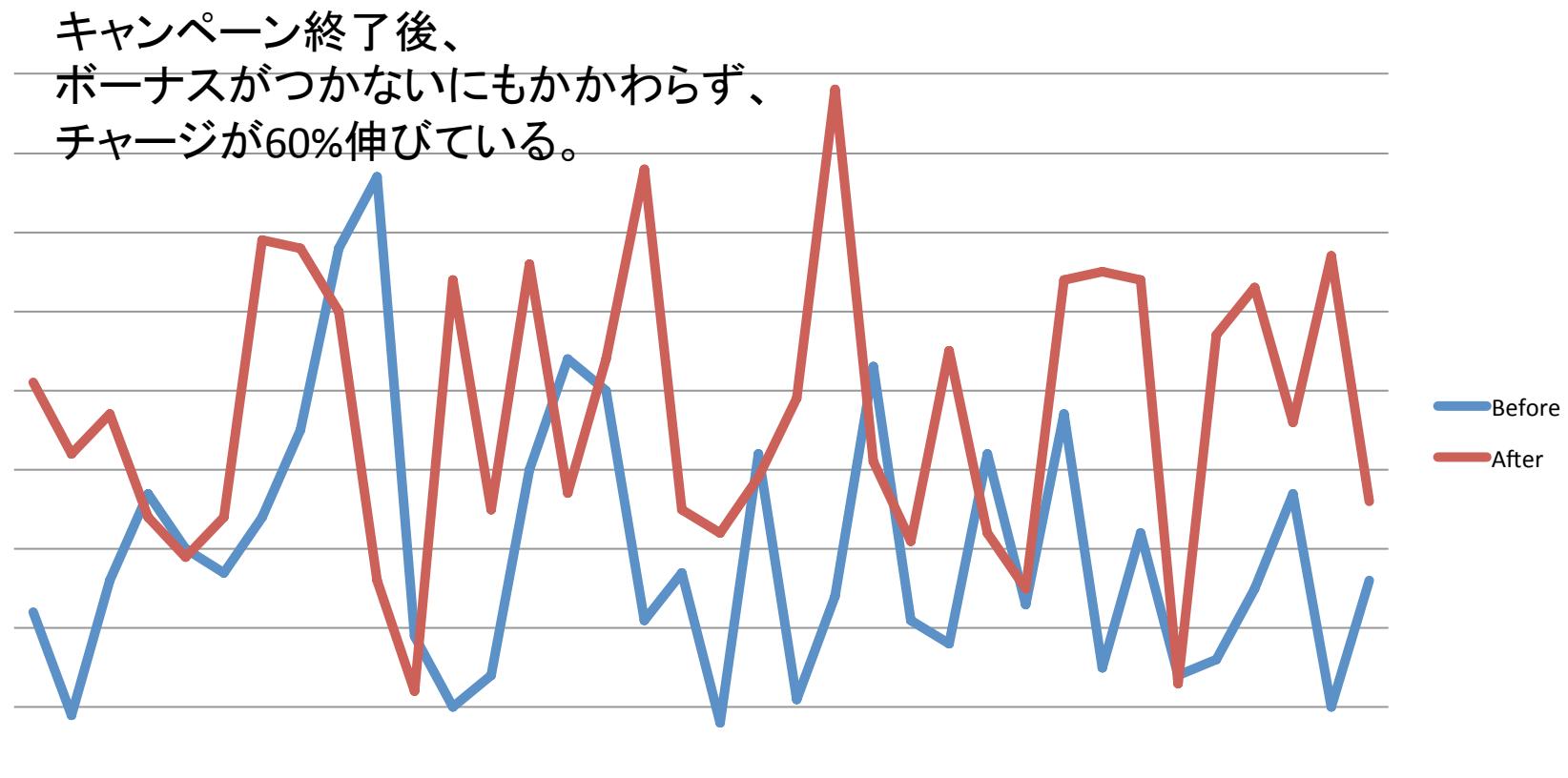
Comments: The number of charging amount of money becomes two times higher after campaign



## Comparison of charge before campaign and after campaign

---

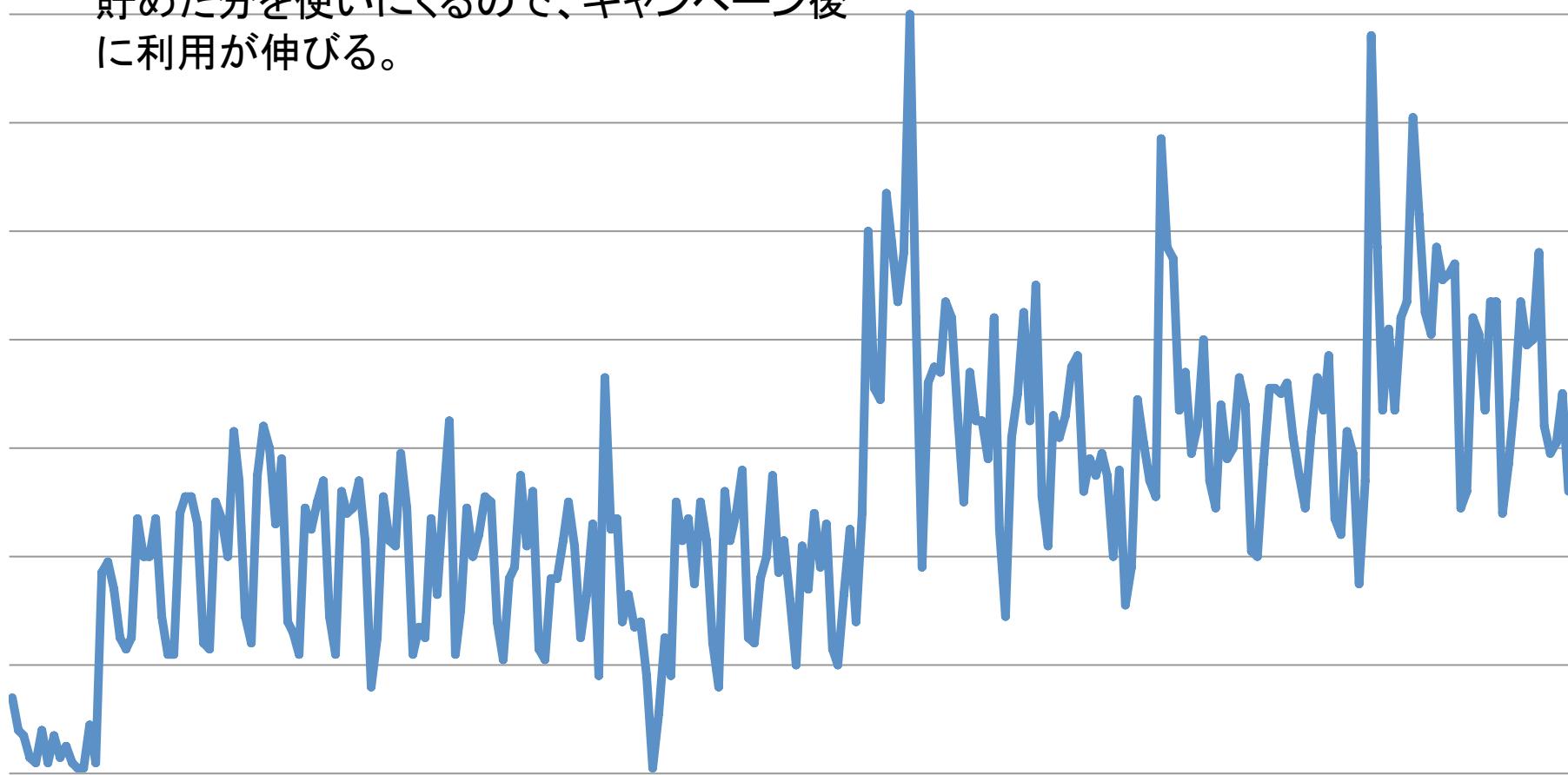
Comments: This graph shows comparison of 36 days between before and after campaign. According to the comparison the graph result shows that charging amount has increased.



# NO OF CHARGE USED CUSTOMERS

Comments: The trend of charge using by customers not changed and increased again during campaign time. After campaign it becomes higher than before.

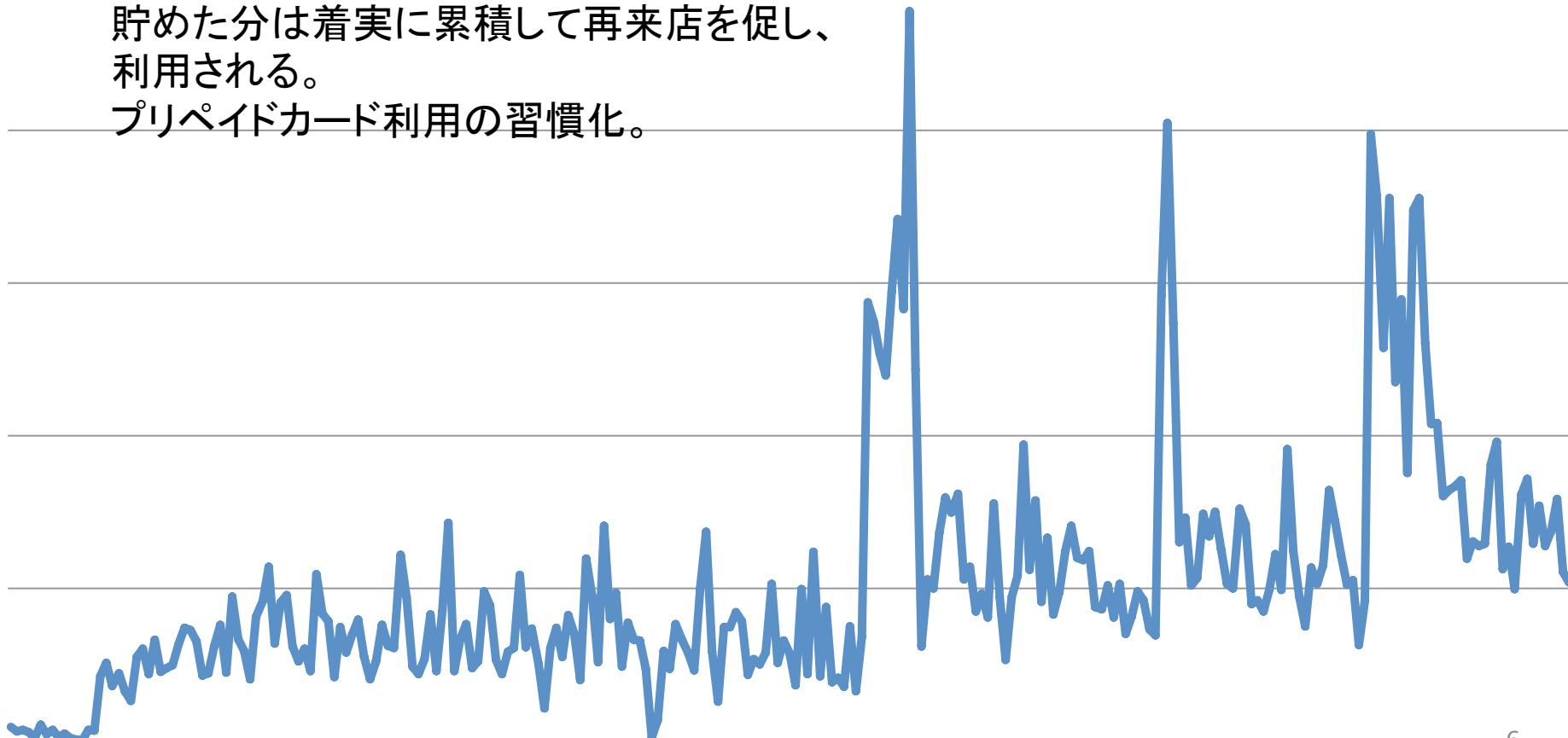
チャージとは違い、利用はキャンペーンで貯めた分を使いにくるので、キャンペーン後に利用が伸びる。



# AMOUNT OF CHARGE USED

Comments: The amount of charge used almost same ,slightly ups and downs and highly used in campaign time. After campaign it is higher than before.

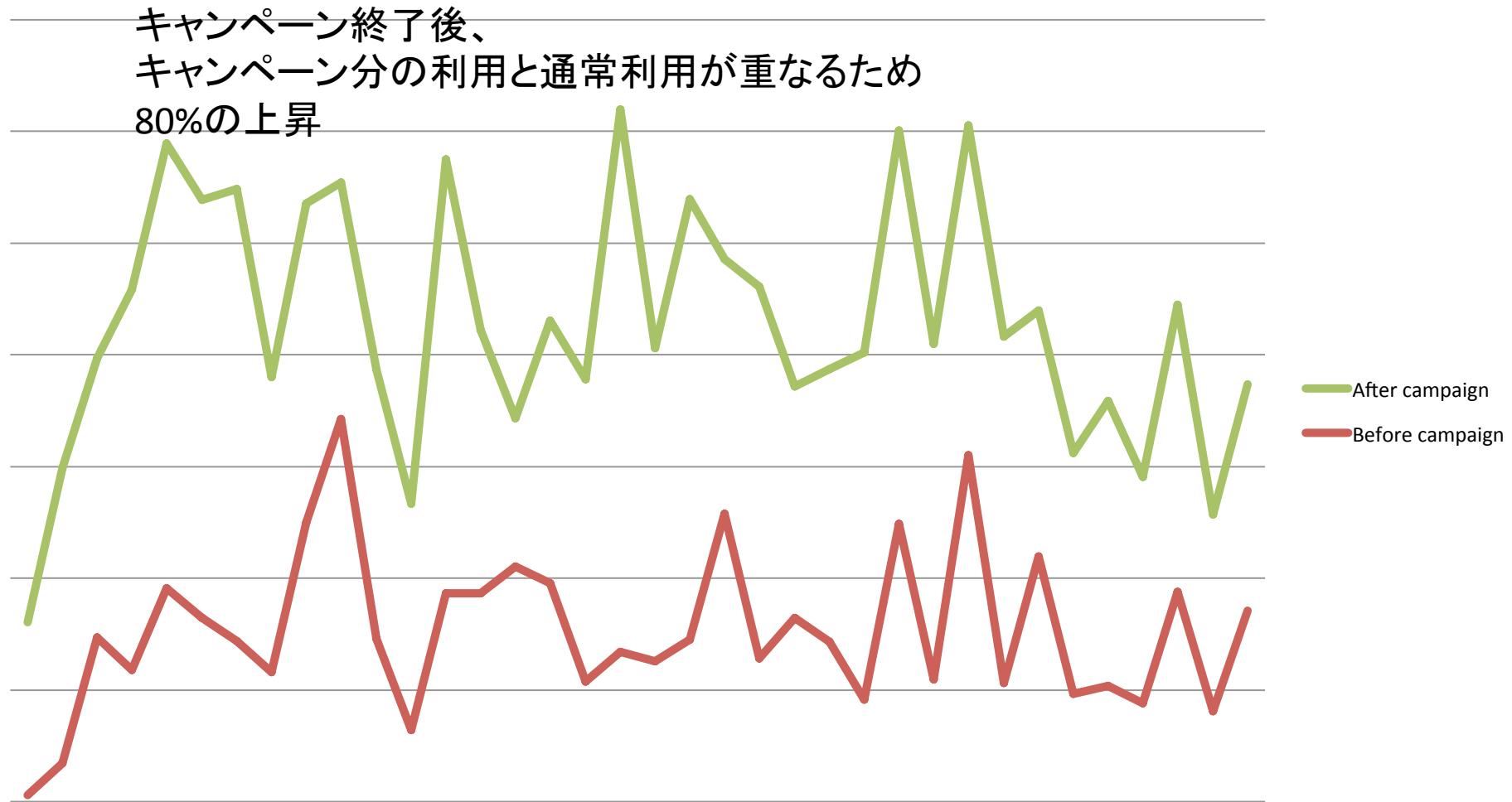
貯めた分は着実に累積して再来店を促し、  
利用される。  
プリペイドカード利用の習慣化。



# Comparison of charge used before and after campaign

---

Comments: According the comparison graph the result shows that charge used has increased.



# Summary

---

- According to the trend analysis the graph shows the effectiveness of
- campaign.
- The comparison of 36 days before and after campaign shows the
- increases of charged amount and uses of charged amount.
- The behavior of customers are influenced by campaign.
- The study of this result shows positive effect on campaign.

## サマリ

---

- ・ チャージのようなシステムを導入すると最初は好奇心から小額をチャージしてみる人が現れ、その後落ち着く。
- ・ ボーナスチャージキャンペーンによって、チャージを促すとキャンペーン後にも、ボーナスがなくてもチャージしてくれる人が出てくる。
- ・ ポイント付与は、顧客の出費を伴わずに付与されるため、利用のインセンティブが低いが、チャージとマネー利用は貯めてあるお金を使わないともったいないので、再来店を強く促す効果がある。
- ・ ボーナスが期待できないわけでもなく、ボーナスが常にいると安心させるわけでもない、中間の状態が良好なキャンペーンを作り出している。