



Turtle Games Business Report

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LSE Career Accelerator

Advanced Analytics for organizational impact

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EXECUTIVE SUMMARY

Turtle Games, a global game manufacturer and retailer, aimed to enhance its sales performance by analysing customer loyalty, spending behaviours, and review sentiment. The primary objectives were to identify high-value customer segments, understand the drivers behind loyalty point accumulation, and leverage customer reviews to refine marketing strategies. A comprehensive data analysis was conducted using both Python and R, incorporating data cleaning and transformations before applying predictive modelling. The results highlighted income and spending score as the most significant predictors of loyalty points, while age proved less relevant.

The analysis further revealed that high-income customers, particularly those earning over \$75,000, experienced diminishing returns on loyalty points, indicating a need for more personalized incentives. Sentiment analysis using VADER and TextBlob showed positive feedback, with a calculated customer satisfaction score (CSAT) of 72.8%. Visualizations such as box plots and clustering provided valuable insights into customer segmentation and loyalty program optimization. The findings recommend Turtle Games implement targeted loyalty rewards, personalized marketing efforts for high-value customers, and continuous monitoring of customer sentiment to enhance engagement and drive sales growth and prevent customer churn.

TECHNICAL REPORT

BACKGROUND/CONTEXT OF THE BUSINESS

Turtle Games, a global game company, aims to improve sales by analysing customer data. Their main objectives are to understand loyalty point accumulation, identify high-value customer segments, use customer reviews to inform marketing strategies. They plan to achieve these goals by examining: Customer demographics, Spending behaviours, and customer reviews. The ultimate aims are to enhance targeted marketing, increase customer satisfaction, address issues with loyalty program engagement, improve customer segmentation for marketing, use customer sentiment to drive business improvements. Appendix 1 provides detailed background and context, while Appendix 4 offers summarized answers to key business questions.

ANALYTICAL APPROACH

To meet Turtle Games' business objectives, dual-pronged analytical approach was adopted using both Python and R. This ensured a comprehensive analysis of customer data from multiple perspectives. For more detailed steps, refer to Appendix 2 and Python and R notebooks.

1. Data Import and Cleaning:

In Python, the Pandas library was used to import and clean the data, addressing missing values, removing duplicates, and handling outliers (e.g., loyalty points above 3220). Key libraries used included 'Pandas', 'Seaborn', 'Matplotlib', and 'Scikit-learn', while specific functions from 'Statsmodels' and 'Scipy' were also utilized amongst other libraries. Outliers were treated separately in the predictive models, whilst included in the sentiment analysis and logistic regression models to predict high-value/loyal customers.

2. Exploratory Data Analysis (EDA):

Descriptive statistics and correlation matrices in both Python and R revealed that income and spending score were the most significant predictors of loyalty points, while age was excluded from final models due to its weak influence. In R, packages such as 'skimr', 'DataExplorer', 'ggplot2', and 'tidyverse' were employed for data handling and visualization. Non-normal distributions in loyalty points led to

applying transformations like Box-Cox, log and square root to improve multi-linear regression models.

3. Predictive Modelling:

Various predictive models were developed in Python and R to analyze loyalty points. Spending score and income emerged as key predictors. A pruned decision tree balanced interpretability and accuracy, while a transformed multi-linear regression model in R achieved 94% R-squared. Random forest models showed potential for higher accuracy. Detailed results are in Appendix 3.

4. Sentiment Analysis:

The 'VADER' and 'TextBlob' libraries were used for sentiment analysis on customer reviews and summaries. The average review length was 56 words with the longest review of around 1400 words. Short reviews dominated across all sentiments. The results also revealed a mostly positive sentiment, with a calculated Customer Satisfaction Score (CSAT) of 78%. This provided insights into leveraging positive reviews for marketing while addressing negative feedback to improve customer satisfaction. See Appendix 2 for further details on the different methods and Appendix 6 for the top 20 positive and negative customer reviews.

VISUALIZATION AND INSIGHTS:

Visualizations were essential for interpreting customer behavior and drawing actionable insights for Turtle Games. Refer to Appendix 2 and the presentation for the detailed visualisations.

1. Box Plots:

Box plots highlighted the skewed distribution of loyalty points and identified high-value customers (above 3220 loyalty points), supporting recommendations for a "VIP" loyalty program to further engage these customers.

2. Scatter Plots and Correlation Matrices:

Scatter plots, enhanced with regression lines (GAM smoothers), demonstrated the relationship between income, spending score, and loyalty points. Correlation matrices confirmed that income and spending score were key predictors of loyalty points accumulation. Partial dependence charts from the Random Forest model suggested that income levels above \$75,000 showed diminishing returns, guiding the need for tailored incentives for higher-income customers to encourage higher engagement/spending and prevent churning.

3. Clustering Visualizations:

Clustering analysis (K-means and hierarchical) grouped customers into 5-6 segments, helping Turtle Games identify high-income, high-spending clusters and mid-income, mid-spending groups. These insights support targeted marketing strategies, with an emphasis on focusing on the largest segment for maximizing return on investment.

4. Sentiment Analysis Visualizations:

Bar charts and word clouds were used to represent sentiment analysis results, providing a snapshot of customer feedback. Sentiment analysis visualizations identified predominantly positive sentiment but also revealed negative feedback on certain products, which Turtle Games can address (Appendix 6 for details).

These visualizations provided clear, data-driven insights that guided recommendations on loyalty program enhancements, targeted marketing efforts, and customer engagement strategies.

PATTERNS AND PREDICTIONS

The analysis revealed key patterns in customer behavior that can be leveraged to drive business decisions. It identified spending score and income as the primary drivers of loyalty point accumulation across all models. The customer segmentation offered a useful insight to develop marketing strategies that could potentially provide higher return or prevent segments from likely churning (See details in Appendix 2).

The pruned decision tree model, which provided interpretable rules at a depth of five, could be particularly valuable for real-time customer segmentation, allowing Turtle Games to predict loyalty points based on spending and income patterns. The random forest model, with its higher accuracy, would be suitable for large-scale predictions, such as forecasting loyalty points across the entire customer base. This model could be used to develop customer engagement strategies, such as offering personalized promotions to low-spending, high-income customers, or boosting loyalty points accumulation for mid-spending customers through targeted rewards. Whilst the multi-linear model due to its simplicity could be utilized for quick analysis which may not require such intensive monitoring and computation

power. The linear regression models could be used predict loyal or high value customers with good accuracy.

Turtle Games can hone on the advantages of both 'TextBlob' and 'VADER' tools to gain more advanced insights into customer sentiment. 'TextBlob' was closer to the overall CSAT Scoring, whilst VADER appeared more accurate against the summaries. VADER due to the compound effect of the scoring method returns the longer reviews with more detailed feedback. As the review were dominated by short feedback, encouraging and rewarding customers leaving long reviews could benefit for detailed feedback to further improve products and services.

By combining sentiment analysis with predictive models, Turtle Games can also adjust its loyalty program based on customer feedback, ensuring a holistic approach to driving loyalty, improving customer satisfaction, and boosting revenue through tailored marketing efforts.

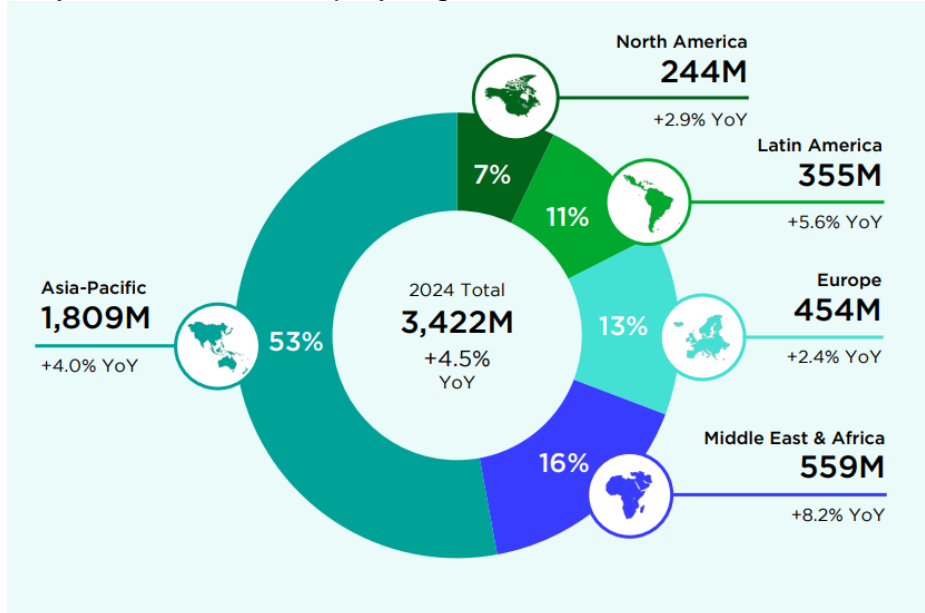
FUTURE ANALYTICAL AND KEY METRIC RECOMMENDATIONS:

Turtle Games should consider focusing on metrics such as Customer Lifetime Value (CLV), Net Promoter Score (NPS), customer churn rate, and sentiment analysis over time. Metrics like average order value (AOV) and repeat purchase rates could further identify high-value customers and predict at-risk groups. Combining descriptive analytics with predictive modeling will allow Turtle Games to fine-tune marketing strategies and improve customer engagement and profitability. For further key metrics, see Appendix 5.

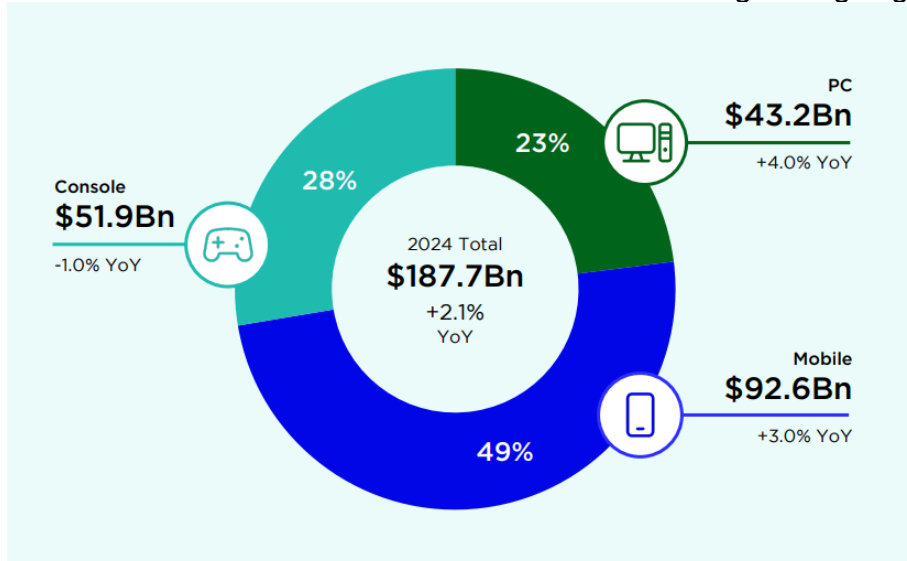
APPENDIX 1. BUSINESS CONTEXT ANALYSIS

According to the Newzoo (2024) Global Games Market Report

- In 2024, the global games market will generate \$187.7 billion, representing +2.1% year-on-year growth.
- Global paying gamers will rise by +5.0% to 1.50 billion in 2024 and reach 1.67 billion by 2027. More players are spending on gaming software every year.
- The number of players globally will reach 3.42 billion in 2024, a +4.5% year-on-year increase. PC player growth will drive this increase substantially.



- By Region it appears that Asia-Pacific contributes to over half of the gaming market and Middle-East and Africa is the fastest growing region.



- In terms of segmentation, half of the gaming market comes from the mobile gaming market.

According to GWI Several key trends could significantly impact Turtle Games in 2024 as they navigate a rapidly evolving industry.

1. **Board Games Resurgence:** Board games are experiencing a revival, partly fuelled by their popularity on social media platforms like TikTok. As interest in both physical and online board games continues to grow, Turtle Games could capitalize on this by expanding their board game offerings and utilizing social media platforms for marketing.
2. **User-Generated Content (UGC) and AI:** Games that allow players to create and share their own content, such as Roblox and Minecraft, are gaining traction, especially among younger audiences. AI advancements are further enhancing the UGC space, making it easier for users to create in-game content. Turtle Games could explore incorporating UGC elements into their games, potentially attracting a more engaged community of players.
3. **Local Multiplayer and Nostalgia:** Local multiplayer experiences are seeing a resurgence, with many gamers returning to offline play with friends and family. In addition, nostalgic remakes and remasters continue to be popular, with a significant portion of gamers revisiting older titles. Turtle Games could explore opportunities in these areas by reintroducing classic games or adding local multiplayer options to their product range.
4. **VR and Esports Growth:** The virtual reality (VR) market is reaching a tipping point, with more immersive experiences becoming available. Additionally, the esports sector continues to grow, attracting larger audiences and investment. Turtle Games could consider exploring partnerships in VR or esports to tap into these expanding markets.

Other important trends to consider include the Sustainability and Ethical Gaming - Sustainability has become a prominent focus across various industries, including gaming. Turtle Games, with its manufacturing processes, must consider the environmental impact of its products, including sourcing materials responsibly and minimizing e-waste. Consumers are becoming increasingly aware of issues such as carbon emissions and the ethical implications of resource extraction. This awareness is driving demand for products that are environmentally friendly, and companies are responding by adopting practices such as recycling programs, carbon offsetting, and the use of more sustainable materials. Brands like Space Ape are already committing to going carbon-neutral, a trend that Turtle Games could adopt to resonate with eco-conscious consumers([Earth.Org](#), [Making You Content](#)).

Ethical Use of Technology and Data - With the rise of AI and first-party data usage, Turtle Games should be aware of the ethical implications of how it collects and utilizes customer data. Transparency and trust are becoming critical components of customer relationships. By focusing on ethical AI usage and prioritizing customer consent in data collection, Turtle Games can build stronger connections with its audience and mitigate concerns about privacy([Making You Content](#)).

5 WHYS ANALYSIS

A **5 Whys analysis** is a problem-solving technique used to explore the underlying causes of an issue. For Turtle Games, whose objective is to improve overall sales performance by utilizing customer trends, a 5 Whys analysis can help identify the root causes behind the need to better understand customer behavior and optimize the loyalty program.

Problem Statement:

Turtle Games needs to improve overall sales performance by better understanding customer trends, loyalty point accumulation, customer behavior, and leveraging social data.

1. Why does Turtle Games need to improve sales performance?

Turtle Games is facing increased competition in the gaming industry, both from traditional retailers and digital platforms. The company must find new ways to engage customers and boost revenue.

2. Why does Turtle games new ways to engage customers and boost revenue?

The company's current strategies may not be fully leveraging customer data and trends, such as understanding how customers accumulate loyalty points or what drives repeat purchases. Additionally, customer engagement through personalized marketing is not optimized.

3. Why is customer data and trends not being fully utilized?

Turtle Games lacks a comprehensive data-driven approach to segment customers, identify trends, and tailor its marketing strategies. The company needs better analytical tools (e.g., decision trees, clustering) to predict customer behavior and improve loyalty programs.

4. Why does Turtle Games lack a comprehensive data-driven approach?

The company has not invested enough in advanced analytics capabilities or training in statistical analysis and modeling. The focus on traditional business strategies without embracing newer analytical techniques, such as using social data for marketing, limits its ability to stay competitive.

5. Why has Turtle Games not invested in these advanced capabilities?

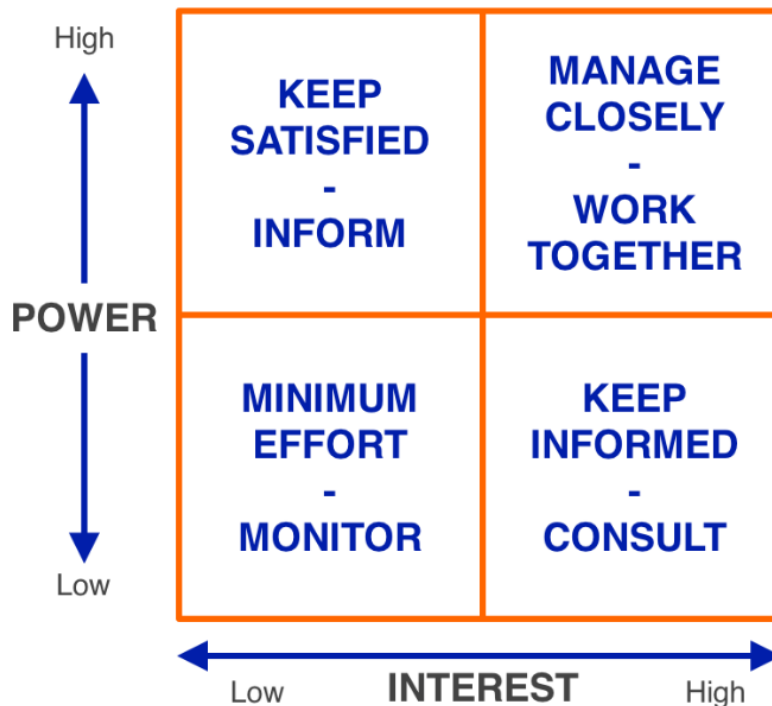
A lack of awareness of the potential benefits of data-driven decision-making, combined with a hesitation to adopt new tools and technologies, has hindered investment. Additionally, the company may have underappreciated the importance of transforming raw data into actionable insights to improve sales.

Root Cause:

Turtle Games has not fully embraced a data-driven culture, which has limited its ability to utilize customer behavior data effectively. Without investing in advanced analytics and leveraging customer trends, including loyalty points and social data, the company struggles to differentiate itself in a highly competitive market. By addressing this root cause, Turtle Games can implement targeted marketing strategies, better understand customer needs, and ultimately improve sales performance through a more informed and personalized approach.

STAKEHOLDER ANALYSIS

Based on the [Standard-Stakeholder-Map.png \(944x957\) \(wp.com\)](#)



The 'Standard' Stakeholder Map

Reproduced from The Influence Agenda
by Dr Mike Clayton (Palgrave Macmillan)

Manage Closely - Work Together

- These are stakeholders with high power and high interest. Turtle Games should collaborate with them closely to achieve business goals and ensure they remain satisfied.
- **Key Investors:** They provide the financial backing and have a strong interest in the company's success. Keeping them in the loop on sales performance and customer trends is crucial.
- **C-Suite Executives (e.g., CEO, CFO):** Responsible for setting the strategic direction of Turtle Games. They need detailed reports on customer trends and market performance.
- **Key Partners and Suppliers:** Partners that provide critical materials or services to Turtle Games. Maintaining strong relationships ensures smooth operations.
- **Major Retailers:** Retail partners that stock Turtle Games' products. Keeping them engaged helps drive sales performance.

2. Keep Satisfied - Inform

- Stakeholders with high power but lower day-to-day interest. Turtle Games needs to keep them satisfied and informed without overburdening them with unnecessary details.
- **Board of Directors:** While they are powerful, their interest may be less frequent. Regular updates on company performance and strategic initiatives are important.
- **Regulatory Bodies:** These entities have the power to affect operations but are not involved daily. Compliance updates and periodic reports are key.
- **Influential Customers:** High-profile customers or communities (e.g., large gaming communities) that can influence other buyers but may not be directly involved in day-to-day operations.

3. Keep Informed - Consult

- Stakeholders with high interest but less direct power. Keeping them informed and consulting with them helps improve operations and gain insights.
- **Customers:** Loyal customers who frequently purchase and engage with Turtle Games. Their feedback can influence product development and marketing strategies.
- **Employees:** Their interest is in the company's health and their role within it. Regular internal updates and involvement in decision-making enhance morale and productivity.
- **Social Media Influencers:** They may not have direct power but can significantly influence Turtle Games' brand perception. Maintaining a good relationship and involving them in marketing initiatives is crucial.

4. Minimum Effort - Monitor

- Stakeholders with lower power and lower interest. Turtle Games should monitor them to ensure there are no surprises, but they require less active engagement.

- **General Public:** They may not be directly involved with Turtle Games but can impact the company's reputation through social media or word of mouth.
- **Non-core Suppliers:** Suppliers that provide less critical components or services. Keeping them engaged to a minimal extent helps ensure a steady supply without extensive effort.
- **Industry Watchdogs and Analysts:** They have a low impact on day-to-day operations but monitoring their reports and trends can provide valuable insights.

APPENDIX 2 – ANALYTICAL APPROACH

The initial steps of the data analysis aimed at ensuring all dimensions of Data Quality are met, such as :

- **Data Accuracy:** Ensures that the data correctly represents the real-world entities it is supposed to model. Methods: Validation checks, comparing with trusted sources, correcting inaccuracies.
- **Data Completeness:** Ensures that all required data is present and no critical data is missing. Methods: Checking for missing values, filling in gaps, ensuring mandatory fields are populated.
 - The dataset was checked for missing values in both Python and R and no missing values were found.
- **Data Validity:** Ensures that data conforms to the defined formats and standards. Methods: Using regex patterns, data type checks, and range validations.
 - There were no major concerns in terms of data types, numerical, categorical and string/text values were appropriately categorized in both R and Python.
 - In the more detailed Descriptive Statistics and Exploratory Analysis in R it revealed that there are customers that have reported PhD and Postgraduate level of education (below 20), which is unlikely – this would require further investigation and discussion with stakeholders for future data collection point of view. In the analysis in R these datapoints were excluded from further analysis.
- **Data Timeliness:** Ensures that data is up-to-date and available when needed. Methods: Timestamp checks, ensuring data updates are within acceptable timeframes.
 - One limitation of the dataset is the lack of timeframes. We are unsure when the dataset was collected and for how long. There were no dates available. In order to improve insights for Turtle reviews it would be recommended to include timestamp of the collected data so predictive models, business forecasting and customer sentiment over time could be more easily analysed.
- **Data Uniqueness:** Ensures that each record is unique and there are no duplicate entries. Methods: Removing duplicates, enforcing unique constraints.
 - When the whole dataset was checked no duplicates were identified in Python and R. However, during sentiment analysis of the review comments, a few duplicated reviews were identified, which were excluded from the sentiment analysis.
- **Data Consistency:** Ensures that data is consistent across different systems and datasets. Methods: Cross-validation between systems, ensuring referential integrity.

- The same cleaning methods were executed in both R and Python. Alternatively the cleaned file in Python could have been used in R for further analysis.
- References: ISO 8000-1:2022, DAMADMBOK, Gartner Data Quality Framework

ANALYTICAL APPROACH IN PYTHON

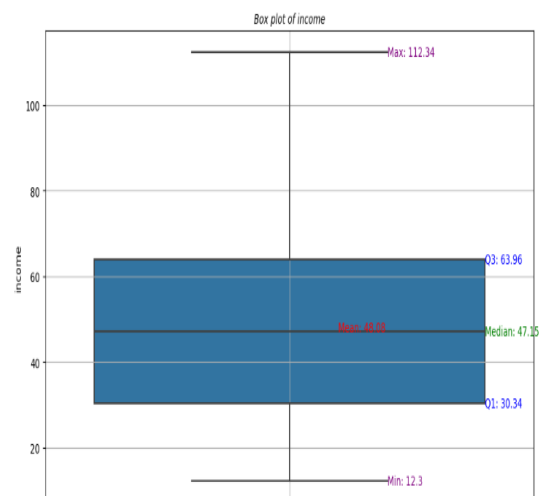
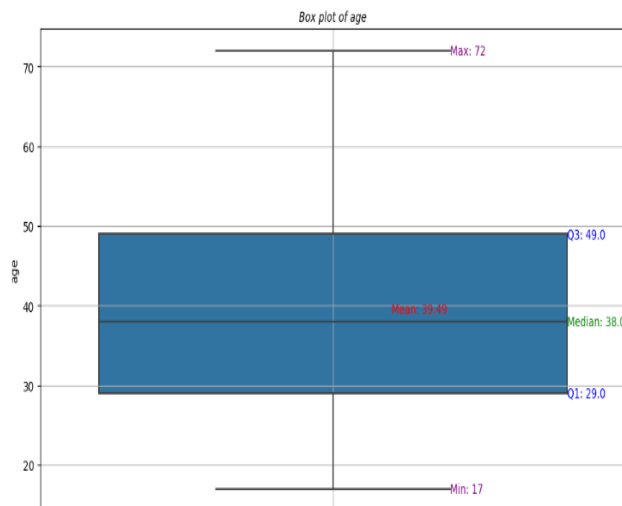
In python the analytical approach included creating a workflow, the initial steps included importing all the essential libraries necessary to perform the analysis. You may require to install some of these libraries using the !pip install method prior to being able to execute the code.

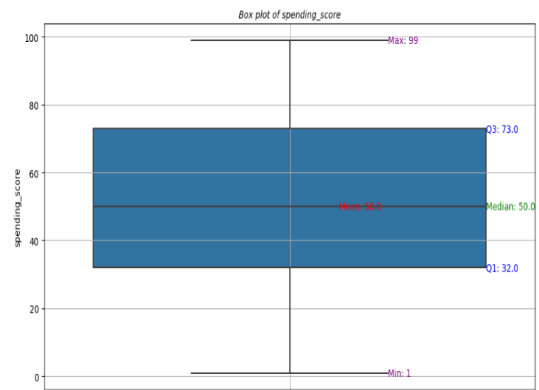
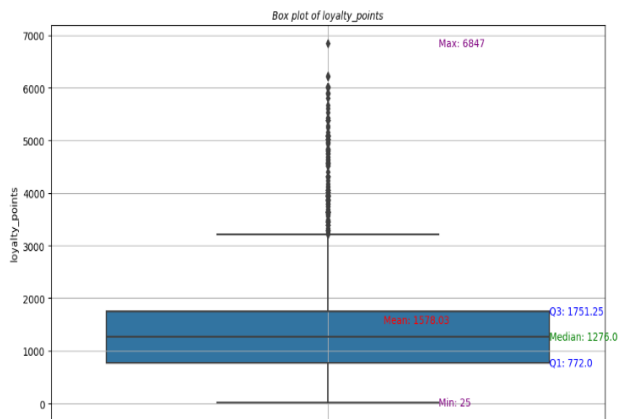
Pandas library was used for data manipulation, such as creating data-frames, reading the csv file. This was also used to perform duplicate check, basic cleaning tasks and performing summary statistics of the dataset. Visualization packages such as matplotlib and seaborn were used to create basic exploratory graphs, bar-plots, scatterplots and pair-plots.

Outliers were analyzed using the statistical methods of using interquartile ranges. Outliers were only identified in the loyalty points column, loyalty points above 3220 points. These were excluded from the predictive modelling to improve data quality and generalizability of the models. However these were included in the sentiment analysis. It would be important for stakeholder to identify this subset of 266 customers as they could be very loyal customer or customers who spend higher than the average customers to accumulate more loyalty points.

The statistical analysis highlights that 50% of customers accumulated loyalty points between 772-1751 points and the customers above 3220 points were considered outliers as per the boxplot above. This consist of 13% of the customers within the dataset.

See the boxplots below:





Following the brief exploratory analysis in python further libraries were used such as several sklearn, statsmodel and scipy libraries to fit various predictive models onto the dataset and evaluate the performance of the various models. All predictive models were divided into test and training data at 70/30 proportions with a random state of 42 for easier reproducibility. 80/20 splitting is also widely used, however due to the smaller size of the data, the 70/30 split was used. For the random forest and decision tree models the dataset was also divided into training/test and validation set in order to evaluate that the model is not overfitting. (Brownlee (2020); GunKurnia, (2024); Gholamy, et. Al (no year), Gillies (2024))

Linear Regression Analysis

- The first stage was exploring linear regression models. Single linear regression models were fit, however knowing that they don't necessarily satisfy the assumptions. The individual single linear regression models did not have high performance, R-squared values of 16% for income, 31% for spending score and 0.01% for age. Which means that they explained a low percentage of the variance in loyalty points.
- Before fitting the multi-linear model a correlation matrix was fitted to check correlation of the variables. As seen from the correlation matrix below age has very correlation with loyalty points. Whilst spending score and income has relatively high correlations. It is important to note that income and spending score also correlates by -0.33, which may results in some degree of multicollinearity in the resulting models. However, Manish Sharma (2020) suggests a threshold of +/- 0.4 or 0.5. (We can observe this potential multicollinearity in the resulting funnel shaped residuals plots)

	age	spending_score	income	loyalty_points
age	1.000000	-0.216308	0.039431	0.042957
spending_score	-0.216308	1.000000	-0.331771	0.547604
income	0.039431	-0.331771	1.000000	0.407706
loyalty_points	0.042957	0.547604	0.407706	1.000000

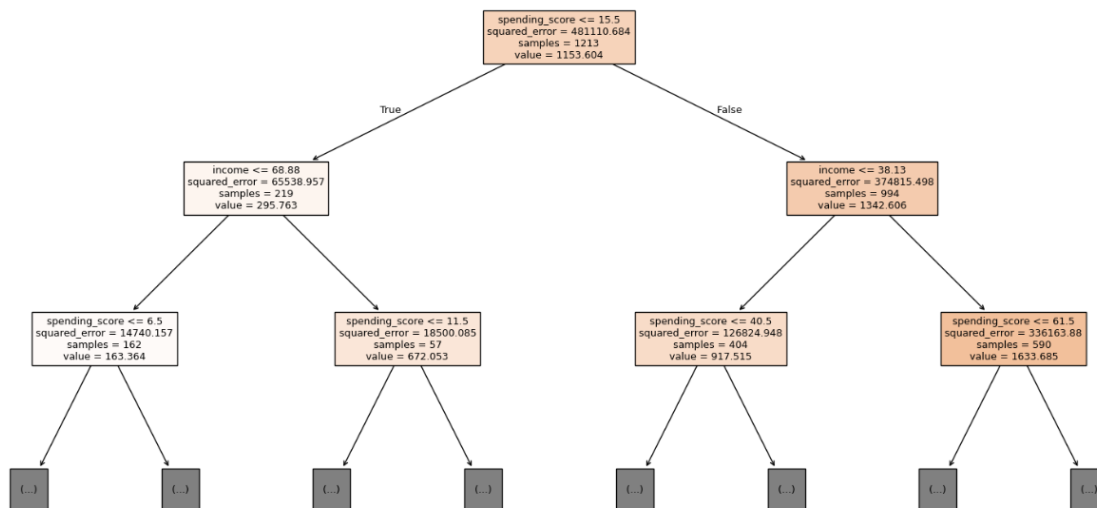
- Initially it was assumed that linear regression models require the underlying dataset to be normally distributed, and every effort was made to make the underlying data normally distributed. However, it is actually the residuals of the model that need to be normally distributed (Zach Bobbit, 2020, Manish Sharma, 2020). The dataset was transformed using various transformations, box-cox, log, R-squared. Followed by this the original and the transformed data was fitted with various models and then evaluated. So whilst the transformations may not be an essential requirement, we were able to compare if they actually had a positive outcome in terms of fitting multi-linear regression models.
- Age was excluded from the multi-linear model due to low correlation with loyalty points and a higher variance inflation factor closer to 5, to prevent multi-collinearity (Jim Frost)
- The various models were evaluated and whilst on first appearance the quantile and boxcox transformed data achieved low error evaluations in some of the models, it was important to identify that these errors even though they are close to 0, they are on the transformed scale, which was not necessarily true when converted back to the original scale.
- The models were scrutinized and evaluated in terms of residuals and Q-Q plots, whilst some models performed relatively well on a Q-Q plot, all models suffered from heteroscedasticity, a funnel shaped residuals plot.
- In terms of the linear models, whilst it gave the insight of a positive relationship between spending score, income and loyalty points and age not being a relevant factor in determining loyalty points. Overall linear models fitted in Python were not suitable to accurately predict loyalty points due to the models not satisfying the underlying assumptions.

Decision Tree Regression

- First every available feature was used to fit decision tree model. To use the categorical variables we converted gender into Boolean values of 0 and 1 and only used the female values to avoid the same feature used twice. For the education column we used ordinal encoding and merged the two smallest groups basic and diploma into low level of education due the smaller sizes.
- Following this using all the features we fitted the decision tree model and both on 60/40 and 70/30 training/test data split we had a potentially overfitting model with a perfect fit. When pruning this model at depth 5 we still had a relatively adequate R-squared value of 90%.

- Then we evaluated the feature importances within the model. Spending score had the highest feature importance followed by income, the rest of the features appeared negligible with near 0 values.
- Therefore we only used income and spending score for the final decision tree model. The unpruned model still had a relatively high fit. We decided to prune this model at level 5 again so we still had a relatively high R-squared value of around 90% on both training and test data. However due to difficulties in visualizing the tree for readability for stakeholders a simplified tree was created for visualization purposes showing only 2 levels.

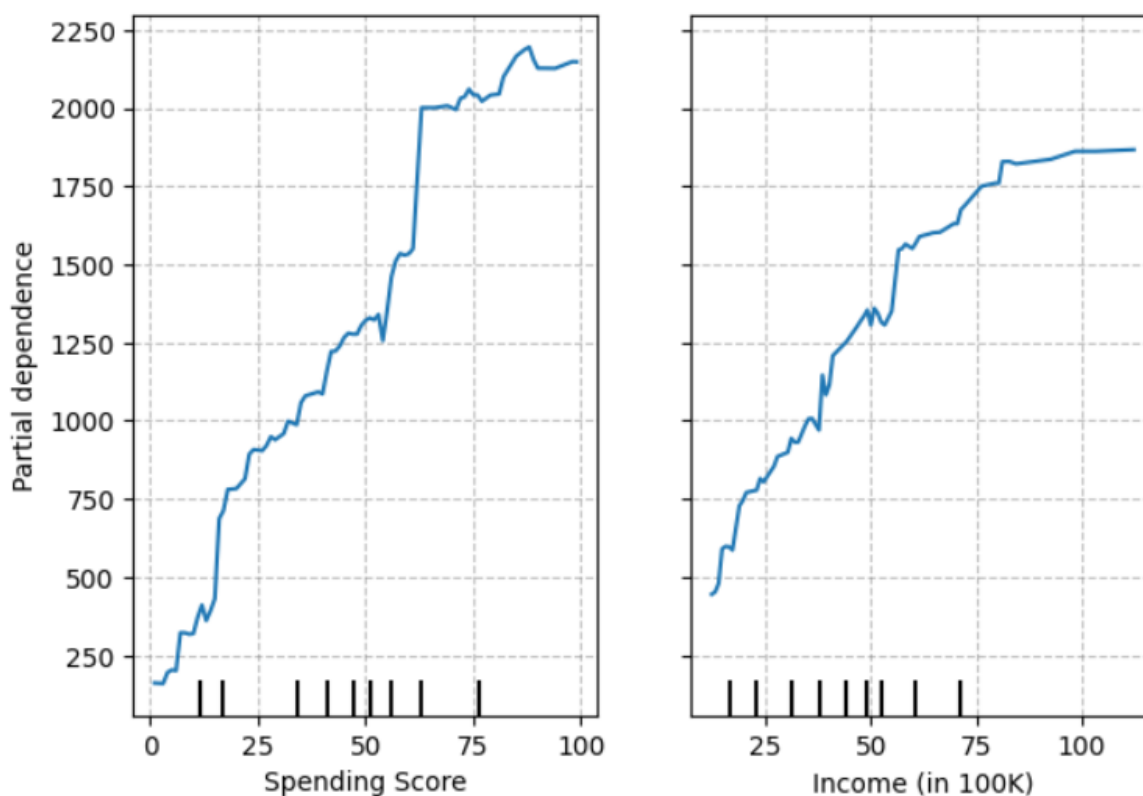
Simplified Decision Tree (Visualization)



- Both decision tree and random forest methods were fitted on the dataset these were the key take-aways for stakeholders:

Metric	Unpruned Decision Tree	Pruned Decision Tree	Random Forest
Average Prediction Error (Train)	59 points	142 points	59 points
Average Prediction Error (Test)	65 points	152 points	65 points
Model's Fit (R ²)	Excellent (98%)	Good (91%)	Excellent (98%)
Complexity	Simple (1 tree)	Simple (1 tree, pruned)	Complex (100 trees)
Interpretability	Easy to understand	Medium	Harder to interpret
Risk of Overfitting	High	Medium (reduced overfitting)	Low (very robust)
Speed of Predictions	Very Fast	Very Fast	Slower
Model's Generalization	Okay (may overfit)	Good	Best

Partial dependence of features in Random Forest Model



Based on the Random Forest Models partial dependence charts it highlights that both spending score and income show an increasing trend contributing to the loyalty points.

However, for income after around an income level of 75K, the predicted loyalty points plateau slightly, meaning further increases in income have diminishing returns in terms of loyalty points.

Using the Random Forest model, this was the average loyalty points in these groups:

- Average predicted loyalty points for high spenders (spending score more than 65): 1506.0
- Average predicted loyalty points for low spenders (spending score less than 35): 646.0
- Average predicted loyalty for high income (above 70K): 1190.0
- Average predicted loyalty points for low income (below 30K): 579.0

As both Decision Tree models and Random Forest models are prone to overfitting, these models were also evaluated with a different splitting method to use training, test and validation sets. They all had close performance, which gives an added assurance for stakeholders for the suitability of the models.

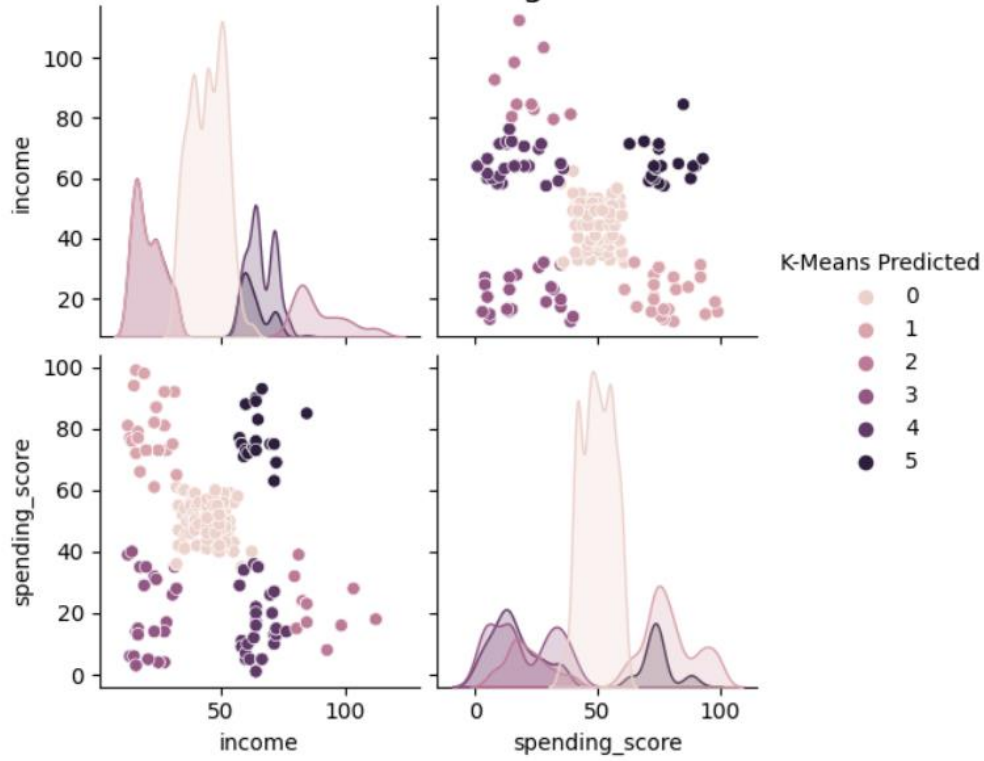
Logistic Regression analysis:

- Considering that high value customers may have high loyalty points, the logistic regression analysis including the outlier values.
- Since spending score and income was the highest predictors, for the logistic regression model the focus was on these two features. The model has good performance to predict loyal customers who have more than 2000 loyalty points. (Accuracy: 97.8%, Precision: 95.3%, Recall: 92.7%)
- Although the groups were not balanced as there were higher numbers of customers in the lower loyalty points group SMOTE or Synthetic Minority Oversampling Technique (Jason Brownlee, 2021) has not improved the model's performance.
- As a comparison alternative models were created using composite scores (A composite score is a metric that combines two or more individual scores, attributes, or features into a single, aggregated score to provide a more holistic view of the data being analyzed. It is often used to simplify decision-making or to create a more representative metric for predicting an outcome, ChatGPT) for spending score and loyalty points and also spending score, loyalty points and income. Both models had excellent performance.
- Depending on stakeholders need any of these models could be used to accurately predict high value/loyal customers.

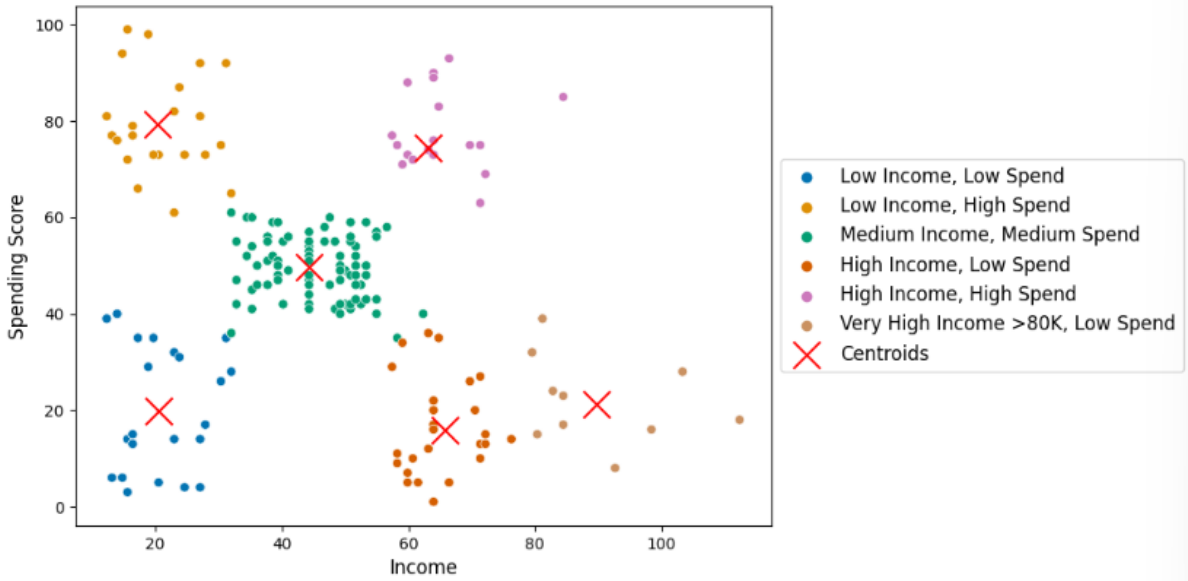
K-means clustering:

- First the data visualized using scatterplots and pairplots with adding gender and education to check if they contribute to any evident clusters. Neither education level nor gender shown significant clustering effect.
- K-means clustering was applied based on the customer's spending score and income.
- In order to decide on the optimal number of clusters the elbow and the Silhouette methods were used (Mbali Kalirane, 2024). The elbow method suggested 4-6 clusters whilst the Silhouette method 4-5 clusters. After visualizing the clusters, based on the initial visualization 5 clusters would have been suggested, however the K-means clustering did not cluster as per expectations. For the final version 6 clusters were chosen.

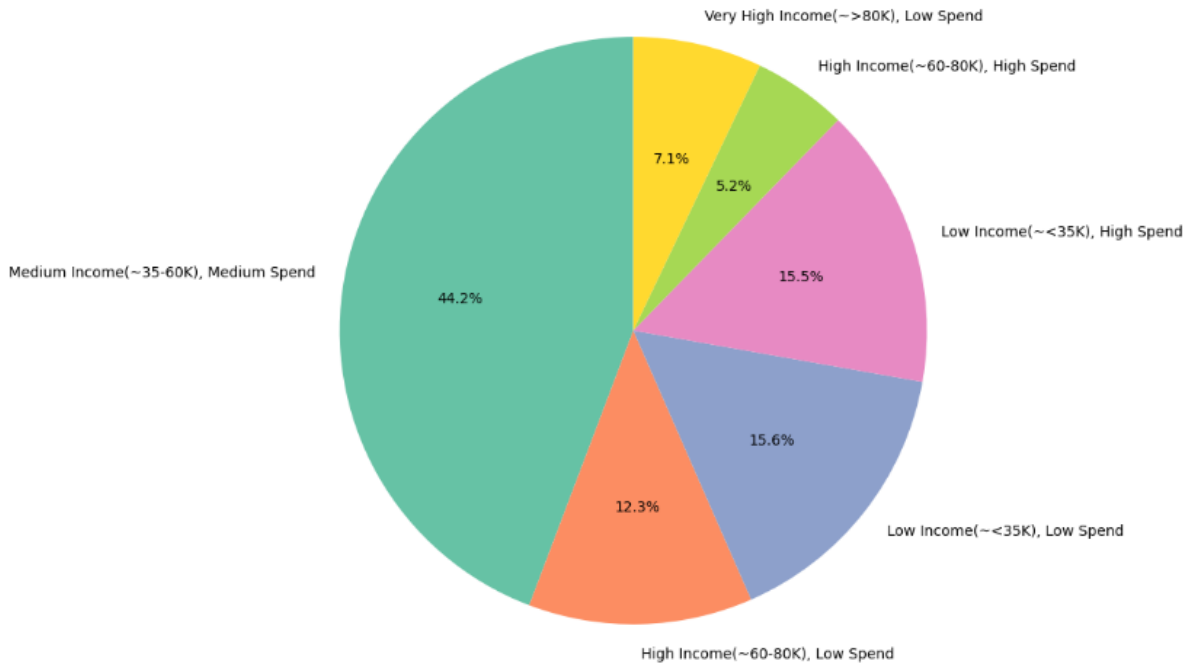
K-Means Clustering Visualization



Clusters with Centroids



Customer Group Distribution by Income and Spending score



- Additional analysis was performed using hierarchical clustering, which shown improved clustering at 5 groups, but very similar results at six clusters to the K-means clustering, which would provide added confidence for stakeholders that the derived clusters are robust across different techniques.
- For advertisement and targeted marketing purposes, the most popular products were investigated within the clusters. Across the whole dataset the most popular product was brought 11 times, and 9-10 times with the next most frequent occurrence. Within the customer segments popular products shown relatively high number of purchases.
- A demographic table was created for the customer segments after the NLP analysis.

Cluster Names	Percentage of Total Customers	Average Loyalty Points	Average Age	Top Education Level	Top Gender	Top Product	Sentiment for Top Product	Most Common Review Sentiment	Average Review Length (words)
High Income, High Spend	5	2982.0	33.0	graduate	Female	7384	Neutral	Positive	55.0
High Income, Low Spend	12	711.0	41.0	graduate	Male	3158	Positive	Positive	50.0
Low Income, High Spend	16	972.0	32.0	graduate	Female	2162	Positive	Positive	50.0
Low Income, Low Spend	16	276.0	43.0	graduate	Female	1031	Positive	Positive	53.0
Medium Income, Medium Spend	44	1422.0	42.0	graduate	Female	399	Positive	Positive	64.0
Very High Income >80K, Low Spend	7	1278.0	40.0	PhD	Female	3711	Positive	Positive	57.0

NLP using python:

Stages of NLP analysis:

1. Conducting an NLP analysis on the whole dataset including earlier outliers.
2. The reviews and the review summary columns were cleaned – converted to all lower case letters, punctuations and special characters removed. No emojis were apparent, therefore these were not needed to be addressed.
3. Duplicated comments were dropped.
4. Stopwords were removed using the Spacy library (<https://spacy.io/>) (has more stopwords, in this case customization was not necessary, however if stakeholders decided further analysis and customization the nltk stopwords would be preferential)
5. Used the spacy library to tokenize the words
6. Wordclouds were created using the worldcloud library. The word clouds could have been created before the removal of the stopwords, however this would not have much value as these words would not get much insights into the comments. See the two example word cloud for the reviews and summaries. They highlight similar words.



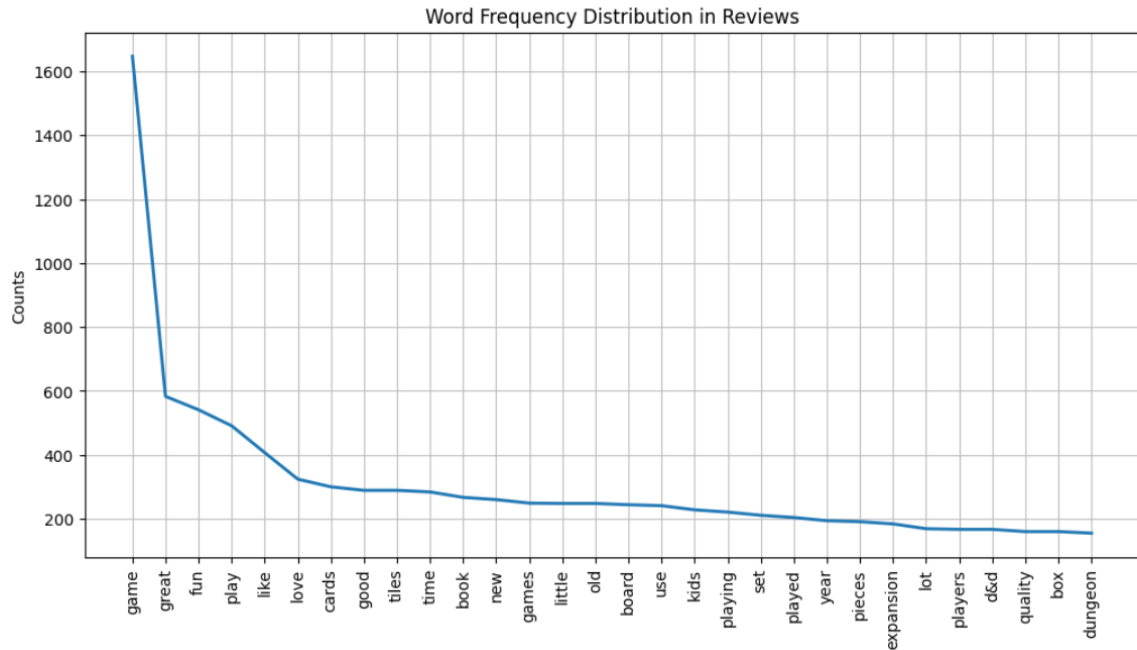
WordCloud for Cleaned Summaries



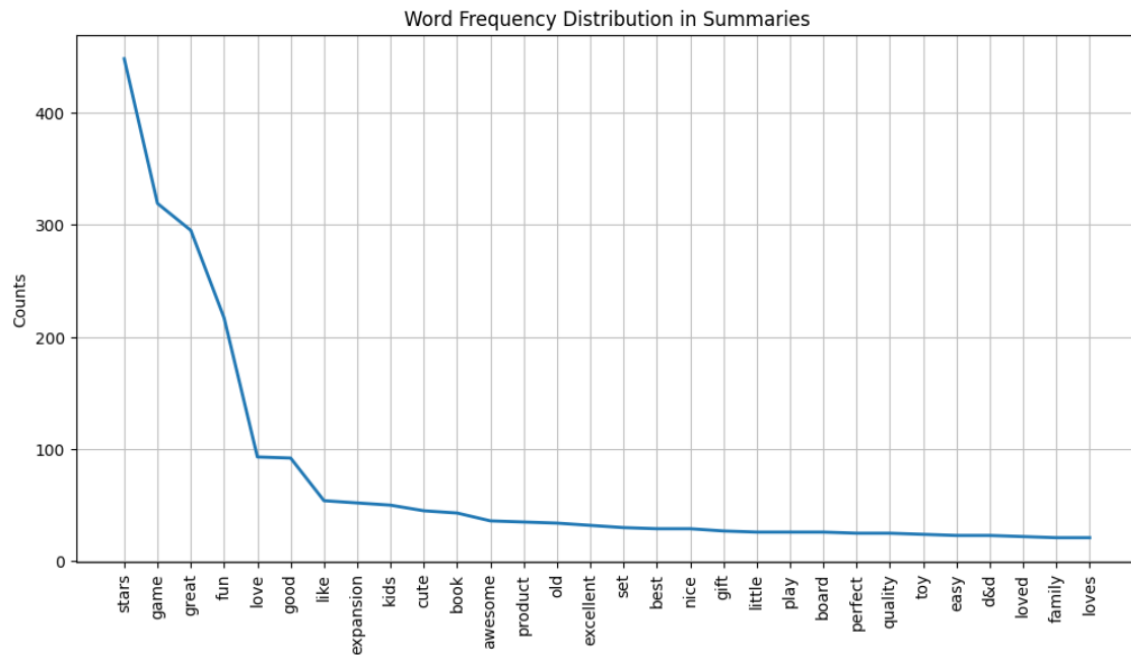
7. The most frequent words were extracted from both reviews and summaries. The key difference is that the summary has a high volume of stars, which could be as a result of summarizing the reviews as a 1,2,3,4,5 stars.
 - Around the quarter of the dataset (23.5%) was summaries with a star review – 81% of these were 5 stars, 12% 4 stars, 3% 2 and 3 stars each and 2% one star.
 - For future recommendations, it would be beneficial to summarize the entire dataset universally, such as assigning a star rating for every summary and/ or a brief word summary. Even better the customers could be asked to leave a star rating and word comment on data collection for analysis effectiveness comparisons.
 - However manual inspection is time consuming. Further analysis highlighted that on comparison of the sample of the star rated data and the overall sentiment is similar. As well as the similarities in the remainder of the frequently occurring words in the review and the summary could highlight that the summaries picked up on the important key words relatively well.
 - The efficiency of using the tools is imperative as the word frequency distribution of the reviews can be done at high speed.
 - According to a study by Nakov et al. (2016), participants were asked to classify tweets as positive, negative, or neutral, and the accuracy for distinguishing positive vs. negative sentiment was around 80-90%, but accuracy dropped when more nuanced or mixed emotions were involved.

See the diagram of the most frequent words in the reviews and summary:

Top 15 words in reviews: [('game', 1647), ('great', 583), ('fun', 541), ('play', 491), ('like', 407), ('love', 324), ('cards', 300), ('good', 289), ('tiles', 289), ('time', 284), ('book', 267), ('new', 260), ('games', 249), ('little', 248), ('old', 248)]



Top 15 words in summaries: [('stars', 448), ('game', 319), ('great', 295), ('fun', 217), ('love', 93), ('good', 92), ('like', 54), ('expansion', 52), ('kids', 50), ('cute', 45), ('book', 43), ('awesome', 36), ('product', 35), ('old', 34), ('excellent', 32)]



Before calculating the polarity scores it was checked whether numbers would have an impact on the scores, it appeared that the numeric data had not impacted on the overall polarity scores, however it appeared a stakeholder preference to further clean the numerical data, so they were removed from the next steps. The 15 most common words with their polarities were extracted, also extracted the 15 most negative words that appeared and highlighted the 10 reviews and corresponding products that included some of the most appropriate negative words, such as 'zero', 'hated', 'worthless', 'worst', 'terribly'.

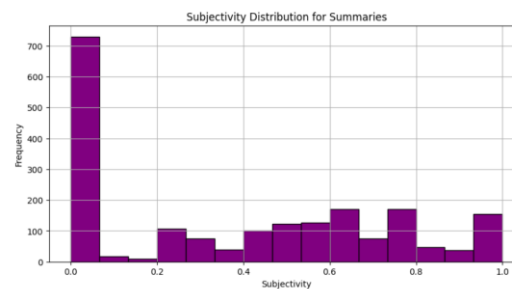
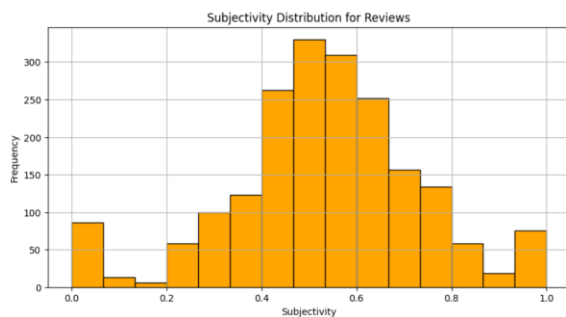
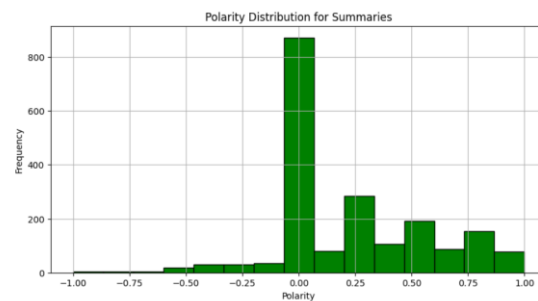
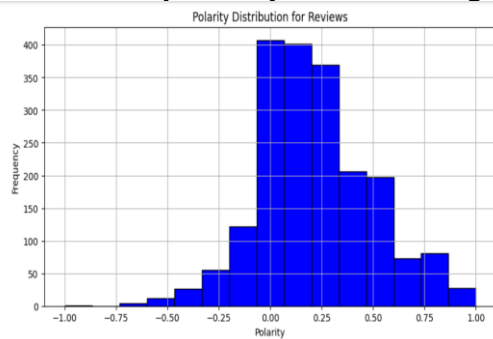
8. Sentiment analysis using TextBlob:

TextBlob is a simpler rule-based system for sentiment analysis based on Naive Bayes classifiers and can handle polarity and subjectivity. It is more grammatical and tends to work well with clean, formal text. General Accuracy:

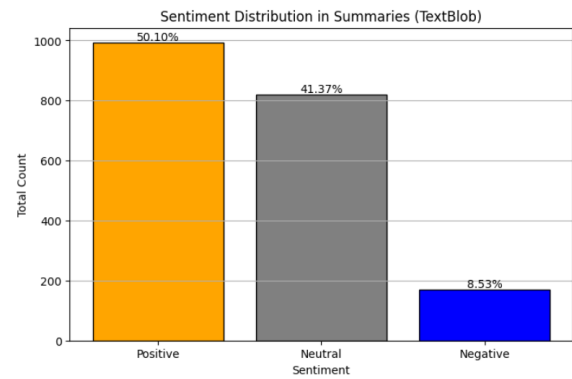
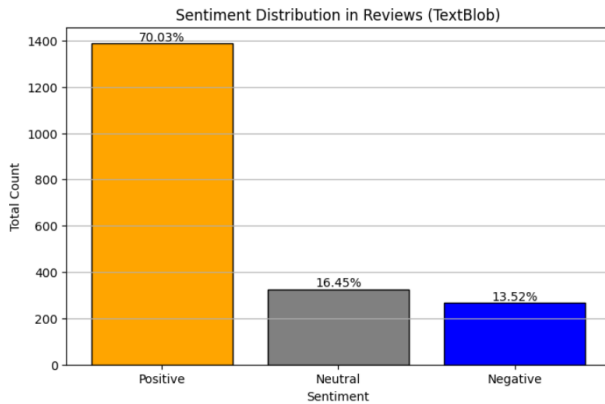
TextBlob's accuracy varies by dataset. In one study (Patil et al., 2018), TextBlob achieved accuracy levels of around 0.74-0.80 on movie reviews and product reviews. Another evaluation of TextBlob on the IMDB movie reviews dataset reported an accuracy of about 0.75.

Strengths: Works well with grammatically correct, well-structured text. Simpler to implement, but less nuanced in handling complex sentences, sarcasm, or informal text.

The polarity scores and subjectivity scores were assigned using TextBlob and plotted as histograms. The summaries show an increased objectivity, objective statements are based on observable and verifiable facts, rather than personal feelings or interpretations and also a higher neutral polarity. This is potentially as a result of objectively summarizing the possibly emotionally charged reviews.

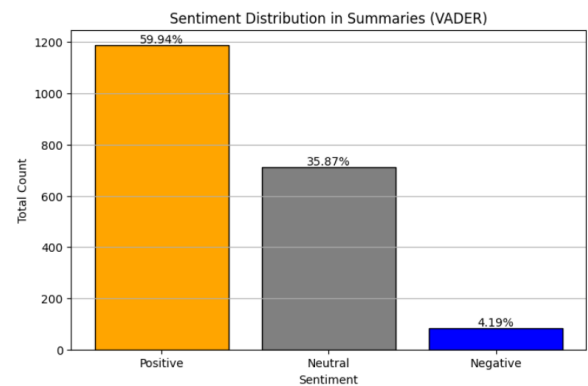
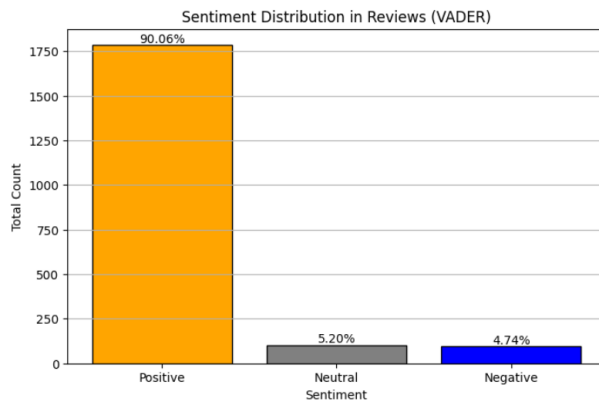


This can also be seen in the summary of the positive/neutral/negative sentiment bar charts as well.



9. Sentiment analysis using VADER (Valence Aware Dictionary for Sentiment Reasoning).

VADER is a rule-based model optimized for social media and short-form text. It can handle emojis, capitalization, punctuation, and negations, making it particularly strong for informal text. General Accuracy: According to the original paper introducing VADER (Hutto & Gilbert, 2014), VADER has an accuracy of around 0.96 when tested on social media content like tweets. In a movie review dataset, VADER achieved 0.82 accuracy in correctly classifying positive and negative sentiment. Strengths: Excellent for analyzing short, informal text such as social media posts, product reviews, and comments. It handles emphasizeers like "!!!", capital letters, and emojis. Hutto, C.J., & Gilbert, E. (2014).



10. An extensive analysis/comparison was performed to get an accurate Customer Satisfaction Score (CSAT) and overall sentiment. It became apparent that the summaries performed was done in two ways quarter of the data was assigned a star review, whilst the rest was summarized. Interestingly the average length of the reviews that were scored with a star rating, the average word count was 7, whilst the average word count for the remaining textual data was 70. Considering a weighted results of the different sections CSAT score an Overall CSAT 78%.
11. We assessed accuracy of TextBlob and VADER against the summaries, the VADER appeared to be more accurate based on this, whilst Textblob was closer to the overall CSAT scores.
12. Following this the 20 most positive reviews and 20 most negative reviews based on both the TextBlob and VADER model and the corresponding products were highlighted. The top 20 positive reviews on manual inspection of the TextBlob were highly accurate, it returned some of the shortest reviews. Majority of the 20 negative reviews were also correct, however there were a few comments that were actually positive as the word anger was portrayed positively:
 - “It's really helping my ADD'R learn to discuss his anger constructively”
 - “Keeps clients engaged while helping them develop anger management skills. The only criticism is I wish more of the cards had questions.”
 - “I really like this game, it helps kids recognize anger and talk about difficult emotions.”
 - There was also a comment that used not bad, which appeared more positive “I like wizards of the coast's game. not bad. I think it's very collectible game. recommend to D&D adventure Board game mania. “
 - This was also a comment that was not negative- I bought this as a Christmas gift for my grandson. Its a sticker book. So how can I go wrong with this gift

In comparison the VADER top 20 for positive and negative sentiments returned some of the longest comments. It appeared to have captured overall sentiment well, again similarly to the above there was a comment in the negative section, which appeared more positive:

- “The Ball of Whacks can be a valuable tool for distraction and refocusing the mind during pain due to illness and disease. My teenage son has suffered a condition that causes him intermittent pain, anxiety and distress. I am continually looking for something to occupy his attention during such painful times. I have noticed that in mild to moderate pain, playing with the Ball of Whacks beautifully distracts him. His face relaxes, and he is engaged in creativity more than reactivity to pain, which seemingly allows his body to regroup as the pain often dissipates. I suggest that the Ball of Whacks be more broadly considered a tool in 'pain management' for certain people and conditions. I could also imagine its usefulness in a hospital or clinic

setting, like for individuals waiting to undergo chemotherapy. We are very grateful for this addition to wholistic care for our son! “

- The reason for VADER returning long reviews for the top 20s is because the compound score is a cumulative result of all the individual words' sentiment in the text. Longer reviews with more positive or negative sentiment-bearing words will naturally accumulate a higher or lower compound score compared to shorter reviews. For future modelling to reduce the bias toward long reviews, could consider normalizing the VADER compound score by review length (e.g., dividing by the number of words). This way, it considers the sentiment per word rather than overall compounded sentiment. However, it could also be useful to return the longer more detailed reviewed reviews for enhanced feedback analysis.

Recommendation – it appears that both sentiments captured the review sentiments wrong when it appeared that the product was used as a therapeutic tool for certain medical conditions. The models could be fine tuned for future datasets to highlight reviews in this context.

13. Following the significant review length differences in the returned top 20 positive/negative reviews from the VADER and TextBlob analysis, the reviews were analyzed in terms of word length. This revealed that the longest review was 1437 word long, whilst the average review length was 56 words. With 50% of the reviews shorter than 28 words and only 25% of the reviews were longer than 61 words. It was presumed that negative reviews might exhibit longer reviews, however the proportions of the word length was similar across all sentiments, with short reviews the most predominant. Therefore encouraging customers to provide more detailed feedback with incentives or rewards could be really beneficial for Turtle Games to gather detailed feedback on performance.
14. With the summary statistics of the review word length available, estimated the length of time a human reviewer would take to process around 2000 reviews, at an average word count of 56 words, with an average reading speed of 238 words per minute (Troy Shu, 2023), it was estimated that it will take approximately 36 hours to read and summarize the reviews with a star rating and a brief summary (If the summarizing takes approx. 50 seconds per review).
15. Further analysis was performed to get named entities from the review for additional insights: Unfortunately due to updating my computer, the named entities that were originally gathered were somewhat different to what the current results give. These were more insightful and were searched for sentiment and the number of times they appear amongst the comments. These were the key takeaways for stakeholders from this named entities analysis:
 - D&D and Related Content: While D&D and its related settings like Lord of Waterdeep are viewed positively, Skullport and Undermaountain had neutral sentiment, there is room for improvement or more focused feedback collection.

Expansions or products in these settings could benefit from addressing customer concerns or areas where sentiment is neutral.

- UNO: Slightly negative sentiment indicates possible frustration with the game. If you're a retailer or marketer, addressing common complaints could help improve customer satisfaction, such as offering variations or modern takes on the classic game.

- Monopoly: Neutral sentiment suggests it remains a polarizing game. Marketing could highlight specific variations of Monopoly or alternative gameplay modes to address player fatigue.

- GaleForce9 (GF9): The small sample shows negative sentiment, but further investigation is needed to understand if this reflects a broader trend or isolated cases. Focus on customer service and product quality for improvement here.

- Ball of Whacks: Positive sentiment of this game.

- Miniatures: While there's positive sentiment, focusing on improving product quality and availability could further boost customer satisfaction. Offering customizable or limited edition miniatures could appeal to this market.

- Books: High satisfaction with book-related content suggests strong demand for written materials (e.g., novels, D&D rulebooks, gaming content). Stakeholders can focus on expanding offerings in this space or promoting special editions of books.

- Toys and games - toys received a positive commentary, indicates a strong product area, which can be leveraged with holiday promotions, gift bundles. Whilst games were more neutral, however it is a highly discussed topic with 806 mentions. Stakeholders should focus on identifying specific pain points within the game category.

- Amazon: Slightly positive sentiment reflects generally good customer experiences, though some logistical issues like delivery and product quality could be areas to improve. Partnering with Amazon for better fulfillment options or promotions could drive positive reviews.

- Christmas and Easter: Both holidays are clearly important for customers, especially Easter with its high positive sentiment. Stakeholders should focus on seasonal promotions, special editions, and gift bundles during these holidays to capitalize on the positive experiences associated with them.

16. A different NLP method was also applied to the data using the bag of words method on the first 500 comments and reviews it has highlighted similar common words to the previous model, highlighting accuracy of our analysis.

17. It was attempted to fit two Naïve-Bayes predictive models using two different techniques to help convert text sentences into numeric vectors – Bag-of words and TF-IDF methods. (Purva Huilgol, 2024). However the accuracy of the models were only performing between 66-75% accuracy. If stakeholders would require more accurate predictive modelling to this area further work would be needed to improve the accuracy of the models.

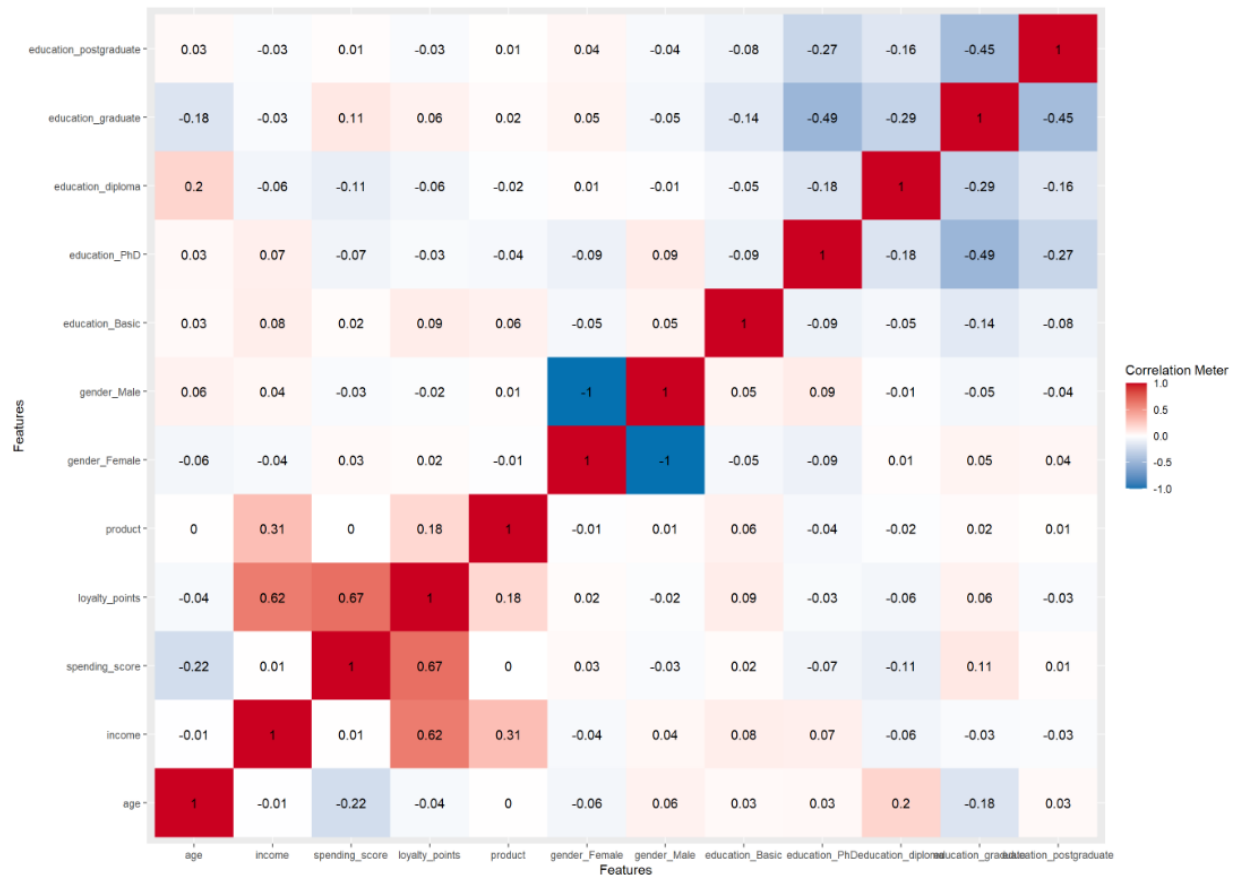
Recommendations for future

- **Sentiment-Driven Customer Retention:** First, one could use NLP sentiment analysis to label historical customer reviews, and then include sentiment as a predictor in a model that forecasts customer churn. Customers with persistent negative sentiment might be flagged as high-risk for leaving.
- **Sales Forecasting with Sentiment:** Use sentiment analysis on customer feedback alongside transactional data (like spending behaviour) to predict future sales or engagement levels. Sentiment could act as an indicator of customer satisfaction, which could correlate with future spending.

ANALYTICAL APPROACH IN R

Key steps of the analysis in R: (note some of the results and steps are repetitive from Python analysis)

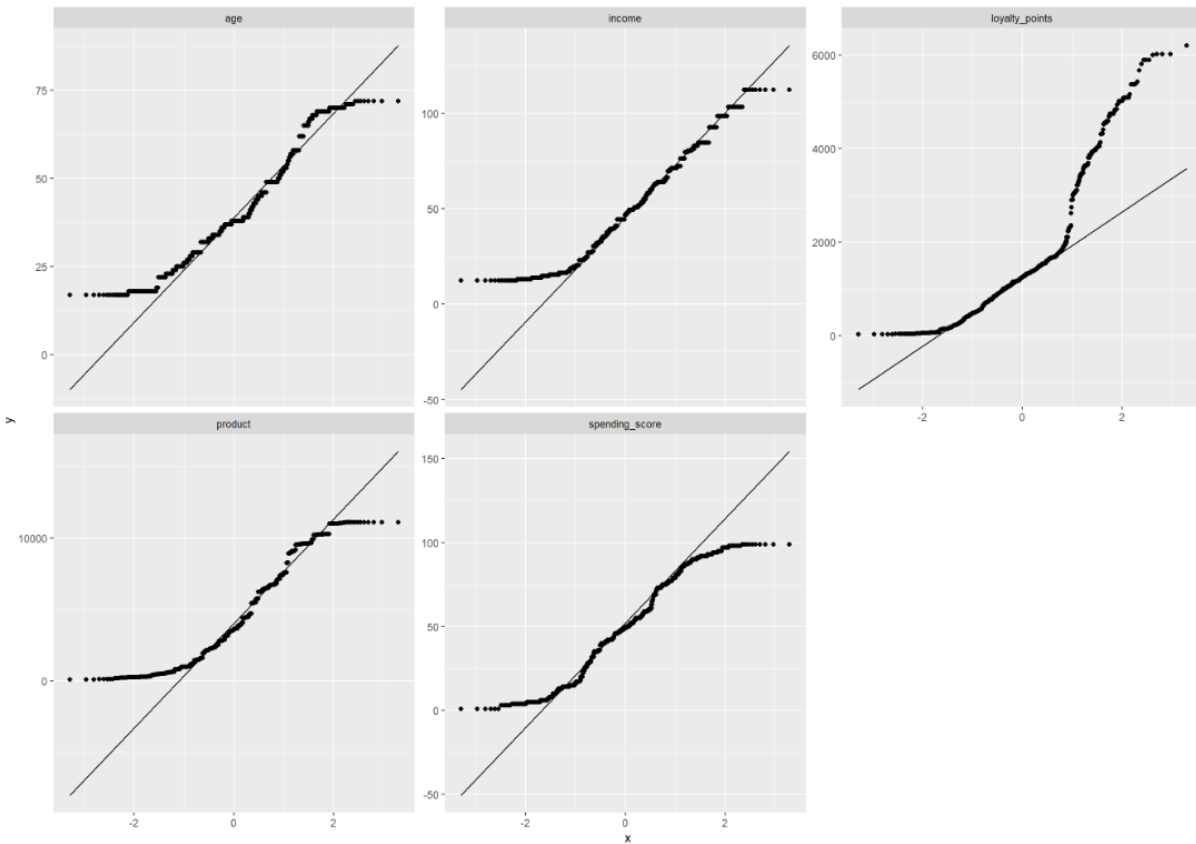
1. Key libraries used for the analysis: tidyverse (data cleaning and processing), ggplot2 (visualisations), skimr (summary statistics), DataExplorer (data exploration), ggcorrplot (correlation matrix), GGally (pairplots), forecast (for boxcox transformations), caret (for quantile transformation and train/test split), moments (skewness and kurtosis)
2. The original data was loaded and basic cleaning was performed, unnecessary columns dropped, remuneration and spending score columns renamed for easier understanding.
3. Data was explored using summary statistics and a DataExplorer report was compiled to gain additional insights into the structure of the data. This report gives easy insights into missing data, which was not found. A detailed correlation matrix is plotted. Based on the whole dataset. See below:



It highlights that spending score and income have significant positive correlations with loyalty points 67% and 62%. This is based on the whole dataset.

The report also creates QQ-plots of the numerical data:

QQ Plot



Which shows that none of the numerical columns are not normally distributed, especially at the tails caused by potential outliers.

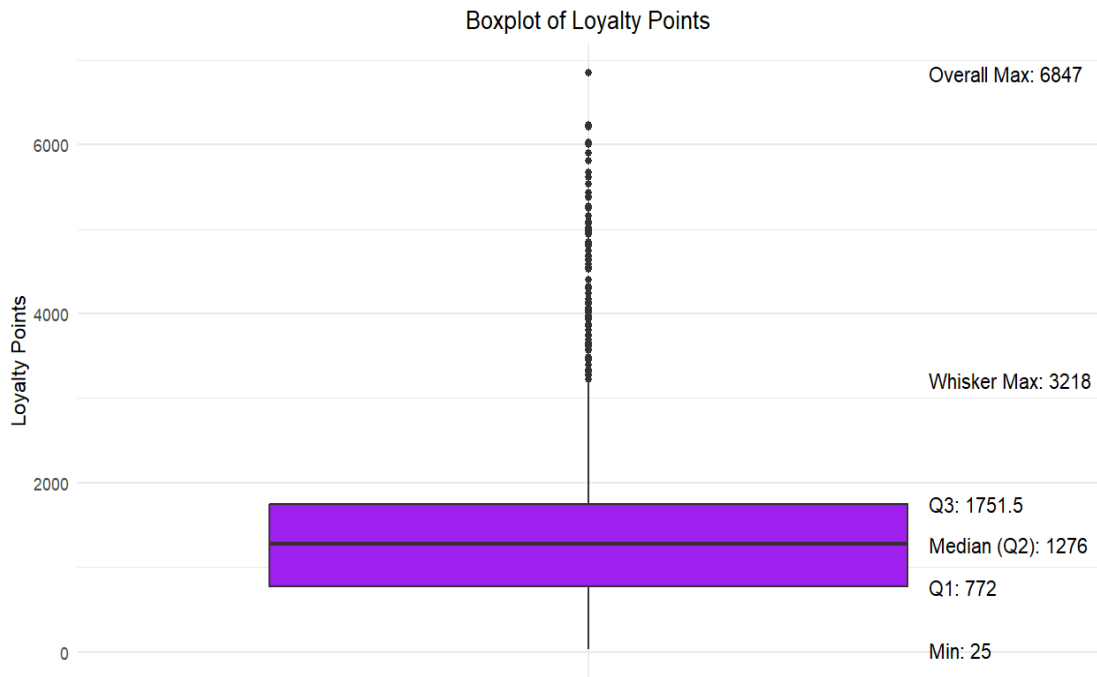
4. Summary statistics were also explored, similarly to Python.

age	income	spending_score	loyalty_points
Min. :17.00	Min. : 12.30	Min. : 1	Min. : 25
1st Qu.:29.00	1st Qu.: 30.34	1st Qu.:32	1st Qu.: 772
Median :38.00	Median : 47.15	Median :50	Median :1276
Mean :39.49	Mean : 48.08	Mean :50	Mean :1578
3rd Qu.:49.00	3rd Qu.: 63.96	3rd Qu.:73	3rd Qu.:1751
Max. :72.00	Max. :112.34	Max. :99	Max. :6847

Key insights from the summary statistics on numerical columns:

- Age : Customers age ranges between 17-72, Average age of 39 years
- Income : Customers income ranges between 12.3K to 112.3K with average of 48K.
- Loyalty points: Ranges between 25 to 6847, with average of 1578.
- Spending score ranges from 0-99 with average of 50.

Only loyalty points had outlier values from the boxplot analysis of the dataset.

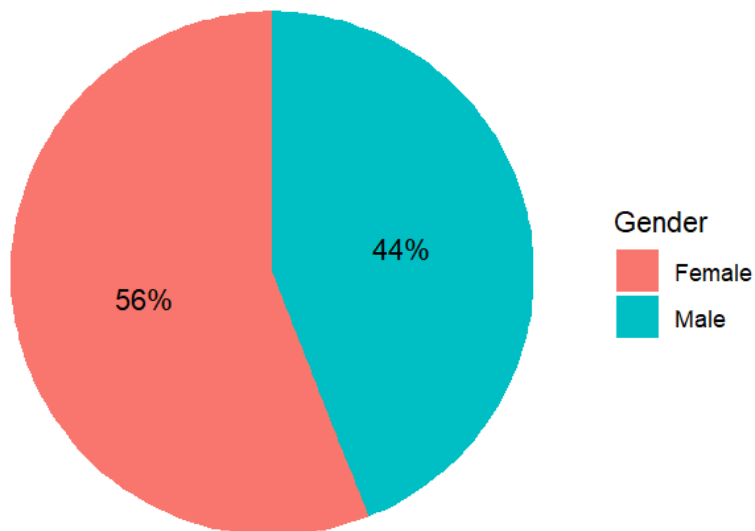


As per Python outlier values were removed from further analysis.

5. Non-numerical columns were also explored using bar charts/pie charts with percentages:

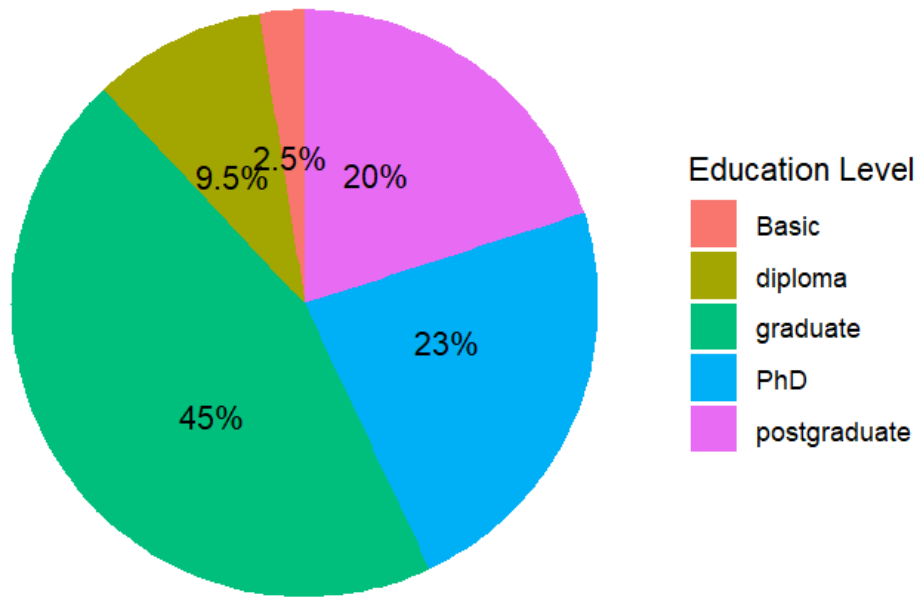
- Key insights into customer demographics:

Customers by Gender



56% of customers are female and 44% is male

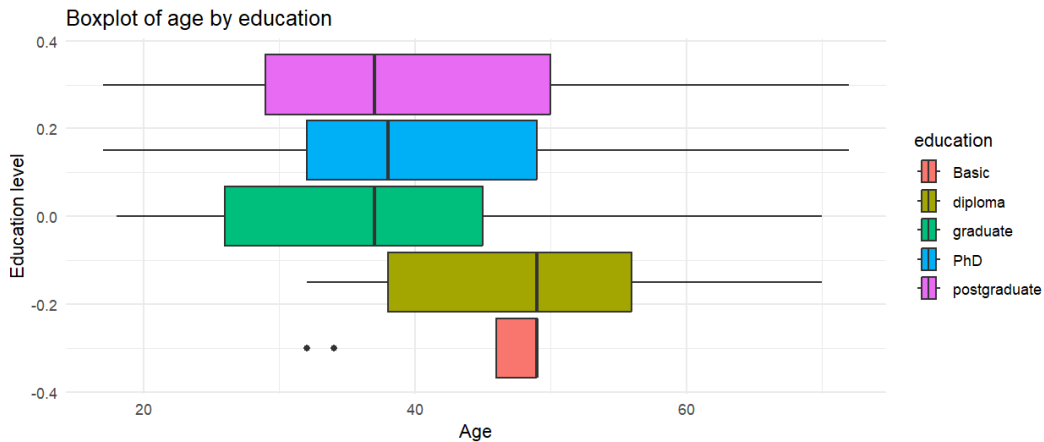
Customers by Education Levels

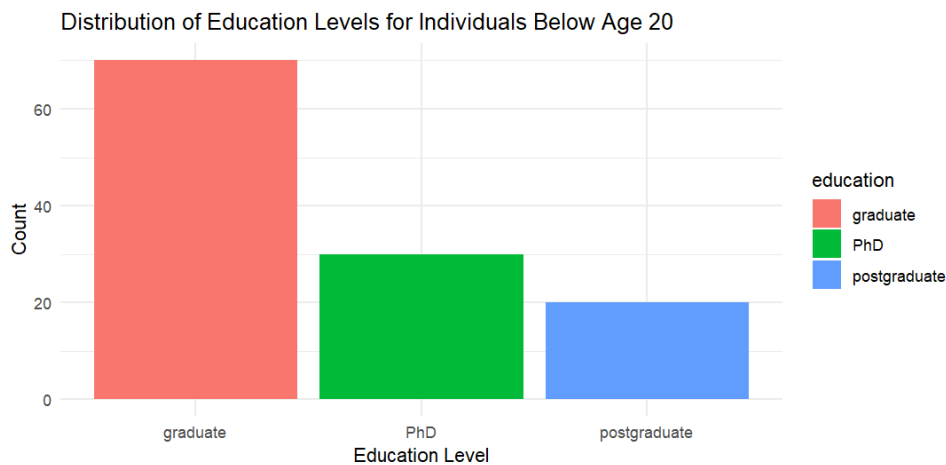
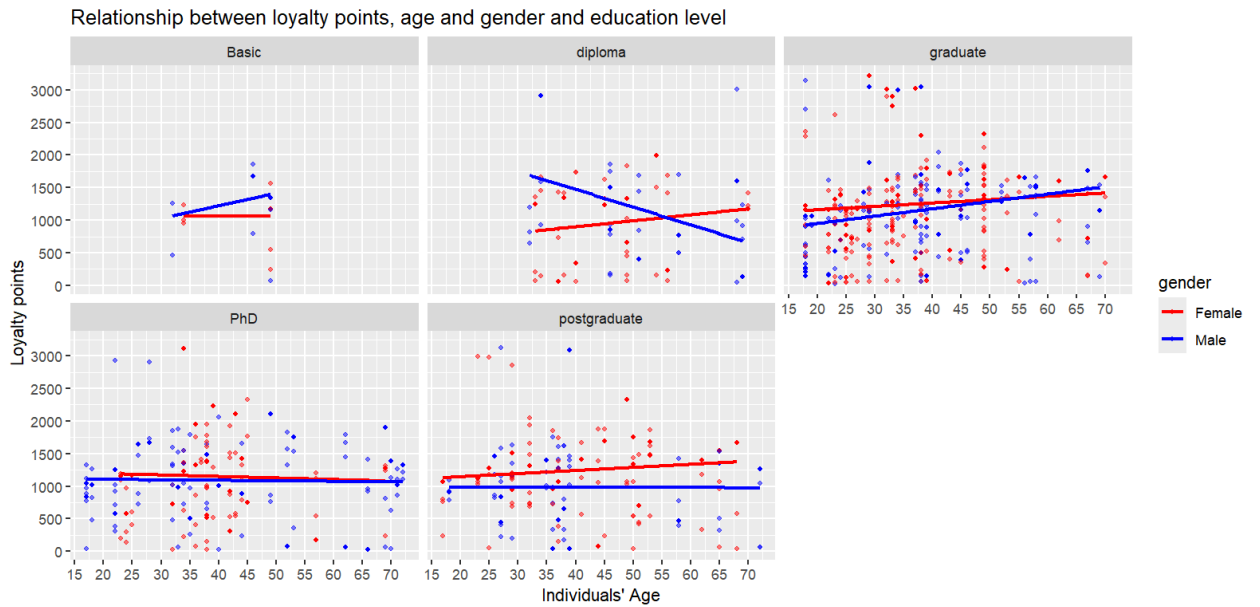


Nearly half of the customers have graduate level of education followed by PhD and Postgraduate level of education

Similarly to analysis in Python outliers were removed. The data was further explored using visualizations and creating product popularity tables within the demographics. Unfortunately stakeholders did not provide the corresponding product names for the product ID's therefore we could only feedback the product codes, however sales/marketing teams could easily identify these.

- The visual inspection of the data in R was more comprehensive than in Python and revealed a potential data validity issue of some customers reporting high education level at a very young age. The following charts highlight this issue:





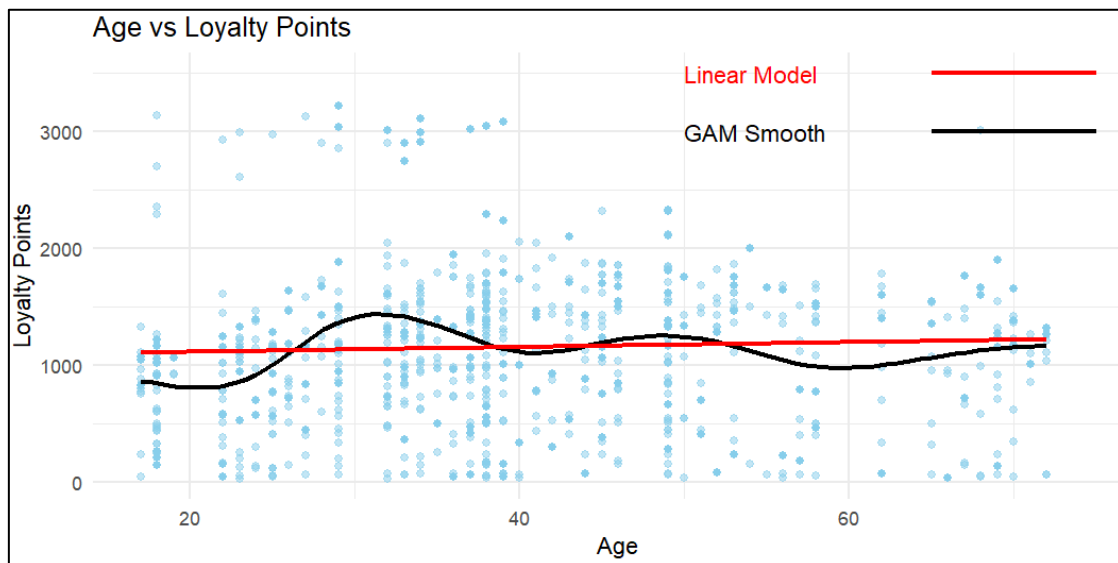
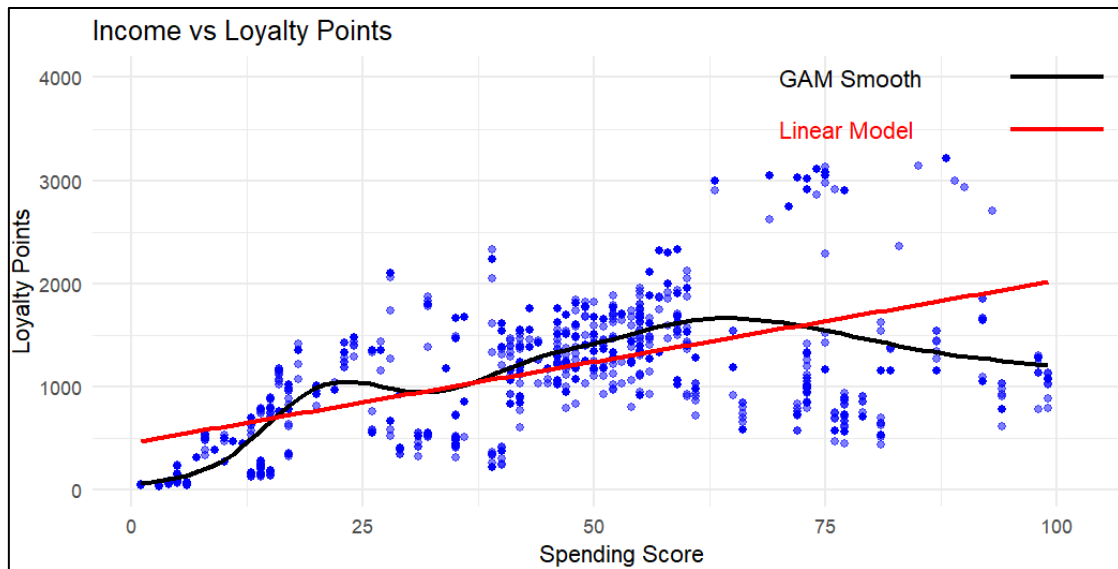
The PhD and postgraduate customers below the age of 20 were excluded from further analysis due to the unlikeliness of these qualifications at that age. (Most people earn a postgraduate/master's degree between the ages of 23 and 28. PhD recipients typically complete their degrees between the ages of 28 and 33. (ChatGPT)

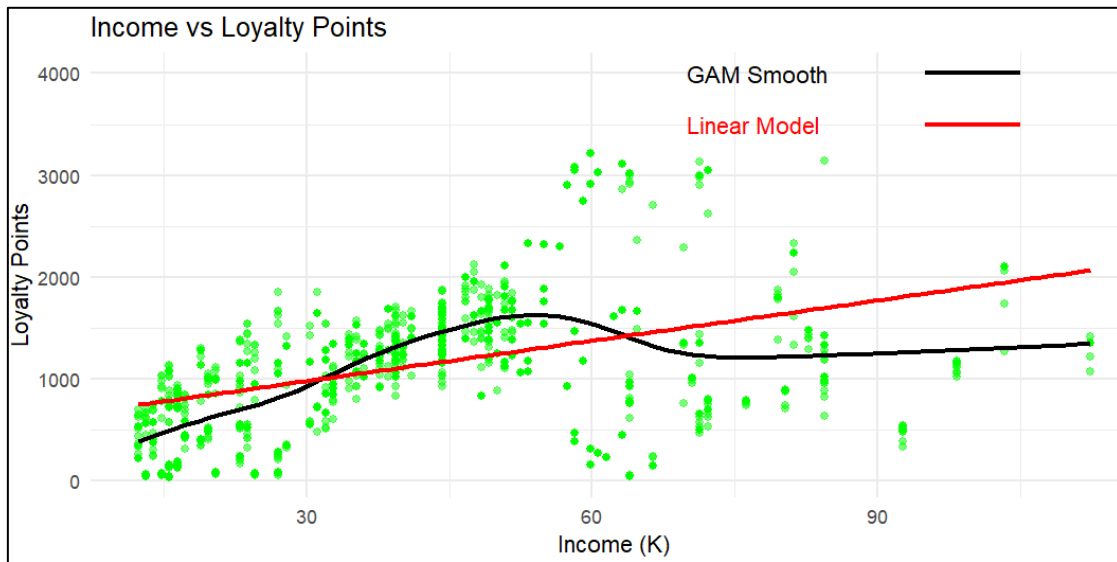
- Scatterplot visualizations were enhanced with a GAM smooth line to highlight the non-linear relationships due to low individual linear regression model R-squared values based on the analysis in Python.

A Generalized Additive Model (GAM) smooth is a non-linear extension of linear models that allows for more flexible relationships between predictor variables and the response variable. In a traditional linear model, we assume

a linear relationship between the independent and dependent variables, but this assumption is often too restrictive. GAMs allow for more flexibility by fitting smooth functions to the data, rather than forcing a strict linear relationship. Smooth Functions: A smooth function is a flexible, non-linear curve that can be used to fit the data. These are often represented by splines or local regression techniques, allowing the model to adapt to the shape of the data. By default, `geom_smooth()` uses a GAM (Generalized Additive Model) to fit a smooth line to the data, which allows for more flexibility in capturing non-linear relationships (ChatGPT, “What is GAM smooth?”)

Below are the visualizations for the numeric variables in the dataset.





8. Most popular products per demographic group:

gender	product	count
Female	2079	9
Male	7141	8

education	product	count
Basic	11056	3
PhD	1970	8
diploma	504	4
graduate	291	8
postgraduate	326	6

age_group	product	count
10 - 20	10281	4
20 - 30	2079	5
30 - 40	577	7
40 - 50	3525	6
50 - 60	948	4
60 - 70	283	7
70 - 80	4459	3

loyalty_band	product	count
0 - 500	1031	6
500 - 1000	231	7
1000 - 1500	405	9
1500 - 2000	2285	7
2000 - 2500	5510	4
2500 - 3000	10270	3
3000 - 3500	7384	4

spending_band	product	count
0 - 10	10270	4
10 - 20	3112	5
20 - 30	291	3
30 - 40	2139	4
40 - 50	515	7
50 - 60	3547	7
60 - 70	3667	4
70 - 80	2253	5
80 - 90	2162	3
90 - 100	1183	3

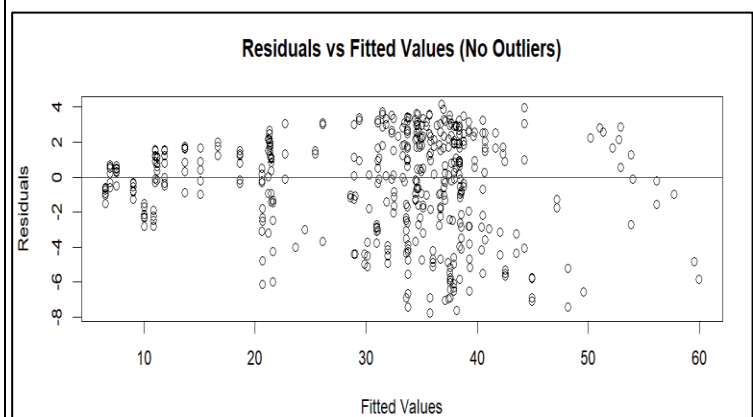
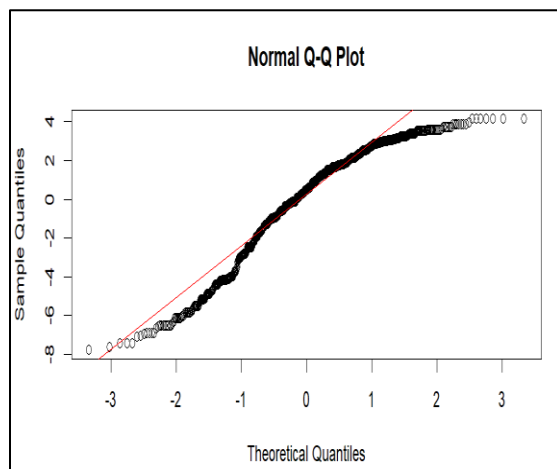
This could be a useful addition to the sales/marketing teams when preparing individualized product offerings. When more metrics needed to be combined they could use the clusters analysis provided above.

9. In Python the different models were explored using transformations to both the dependent (loyalty points) and independent variables. In R the multilinear modelling was explored using transformations only on the loyalty points.
 - Several models were fitted and evaluated using QQ-plots and residuals plots.

Multi-linear Model features	Adjusted R-squared	QQ-plot	Residuals plot
Model with every features – spending score and income most significant	73.3%	Near normal QQ-plot	Heteroscedastic (funnel shaped)
Income and spending score, original loyalty points	70.4%	Near normal QQ-plot	Heteroscedastic (funnel shaped)
Income and spending score, square root transformed loyalty points	78.4%	Top tailed QQ-plot	Some Heteroscedasticity (less funnel shape)

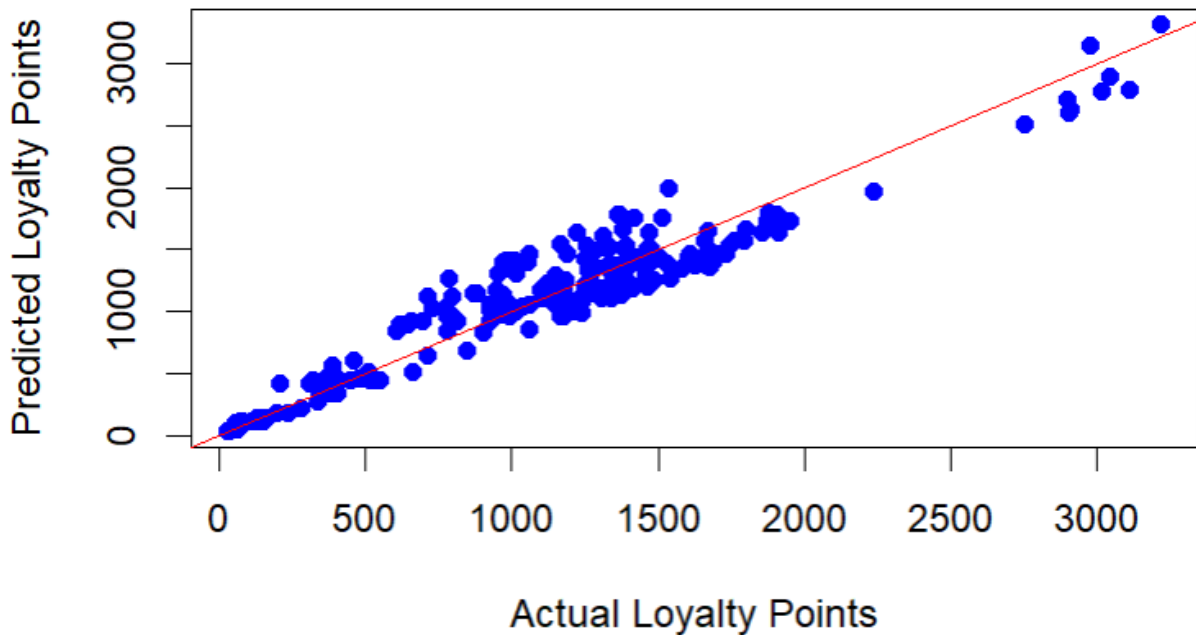
Income and spending score, log transformed loyalty points	76.4%	Non-normal QQ-plot	Heteroscedasticity (bell shaped)
Income and spending score, boxcox transformed loyalty points	79.3%	Non-normal QQ-plot	Heteroscedasticity (bell shaped)
Income and spending score, quantile transformed loyalty points	70.4%	Near normal QQ-plot	Heteroscedastic (funnel shaped)
Outlier filtered from the square root transformed residuals (+/- 1), Income and spending score, square root transformed loyalty points	94%	Top-tailed QQ-plot	Least funnel shaped. Mostly scattered plots

The best r-squared model was the model where the outliers were filtered from the square root transformed data residuals of +/-1. However it is important to note that even this model did not have perfect QQ-plot and residuals plot, however overall this appeared to be the best compromise. While there are some slight issues (e.g., tails in the Q-Q plot and minor heteroscedasticity in the residuals), these are not major enough to invalidate the use of MLR for the data.



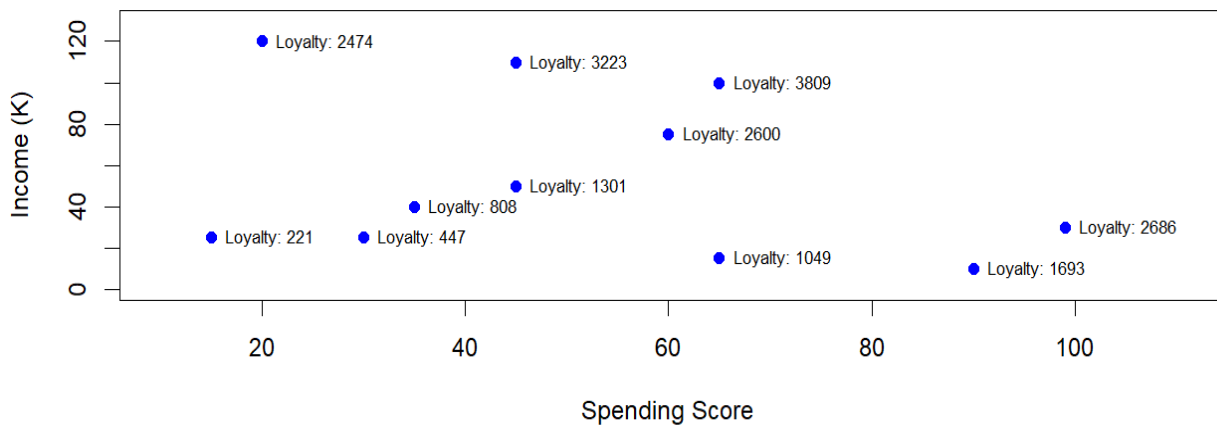
- This model was used to fit the final model, which had 93.9% Adjusted R-squared on the training set and 94.4% on the test set with 6.7 loyalty points of RMSE errors (on the original scale).

Actual vs Predicted Loyalty Points (Test Data)



The model was used to predict hypothetical customers of varying income and spending scores.

Income vs. Predicted Loyalty Points for Hypothetical Customers



APPENDIX 3 – PREDICTIVE MODELS SUMMARY

Model	Dependent variable /Independent variable	Explains % variance of the independent variable	Error metrics	Advantages	Disadvantages
MLR – square root transformed and further outlier filtered	Income and spending score / Square root transformed loyalty points	94%	178 loyalty points (RMSE)	<ul style="list-style-type: none"> - Quick and simple model. - Easy to interpret. - Low computational requirements. 	<ul style="list-style-type: none"> - Too simplistic for complex relationships - May underfit.
Decision Tree – 5 level pruning	Income and spending score / loyalty points	90%	208 loyalty points (RMSE)	<ul style="list-style-type: none"> - Moderately easy to interpret - Handles non-linearity well - Moderate computational requirements 	<ul style="list-style-type: none"> - Prone to higher error metrics - Can overfit without proper pruning
Random Forest	Income and spending score / loyalty points	98%	104 loyalty points (RMSE)	<ul style="list-style-type: none"> - High accuracy - Reduces overfitting - Can handle complex relationships 	<ul style="list-style-type: none"> -Computationally expensive - More challenging to interpret
Logistic regression (Predicting loyal customers above 2000 points)	Income and spending score / loyalty points	-	98% accuracy 95% Precision, 92% Recall	<ul style="list-style-type: none"> - Simple and easy to apply - Low misclassification rate 	<ul style="list-style-type: none"> - May not fully capture customer value - Binary outcome limits nuanced insights
Logistic regression (Predicting high value customers)	Composite score based on spending score, loyalty points and income	-	99% accuracy 93% Precision,	<ul style="list-style-type: none"> - Highly accurate for identifying high-value customers - Incorporates 	<ul style="list-style-type: none"> - Requires scaling and feature engineering - Can be complex to implement

using composite scores)			100% Recall	multiple features for prediction	
Naïve Bayes to predict sentiment	Review sentiments	-	75% accuracy	- Suitable for text classification - Fast and easy to implement	- Needs further fine-tuning for higher accuracy - Assumes independence of features

Notes:

- **Explains % Variance:** For regression models, this refers to the R-squared value, indicating how well the independent variables explain the variance of the dependent variable.
- **Error Metrics:** For regression models, this is typically RMSE (Root Mean Square Error). For classification models, accuracy, precision, and recall are used to measure performance.

APPENDIX 4 – ANSWERING KEY BUSINESS QUESTIONS

The analysis aimed to answer the key questions posed by Turtle Games.

How do customers engage with and accumulate loyalty points?

Analysis: The data was fitted with various models, such as multilinear regression modelling, decision tree and random forest regression models, which uniformly identified *spending score* and *income* as the most significant predictors of loyalty points accumulation. These two variables explained a majority of the variance in loyalty points, with spending score being a slightly stronger driver. However, income above ~75K showed diminishing returns in loyalty points accumulation and may require additional incentives to stay engaged .

Key Insights & recommendations:

- Customers with higher incomes and spending scores accumulate more loyalty points. Unable to comment on how long customers took to get the loyalty points.
- Outliers, defined as customers with loyalty points above 3220, represent 13% of the customer base and may be highly valuable. Turtle Games could create a dedicated "VIP" loyalty program for these high-engagement customers with personalized offers.
- Loyalty points distribution was skewed, suggesting that not all customers engage equally in loyalty programs.

How can customers be segmented into groups and which of these should be targeted by the marketing department?

Analysis: Clustering techniques (K-means and hierarchical clustering) were used to identify customer segments based on income and spending score. The segmentation analysis indicated that 5–6 clusters best represented the customer base.

Key Insights and recommendations:

- Segments with the best potential return on investment:
 - *High-income (~60-80K), high-spending* customers form a small but lucrative segment. Marketing efforts could focus on premium and exclusive offerings, limited edition products, first access to new releases.
 - *Mid-income, mid-spending* customers are the largest group and represent a significant portion of the revenue. Could further boost their spending by offering bundled products, seasonal promotions, or points-based incentives for purchasing specific product categories. Focusing on the most popular products.
 - *Low-income, high-spending* customers, though smaller, could offer a great potential for targeted campaigns.
- Segments to mitigate the risk of customer churning and require retention strategies

- *For low-income, low-spending* customers could consider offering smaller, affordable loyalty rewards that encourage incremental purchases and for very high income (>80K), low-spending customers a tailored strategy is necessary to encourage higher engagement and spending, such as personalized and premium offers and recommendations , exclusive events, and loyalty perks, alongside targeted upselling strategies, to encourage higher spending and engagement.

How can text data be used to inform marketing campaigns and make improvements to the business?

Analysis: Using Natural Language Processing (NLP) techniques such as VADER and TextBlob, customer reviews were analysed to gauge overall sentiment and identify common themes. Whilst the overall sentiment was positive, Turtle Games could invest additional time to review the negative comments and respond accordingly to improve customer experience. Refer Jupyter Notebook's results on the corresponding products and comments. Whilst this only highlights the top 20 negative comments from both the VADER and TextBlob analysis, the code could be easily extended to show all the negative comments.

Recommendations: Besides addressing the negative reviews, the marketing team could leverage the positive sentiment in marketing, such as Use positive sentiment words in customer reviews to inform product descriptions and advertising campaigns. Focus on promoting high-performing product categories in marketing campaigns. Review responsiveness – personalized emails for positive reviewers and customer service follow ups for negative reviews. Monitoring sentiment over time and being responsive to customer reviews could give Turtle Games a competitive edge in the market.

Can we use descriptive statistics to provide insights into the suitability of the loyalty points data to create predictive models?

The normal distribution of the original data is not a strict requirement for the models; what matters more is ensuring that the residuals follow a normal distribution, as indicated by a normal QQ and residuals plot. Descriptive statistics revealed skewness and kurtosis in the loyalty points data, highlighting its non-normal distribution. To address this, several transformations were applied, including square root, log, Box-Cox, and Quantile transformations. The optimal multi-linear model, after additional filtering of outliers and applying the square root transformation to loyalty points, achieved a strong R-squared value of 94%, and low error values, indicating robust predictive performance. Understanding of descriptive statistics and knowledge of the interpretation of the fitted predictive models is key. This will aid in knowing when to utilise further data transformations or adjustments to improve model accuracy and reliability.

APPENDIX 5 – ADDITIONAL BUSINESS METRICS

The following metrics can offer deeper insights into customer behaviour, engagement, and loyalty. These would be important for stakeholders to consider to improve insights from similar types of data analysis in the future. Simple additional information could have enhanced this analysis, such as adding revenue information, length a customer has been on the loyalty program, whether they had made repeated purchases. Whether these reviews were collected on the same day or over a period of time. Monitoring sentiment over time can be also very valuable. A simple star rating could also be beneficial additionally to the review comments.

Key additional metrics for stakeholders to consider:

1. Customer Lifetime Value (CLV):

- **Definition:** CLV measures the total revenue a business can expect from a customer over the entire period of their relationship.
- **Importance:** It helps the business understand the long-term value of customers and prioritize high-value customers. Predicting CLV can allow Turtle Games to invest in retaining their most profitable customers.
- **How to Improve:** By targeting customers with higher spending, engagement, and positive sentiment, and personalizing offers and rewards based on spending patterns.

2. Customer Churn Rate:

- **Definition:** The rate at which customers stop doing business with the company over a specific period.
- **Importance:** A high churn rate can signal dissatisfaction, ineffective loyalty programs, or poor customer experience. Reducing churn is critical for sustaining long-term business growth.
- **How to Improve:** Combine churn prediction models with sentiment analysis to identify at-risk customers early, and tailor retention strategies like targeted offers, customer service improvements, and personalized outreach.

3. Net Promoter Score (NPS):

- **Definition:** A measure of customer satisfaction and loyalty, asking customers how likely they are to recommend the business to others on a scale from 0 to 10.

- **Importance:** NPS is a strong indicator of overall customer sentiment and future behavior. A higher NPS indicates that customers are likely to refer others, leading to organic growth.
- **How to Improve:** Focus on improving customer experience by addressing common pain points, offering superior products, and ensuring prompt and positive customer service experiences.

4. **Customer Engagement Metrics:**

- **Definition:** Metrics that measure how actively and frequently customers interact with the brand, such as visit frequency, session duration, and interactions with promotions or loyalty programs.
- **Importance:** Engagement is often a precursor to retention and loyalty. High engagement correlates with higher spending and loyalty.
- **How to Improve:** Increase engagement through targeted marketing, personalized offers, gamification (e.g., rewards for regular interactions), and valuable content or experiences that keep customers engaged with the brand.

5. **Customer Retention Rate:**

- **Definition:** The percentage of customers the business retains over a given period. It's the opposite of churn rate.
- **Importance:** Retaining customers is more cost-effective than acquiring new ones. Higher retention rates usually mean greater customer loyalty and profitability.
- **How to Improve:** Strengthen retention through loyalty programs, regular communication, personalized experiences, and continuous improvements based on customer feedback.

6. **Repeat Purchase Rate:**

- **Definition:** The percentage of customers who make multiple purchases over time.
- **Importance:** It's a strong indicator of customer loyalty and satisfaction. Businesses with high repeat purchase rates are usually more successful at building long-term relationships.
- **How to Improve:** Offer tailored promotions, loyalty rewards, and post-purchase engagement to encourage repeat purchases.

7. **Average Order Value (AOV):**

- **Definition:** The average amount of money spent by a customer per transaction.

- **Importance:** Increasing AOV boosts revenue without increasing the customer base. AOV can be improved by upselling, cross-selling, or offering discounts for larger purchases.
- **How to Improve:** Implement bundling strategies, upsell complementary products, or provide discounts for higher-value purchases to increase the average order size.

8. Time to First Purchase:

- **Definition:** The average time it takes for a lead or potential customer to make their first purchase after their first interaction with the brand.
- **Importance:** Reducing the time to first purchase can increase conversion rates and is a good indicator of how well marketing and onboarding efforts are working.
- **How to Improve:** Strengthen lead nurturing efforts, such as providing incentives for first-time buyers, personalized marketing, or exclusive offers for new customers.

9. Sentiment Analysis Over Time:

- **Definition:** Tracking customer sentiment (positive, neutral, negative) over a period of time to spot changes in how customers perceive the business.
- **Importance:** Sentiment can reflect the impact of product launches, service changes, or marketing campaigns. Understanding these trends allows for proactive responses to negative shifts.
- **How to Improve:** Continuously monitor sentiment using NLP tools, and address issues when customer sentiment declines, possibly related to product issues, customer service, or external factors.

10. Discount Redemption Rates:

- **Definition:** The percentage of customers who redeem discounts, promotions, or loyalty points.
- **Importance:** High redemption rates indicate that customers value the offers, while low rates may suggest irrelevant or poorly targeted promotions.
- **How to Improve:** Personalize discounts and offers based on past spending behavior and segment customer groups for targeted promotions.

11. Cross-Sell and Upsell Metrics:

- **Definition:** These metrics measure how successful the business is at selling additional or premium products to customers.

- **Importance:** Increasing cross-sell and upsell metrics helps boost overall revenue and customer lifetime value without acquiring new customers.
- **How to Improve:** Implement personalized recommendation engines based on customer behavior and preferences, and target marketing efforts to encourage higher-value purchases.

In the future, Turtle Games can focus on a combination of **customer behaviour metrics** like engagement, retention, and satisfaction, along with **revenue-driving metrics** like AOV and CLV. This could improve their ability to analyse and predict customer behaviours, can fine-tune marketing efforts, enhance loyalty program, and make data-driven decisions to boost customer lifetime value and overall profitability.

Moreover, blending **descriptive analyses** like sentiment with **predictive models** can help them identify key customer groups and anticipate future behaviours, improving the overall effectiveness of their marketing and loyalty strategies.

APPENDIX 6 – TOP 20 POSITIVE AND NEGATIVE COMMENTS

Top 20 Positive Reviews from TextBlob analysis +corresponding product:

- Awesome toy! (7600)
- Awesome (4477)
- My daughter loves her stickers! Awesome seller! Thank You! :) (7101)
- Excellent toy to simulate thought! (11004)
- Awesome book (11056)
- Awesome gift (9080)
- this was perfect to go with the 7 bean bags , I just wish they were not separate orders. (3667)
- Perfect, just what I ordered!! (8235)
- Perfect for tutoring my grandson in spelling. (9119)
- Wonderful for my grandson to learn the resurrection story. (618)
- Excellent activity for teaching self-management skills! (3427)
- Delightful product! (1501)
- It is the best thing to play with and also mind -blowing in some ways (4712)
- best set. buy 2 if you have the means. (6471)
- Awesome addition to my rpg GM system. (8923)
- awesome set! (7384)
- Perfect! (9080)
- It's awesome (5430)
- Wonderful product (8962)
- One of the best board games I played in along time. (760)

Top 20 Negative Reviews from TextBlob analysis +corresponding product:

- BOOO UNLES YOU ARE PATIENT KNOW HOW TO MEASURE I DIDN'T HAVE THE PATIENCE N EITHER DID MY DAUGHTER. BORING UNLESS YOU ARE A CRAFT PERSON WHICH I AM NOT . (1459)
- One word of caution: If you use either expansion, you have to mix together the items from the expansion with those of the base game, and then thoroughly remove them at the end. Also, the symbols for differentiating expansion items are not terribly visible, so you WILL miss some the first time through. (2130)
- It's really helping my ADD'R learn to discuss his anger constructively (466)
- Keeps clients engaged while helping them develop anger management skills. The only criticism is I wish more of the cards had questions (2849)
- I sent this product to my granddaughter. The pom-pom maker comes in two parts and is supposed to snap together to create the pom-poms. However, both parts were the same making it unusable. If you can't make the pom-poms the kit is useless. Since this was sent as a gift, I do not have it to return. Very disappointed. (5758)
- Incomplete kit! Very disappointing! (6504)
- I purchased this on the recommendation of two therapists working with my adopted children. The children found it boring and put it down half way through. (10281)
- I'm sorry. I just find this product to be boring and, to be frank, juvenile. (2253)
- One of my staff will be using this game soon, so I don't know how well it works as yet, but after looking at the cards, I believe it will be helpful in getting a conversation started regarding anger and what to do to control it. (11056)
- I really like this game, it helps kids recognize anger and talk about difficult emotions. (1497)
- I like wizards of the coast's game.not bad. I think it's very collectible game.recommend to D&D adventure Board game mania. (9560)

- this was a gift for my daughter. I found it difficult to use (231)
- Instructions are complicated to follow (6694)
- I bought this as a Christmas gift for my grandson. Its a sticker book. So how can I go wrong with this gift. (2384)
- I found the directions difficult (2173)
- Difficult (325)
- Expensive for what you get. (7533)
- BOOK IS BOUND UPSIDE DOWN. VERY DISTRACTING TO CHILDREN. THEY KEEP SAYING YOUR READINF UPSIDE DOWN. TOO EXPENSIVE FOR THE POOR QUALITY. (977)
- I like them, but the kids get bored with all of the questions. The secret is to do every third one. (6694)
- My 8 year-old granddaughter and I were very frustrated and discouraged attempting this craft. It is definitely not for a young child. I too had difficulty understanding the directions. We were very disappointed! (7384)

Top 10 Positive Reviews (VADER) and corresponding product:

- Disclaimer: Bought this from a local store. Paid list value, but supporting local game stores helps keep them in business, and it's a rough market to keep a gaming store running. Also, I do not own, nor have I played
[Dungeons & Dragons: Castle Ravenloft Board Game](/Dungeons-Dragons-Castle-Ravenloft-Board-Game/dp/0786955570/ref=cm_cr_arp_d_rvw_txt?ie=UTF8), the first D&D Adventures Board Game. Regardless...Dungeons & Dragons: Wrath of Ashardalon Board Game (WoA) is a fantastic value at \$65 (list). You get 42 (plastic, unpainted) minis (1" scale), you get a nice set of cardboard interlocking(!) dungeon tiles, and you get a fun, very random, board game playable either by yourself or with up to 4 friends. What it is: WoA is, in gamer terms, a roguelike in tabletop form. In layman's terms, WoA is a dungeon crawler. You start at the entrance, and have a specific goal (rescue the villagers, survive the dungeon, destroy the altar, slay the dragon). The adventures are built randomly based on shuffling the tiles, and they are played individually as you explore. You can go for a massive linear dungeon based on a little luck and careful planning, or you can attempt to condense yourself in a larger swarm interconnected tunnels. Some of the adventures feature "chambers", special larger rooms that are all placed at once and filled with enemies and a specific goal that the team must complete to win the adventure. It's a great way to introduce someone into tabletop roleplaying gaming, it's the perfect medium between a board game and an actual pen and paper RPG. It's a fun, quick* game to run a quick adventure for some friends taking anywhere between 20 minutes and an hour per adventure. What it isn't: A deeper roleplaying game with a full interconnected series of quests over a grand campaign. A completely accurate representation of 4th edition Dungeons & Dragons rules. Overly complicated (as most roleplaying games will seem to be for most people.) What's in the box: * 42 plastic heroes and monsters* 13 sheets of interlocking cardstock dungeon tiles* 200 encounter and treasure cards* Rulebook* Scenario book* 20-sided die
Miniatures: The game includes 42 minis, including 7 villain, 5 hero, and 30 monsters. The minis are of nice quality. They're clearly just mass produced, but they put some effort into modeling them, just not so much into trimming the leftover plastic in places. Some of the swords will be bent from being in the box. And they're unpainted. However, I don't mind the unpainted state, and I plan on using them during D&D Encounters I'm DMing at a local store. The Ashardalon figurine is very detailed, my *only* (and the only real) gripe is that none of them are painted.
Cardstock Dungeon Tiles: They're one of the nicest parts of the set. They're very high quality, the art is nice, and the interlocking design can't be beat. Purchasers of D&D Dungeon Tiles will know how hard they are to keep together without tape, these lock together like puzzle pieces. Wouldn't be hard to use them in a real D&D game, except for the fact that they're somewhat limited, and they're not large open spaces. There are a lot of tokens and HP markers and other things all made out of the same cardstock (including cards for the Villains, your big bad guys, and the Heroes)
Encounter, Monster & Treasure cards: These are drawn

n during the different phases of the game (there are 3), and they certainly add to the randomness of the game. Everything scales nicely so that you can attempt to run the party adventures solo and it'll still work nicely.

5/5 Rulebook: The rulebook is the only real downfall I've seen of the box set. It does an alright job at conveying the basics, but other questions I have are just non-existent. Can I spend a healing surge without being dead just to heal? The book itself has card errata on the back page, which is crazy. Other than that, it's not a bad rulebook for being only 15 pages.

3.5/5 Scenario Book ("Adventure Book") This has 13 adventures to run using the set, each of them varying based on how things shuffled, what magic items get drawn and if there's a chamber, what chamber card gets drawn. The adventures essentially play themselves as you follow the turn orders. There's very little fluff for each of the adventures, but that's what makes it D&D, you get to set your own motivation for the adventure, your own background. It's enough to get you going, and you let your imagination take it from there.

4.5/5 20-sided die AKA, the d20. THE iconic D&D symbol. You roll it, add a modifier and compare it to a set number. That's pretty much it. It's just as nice as the D&D Red Box dice or any Chessex dice I've bought. But it's just a d20, nothing special. Nice if you don't have any, throw it in the bag with all your others.

5/5 Overall, I would have liked to see more adventures (that's not to say more aren't coming, the official ones available at time of review require Castle Ravenloft as well, which I don't have yet.) There's only one "solo" adventure, but I played through it and adventure 5 solo. Not sure if a single player could take on Ashardalon himself, but half the fun is seeing how well you can do. I actually wouldn't mind running a full D&D campaign with similar designs; it's a perfect format for a Megadungeon delve, it's fast, and it's exciting due to the randomness. I'm glad the cards aren't collectable, there's 200, that's all there is. All in all, if you're into RPGs, or if you've ever wondered if a Roguelike could work in a tabletop format, it can, and it's called Wrath of Ashardalon.

Edit I forgot to mention, the initial setup (punching out the cards) takes a considerable amount of time. Like close to 20 minutes. Setup per adventure doesn't take nearly as long (maybe 2-3 minutes) - (10196)

- Whenever I see this game on my shelf, I get a disturbing visual of Quark's big head from Star Trek: Deep Space Nine. I then picture him playing Tongo with a bunch of other Ferengi... a game that deals with buying, selling, acquiring, and other things you'd normally see on the Wall Street floor. Don't ask me why... I haven't had my coffee yet this morning.
- Acquire:** 3-6 Players, Ages 12+, Average Play Time: 60 to 90 Minutes
- *Note:* While the box says that the game is for three to six players, I don't see why a two player variant couldn't exist... if one doesn't already. I'm fairly confident that two players with an imagination who are not concerned about following the rulebook to the letter could make do. I also came across the older Avalon Hill version's rulebook and there is a section for special rules for two players... so feel free to experiment.
- Acquire plays a bit differently than the other games I've played. The closest comparison I could possibly make to what I've already reviewed is Airlines Europe. In both games, you're buying stock and whoever has more of certain stocks / colors often reaps the biggest reward when payouts occur. More on that in a minute.
- Version & Components** The version of Acquire I purchased is the latest print of the game, by Wizards of the Coast. I need to get this pet peeve of mine out of the way before I begin. The player tile trays are made of fairly cheap cardboard that you have to punch out and bend to make the pieces assemble. In other words, I had a fun time trying to assemble the player tile trays. In most games I've purchased, tile trays came assembled and were of much better quality. Some people may not mind the extra work and the game is fairly cheaper than your average Euro-style board game, but c'mon... would it have hurt profits that much to just make the components a little better? Also, the player reference tables were part of the manual itself that I had to cut / tear out. For OCD people like me, the manual just doesn't look right now that pages look torn out of it. I don't see why they couldn't have printed reference sheets separate of the manual. Previous versions of the game were much nicer looking and of better quality, so much in fact that other reviewers recommend trying to find those older printed versions as opposed to this one. I don't mind average to poor production values if the price is right, but this is just pushing it.
- Game Mechanics** The game board is made of up of squares that form a grid, going from 1A in the upper left hand corner all the way to 12I in the lower right hand corner. To the left of the grid are the available corporations that players can form and to the right is the same reference chart you'll find in the cutouts in the back of the manual. In Acquire, turns are fairly simple. Players place a tile, players buy up to three stocks, and finally players pick up a new tile from the supply. Tiles correspond to the squares / grid on the board... for example... you'd place the 1A tile if you had it onto the 1A square on the board / grid. When a player places a tile next to an existing tile sitting by itself, that player gets to form a corporation. It doesn't become their's mind you, but they do get a free stock card for establishing it. That player can choose any of the available corporations... though some grow differently than others. Some corporations are cheap to buy stocks for

early on but don't pay out as much when they grow in size while others are expensive to buy stocks for or early on but payout is big in the endgame. Players continue placing tiles, forming / growing corporations, and buying stock cards until a tile is placed that causes two corporations to bump heads. This is the real meat and potatoes of the game. A few things happen when this occurs. 1) The larger corporation acquires or "eats up" the smaller one. If the purple corporation for example had six tiles and green had three tiles, purple would acquire green. The exception to the rule is if both corporations are eleven tiles or more are considered "safe." 2) The player who owns the most stock cards in the company that was acquired gains the one time majority shareholder bonus. The amount varies depending on how big the corporation actually is. The player who owns the second most stock cards of the company that was acquired receives the one time minority shareholder bonus. Sorry, but there isn't a prize here for third place, unless there is a tie for second place. 3) Players who own stock in the company that was acquired have a choice to make. - They can sell their stock for cash now, the amount depending on how big the corporation is. - They can trade that stock on a 2 to 1 basis for stock of the company that acquired it. - They can keep their stock, hoping the corporation will form again down the line. The acquired company marker gets put back to its place on the side of the board and can be formed again later on. At the end of the game, shareholder bonuses are given out to the companies that are on the board and their stocks are traded in for cash. The winner is the player with the most money after that is all said and done.

The Review All three kids joined me to form a four player game. Explaining the rules wasn't as bad as I thought it would be. I was concerned that the whole buying stocks and acquiring would overwhelm the eleven year old, but ironically he ended up winning the game. He randomly bought stock so that he'd try to have more than every one else, which ended up working out to his advantage unbeknownst to him. I focused on buying stocks for two corporations in the middle of the board and would have made a lot of money had one acquired the other...but they ended up becoming "safe" and I didn't have much money left to buy stocks in other corporations that could still be acquired. I received a nice bonus at the end of the game for all the stock I had, but my son used the money he earned from his acquisitions to buy even more stock than what I had bought up cheaply in the beginning of the game...so he ended up getting the majority shareholder bonus anyway. He earned so much from a particular acquisition that he just started buying out ALL of the stock cards of particular colors until there were none left. It seems to pay to have money throughout the game and not to focus on one or two corporations, unless you are sure they will pay out. I was tempted to offer him a later bed time if he'd slip me ten grand, but I thought better of it. The game took us about two hours to play...keep in mind, there was a learning curve and three kids of varying ages involved. Overall, I really enjoyed the game. Acquire is simple enough to learn but deep enough that players can form strategies in order to outdo the other. The random tile placement throughout the game by players keeps the replayability high. I quickly forgot about the quality of the player tile trays when I started playing out scenarios in my head on how certain corporations might play out on the board. The kids were actively working out aloud which corporations they planned to grow and were constantly comparing how many stock cards they had of certain colors. They were often on the edge of their seats when a merger occurred...anxious to see how it would play out. The older ones took it a step further and bought out stock in the growing corporations, recognizing how much money they could make when it grows even bigger. The younger one just bought what he could afford and random chance worked in his favor. They all stated that they enjoyed playing the game. I personally recommend Acquire if you enjoy games with a financial theme to them, in this case, stocks and money. I recommend that players have a calculator handy, especially for the endgame. The poor production values (when compared to versions previous to it) might turn some people off, but I'd recommend putting that aside in your mind to enjoy the game for what it really is. (948)

- Lords of Waterdeep was awesome, and Scoundrels of Skullport makes it even bigger, better, and crazier, like the original game on steroids. You get two expansions in one: Undermountain and Skullport. Both feature 3 new Lord cards, 3 new basic building locations (each on a separate small game board), a ton of new buyable buildings, plus a huge amount of new quest and intrigue cards. Skullport includes a Corruption mechanic that penalizes your end-game points by the number of Corruption tokens (blue skulls) you have vs. how many remain on the included Corruption Track (also on a small game board). You gain Corruption by using the awesome new buildings or completing some of the crazy new quests. Corruption is easy to gain but hard to get rid of (ask any politician, lol), but the game includes a number of ways to get rid of it a bit at a time (such as through using certain buildings, completing certain quests, or playing certain intrigue cards). Corruption management is vital. Don't worry about it early, but be sure to start cutting back by mid-game and reversing the number whenever possible. Th

is expansion also includes a 6th player faction, The Gray Hands, and an extra agent meeple for each color with optional rules to play a long game where everyone starts with an extra agent (you must use the long game rules when playing with 6 people). There are also caravan tokens which stand in for large numbers of adventurer cubes in case the supply runs short. In a 3-player game, this only happened once, but I can see it being necessary with 4-6 players because you will gain a lot more adventurer cubes a lot faster using either or both expansions. Tried playing a 3p long game with both expansions, and it tripled the game time to almost four hours, but it (mostly) flew by. Part of the length was because we were learning the new rules and freaking out over the expansion's super-powered new stuff, partly chatting, and one of the players suffers from "analysis paralysis" big time, with the other two having milder cases. Pretty sure the game would have only doubled in length if we were less chatty and more familiar with the expansions. Some of the new stuff seems like it might be underpowered or overpowered (and we don't like half the new Lords, including Xanathar who makes your Corruption penalty less, or Halaster Blackcloak and Sangalor who only score by buying their expansion's buildings and completing its quests, which get diluted when using both expansions). Compare those lords to the one who lets you score 6 pts. from any 1 quest type of your choice, or 5 for each 10+ pt. quest you complete). There are several ways to play 2-3 or even more intrigue cards per turn, and that really slows the game down and feels unfair and overpowered to the rest of the players. That said, both my opponents in the 3 player game I mentioned had the ability to play multiple intrigue cards per turn and I still beat them by hardly playing any intrigue cards. I focused on Corruption management, going from a high of 7 to only 1 at the end, which was only worth -4 pts. to me (instead of -28 pts), and solving as many double digit pt. Piety quests as I could (including a 40 pt. one) to get my Lord bonus of 6 pts. for any 1 quest type of my choice. If you combine both Undermountain and Skullport in the same game, you have to remove 12 buildings, 30 quests, and 25 intrigue cards from the base game to accommodate all the expansion stuff. That'd be fine--once--but the rules want you to do it every time you play by randomizing which base set bits are removed. I'm not sure I can imagine only playing with one set after trying both, so maybe the best solution in this case is just to yank all the crappiest stuff out of the base set once and never use them again. Also, when the game is prepped for using both sets next time, neither the new storage tray or base set hold the combined buildings and cards properly, resulting in unsightly sprawl with loose cards floating around and a bunch of buildings having to be split between both boxes--which sucks. Nitpicks aside, I do love this expansion, and you get a TON of stuff to refreshen up the game that will keep you going for months. It's a great value and a lot of fun. It's so big and crazy, I'm not sure what the designers can do for the next expansion, but I'm looking forward to finding out! UPDATE #1: Decided after another game using both expansions at the same time that it's just too swifty, too super-crazy, and unpredictable. And the Xanathar lord is broken and guaranteed to make you lose the game, so I've thrown that card out until it gets an official fix. Tried a game using only Undermountain, and that played much more like the regular game, only reasonably souped-up. Game time was increased to about 2 hours, nothing crazy like the 4 hours using both expansions. And I completed four 40 point quests! Will try using only the Skullport expansion next and update my review if necessary, but for right now, I'm advocating you restrain yourself from trying the mega-game and just do Undermountain first, then Skullport, then maybe try to combine them once just to see what that's like. But I think the expansions were not really meant or balanced to be used together. UPDATE #2: After playing just the Skullport expansion, I have to say I'm not that fond of it or its Corruption mechanic. Undermountain is way more fun. Not that Skullport doesn't have good stuff, just that a lot of it is overshadowed by Corruption. I've decided to just streamline the base game and the expansions and weed out all the inferior or overpowered stuff (including anything that gives or removes Corruption), mixing just the cards and buildings that are the most fun. Some of these cards and buildings never get brought or played, so what's the point of bothering with them at all? Still others are possibly broken and OP, like the Yawning Portal (4 gold cost building that gives the user 2 cubes of their choice and the owner one and basically hands them the game if they get it early enough), or the Undermountain building (name escapes me) that lets you play three Intrigue cards. And all the new cards that let you steal people's buildings are unfair and create more hard feelings than fun. That still leaves a ton of good stuff to choose from. I'm knocking my rating down to four stars after having played with this set for about a month. It's not balanced well enough, and I hate that expansion games can take so much longer to play. The game isn't deep enough to support more than 60-90 minutes of play time. (2324)

- As a dad of two boys I'm always on the lookout for activities for us to do together. Something we can all enjoy and equally get into. We built a Da Vinci catapult, a siege tower, did some exploring with mi

crossscopes, geocaching, etc. with varying degrees of interest in one of the two boys. Don't get me wrong we all had fun, but it was more for one or the other depending on the activity. My older son, since the day he could, has loved to talk. He loves to tell stories about things he's done, things he'd like to do, or things he's watched. If he can make a story out of something, he will. My younger son has, since I can remember, loved to play board games. There are ones he likes more than others but I don't think we've played a game he didn't like. I recently became aware of a card/board game by a company out of the UK named Cubicle7. The game is called Hobbit Tales: From the Green Dragon Inn and it looked very interesting. Cubicle7 also makes a RPG that takes place in the same world as this game called The One Ring. The cards in this game can be used with that RPG if desired, so it's all very integrated. The basic premise of the game is that the players are hobbits sitting around a table at the Green Dragon Inn telling stories of their adventures. The game takes place in rounds (one for each player) and they tell the story with the aid of Adventure Cards (75 of those). Each adventure card has a story aid, something to inspire the story teller, a title and a Tolkien quote, along with some excellent artwork to really inspire you. However the other players have similar cards called Hazard Cards (40 of those) that they use to try to throw the story off. Things like a goblin patrol, or a group of brigands. This is the real magic of the game, when the players interact with each other in the telling of their (or each others) story. The goal of course is to score the most points of course but the fun isn't in winning or losing the game at large. We always count up the points and figure out who won, but that's just sort of a whatever moment. We really enjoy the interaction and getting to tell a well flowing complete story and the opportunity to interject into others stories to tell a bit of the narrative ourselves. Of course there are rules that govern when you can play a hazard card, and how you decide if the hazard card was effective, but the rules are so simple it really took no more than a few minutes to get a full mastery of the game's rules. That's a neat feat all of its own. Most board games require much more attention to the rules. Don't get to shouldn't be type of questions that make you go back to the rule book and figure out how it works again. Not so with this. I haven't opened the rules book since the first read through. So this game fits both of my boys perfectly. I can't imagine them liking a game more. It's a board game and the way you play is by telling stories. It's almost as if the game was created specifically for my family (I'm a LOTR nerd, I admit it). I've only had the game for 3 days now and already we've played it probably 10 times or more. No matter how many times we play it it's always different (due to the number of cards there are almost unlimited possibilities). I imagine we'll be playing again tonight after dinner. Oh, and I didn't really get into the artwork on the cards. It is fantastic. Some painted; some more like pen and ink drawings. All of which feels very much like what you'd expect in a Tolkien inspired game. I believe some of it is used in the illustrations in the One Ring manuals as well (the art direction of the game has the same feel even if the game is not the same type of game. I've been very impressed by the selections I've seen from Cubicle7 so far. I'm going to have to look into more of their products rather than just the ones in my wheel house (again, Tolkien nerd here). But do yourself a favor and find this game and buy it. (9150)

- If you only employ one creativity-enhancing resource for the rest of your life, make that resource the Ball of Whacks! Breakthroughs in effective creativity-inspiring methods seldom occur. Most "new" methods are simply restatements or reshapings of ideas that flourished among the ancient Greeks (such as Heraclitus, a favorite source for Mr. von Oech) or before. Those who are familiar with the earlier work usually don't gain much from the newer approaches. The Ball of Whacks is a happy exception. Heraclitus would say that you can never interact with the Ball of Whacks twice in the same way. And he would be right. The most valuable creativity-enhancing methods I've experienced usually require having a team work together, with one of the tasks involving making little models or prototypes of creative concepts. I often find myself wishing I could have those experiences more often . . . but seldom having the right people and time to pursue that desire. Then, I discovered Roger von Oech's Ball of Whacks. Wow! My frustrations are now behind me. This is day 8 of working with the Ball of Whacks. It's been quite an education. I can hardly wait to find out what I'll learn on day 9! When you first see the Ball of Whacks, you won't quite know what to make of it. Open the box, take out the ball, the magnetic stand and the workbook. Then, let yourself go. Discover what the ball is. To the geometrically inclined, you'll notice that it's a rhombic triacontahedron (try saying that 5 times fast!), a ball-like shape with edges formed by 30 rhombi (a rhombus is a four-sided equilateral with two pairs of parallel sides) that resemble scaled-down versions of an Egyptian pyramid done in red. The ball feels somewhat alive, however. It gives when you squeeze it and resumes its shape when you stop squeezing it. As soon as you take out a piece, you'll discover that the ball is composed of 30 design blocks that use magnetism

to adhere to one another. As you take the pieces apart, the ball disappears and many regular and irregular shapes occur. Usually, that's the end for me. I can never recover the original shape (my Rubik's cube is still a mess!), but the ball is easy to reform (if I can do it, you can too). I like abstract shapes and I was pleased to find that the magnets act both to attract and repel the pieces. Unlike Lego pieces, connections can be made in all kinds of odd ways. I also noticed that the pieces often reshape themselves, almost organically, as they choose a different connection than the one that I initiated. The casual results are often better than my planned ones. Based on a suggestion in the workbook, I began mixing in other objects that could be held by the design blocks. The results were infinitely more interesting and rewarding than anything I'd ever created before. I felt a great sense of peace from the experience. Many people had told me I would like sculpting, but I lacked the confidence to try. With the Ball of Whacks, I felt like a super sculptor . . . but without any lessons. After several days of working on abstract shapes, I decided to try geometric shapes. These were paradoxically harder to do in many cases. The magnetism sometimes fought me. I had to design clever solutions to create the regularity I wanted to see. I also left the Ball of Whacks out to see what others would say. Everyone noticed that I kept changing it. Without thinking, rewarding new designs would emerge in a few seconds. I gained confidence in my creativity involving forms. At the same time, I was working on a number of non-physical problems. Soon, I began seeing metaphors in the blocks and my designs for those problems. New and better solutions began to flood my mind. Feeling like I should read more of the workbook, I now found myself intrigued by the directions for how to use the Ball of Whacks to expand my creative repertoire. I began to see huge gaps between the methods I prefer to use, gaps that I could easily explore and understand with my new appreciation of my creativity habits. Best of all, the lessons are deeply ingrained. The human nervous system is mostly made up of connections between the hands and eyes to and from the brain. By both holding and seeing what I was working on, the exercise connects more parts of my brain and experience. I find totally different memories being stimulated, especially those from the sandbox and while playing with modular toys. Today, I went back and totally redid a book proposal I'm working on. I was astonished to see that my mind was connecting those little blocks from The Ball of Whacks into new ways of assembling the pieces of the proposal. I would never have expected that. What does the name mean? I don't think there's just one meaning. It obviously sounds like "ball of wax" which is something that warms and becomes malleable in our hands. I'm reminded of the red wax that you peel off of Edam cheese to form shapes. At another level, a "whack" in von Oech's vocabulary is a way of getting you to let go of artificial assumptions. In that sense, this is a tool to give you lots of whacks. And it does. I haven't done all of the exercises yet, but I plan to. Each of the ones I've done has been quite an eye-opener. Here's a tip. Turn off the TIVO while you're watching television and use the commercial breaks to play with the Ball. The baseball playoffs are excellent for this purpose because you get all kinds of short delays. Be smart. Give a Ball of Whacks to each of your children rather than purchasing another toy. You'll inspire genius that will constantly fascinate you. (3547)

- Who am I: Middle aged married guy who loves Sci fi, video games and fantasy novels. Used to play D &D and then AD&D around twenty years ago. Haven't been involved with any serious groups since then so I have no experience with any editions of D&D that cause such a rift in the community. This means that I am not hopelessly in love with any specific Edition of D&D. -Note for various D&D Edition FanGirls and FanBoys- If you are a 4th Edition Hater and can't get past that, you most likely will not enjoy these games as they are based, in general, on the 4th Edition rule set. If you don't know what that statement means, or if you are capable of enjoying what each Edition has to offer, you should have no problems. Why I love the D&D Adventure Systems: Castle Ravenloft (CR), Wrath of Ashardalon (WoA) and Legend of Drizzt (LoD): They work as a stand alone product and offer a dungeon crawling, limited leveling, monster slaying experience with no previous knowledge of how D&D works. And all in sessions that can be finished in an hour or two. The minimal time commitment involved is fantastic. Or, if you find yourself filled with nostalgia and desire a fuller, longer campaign with further leveling options or new characters, these games can be tweaked to allow for that. Especially with some of the user created content online, the photoshop templates on boardgamegeek.com in particular are wonderful. Also this [...] address has a plethora of new content. The extra leveling options are definitely my favorite. The truth is that I screamed in happiness when I ran across them. I sounded like a ten year old girl getting a pony. A unicorn pony. with wings. A Unicorn Pegasus Pony that appeared in a shimmer of rainbow colors. And now I am deeply ashamed.*sigh* I am such a nerd. The game system totally allows for expandability in many ways. It's kind of a gateway drug for D&D honestly. I find myself con

sistently wanting just a bit more of the actual RPG experience. We tweak the game a bit and suddenly our experience is just a bit fuller and more satisfying. Not nearly as detailed and time intensive as an actual D&D or Pathfinder game though. Such a great balance for us. They don't have to be expanded upon though, to be immensely enjoyable. Any of the three games are enough in and of themselves to be hugely gratifying and offer much re-playability. The expandability is just something that makes them extra cool and versatile in my opinion. All three systems use totally interchangeable materials. Some of the cards may be context sensitive and not seem to fit in a particular environment but other than that you can use everything in each of the games. This provides Awesomeness Bonus of +2. The map tiles and figurines both are an unbeatable value and can be easily incorporated into a "real" D&D session. Everything in the box, other than the manuals, is of superb quality. The figurines alone would easily cost you double what you pay for the set here. And if you paint figurines, which I do, you will have just gained around forty new minis to paint. Joy in and of itself there. Possible Cons: I saw in the review for one of the three games that some dude was just totally disgusted with how these games "punish" the players for almost every activity they engage in. The guy was totally a Hater. However, he wasn't necessarily wrong. The game does seem to be constantly throwing things at you that often don't feel fair. Notably, the Encounter cards. Which brings me to the next con and a solution to the "punishment" issue.... The instruction manual will not answer every question that will come up. It is left up to the players to decide how certain things should work. Which is how a "real" D&D game works. Your group plays the game the way they want to play it. If you simply cannot function without every rule spelled out for you, this may be a problem. Otherwise you'll be fine. And in terms of rule tweaking and the punishment issue- we decided to change how often we draw encounter cards as well as a couple other minor aspects of the game. This has served to make our sessions a lot more fun. Don't be afraid to tweak the rules in order to play the game how you want to play it. The manuals are pretty cheaply put together. They may not hold up well to use by younger players or spilled drinks. I took ours apart and put the pages in plastic binder inserts. We now have all the material for all the games in a single, sturdy, custom decorated notebook. Which is awesome btw. (Disclaimer for claim of awesomeness: I created the custom artwork.) Space. With all the cards and map tiles and bags of monsters and tokens that get used in a typical session, you may find you need a bit more space than an average board game. All of the aforementioned items can quickly end up being a mess. As a solution we have everything securely contained in varying sizes of ziplock bags. Including the map tiles in a 1 Gallon size bag. Perfect for storage and during play. There is no actual role playing or in town scenarios. If you want to get into a brawl over the serving wench's honor at The Yawning Portal Inn in the city of Waterdeep, then you should just find a gaming group and play Pathfinder or D&D (any Edition). Or perhaps, after stumbling into a gathering of Dirty Orcs in the Gloomy Forest of Gloom and Terror, you want to attempt to use an illusion to convince them you are a deity and sell them into slavery in the Land of Thay. As opposed to just killing them. Again, just go find a full-on game of D&D. These systems can be worked to allow for things like that to some degree, but they aren't designed to be open world or allow for anything other than a dungeon crawl with combat and a final, combat based, objective. So: If you want "real" D&D, then you may be more satisfied finding a group and getting involved. If you want a game that allows you to engage in D20 based combat, with figurines, that represent a character with minimal leveling capacity. And that can be played by anyone. These systems may be just the thing for you. Also of note: The Dungeon Command games have interchangeable map tiles, monster cards and figurines that can be used seamlessly with the Adventure Systems. I love this as it adds even more expansion options. (2371)

- This kit is AWESOME! My 5-year old daughter and I made the chihuahua dog first, and it came out looking exactly like the picture. Although I love crafts I'm not that great at them, so I was delighted with this result. This is the first project I have ever done where the finished product looked as good as the picture - and on the first try! The book gives really straight-forward, easy-to-follow instructions. They show you how to make dogs that look like the real breed! We have made 6 dogs now, from the easiest to the most complicated in the book, and they're all great. My daughter wraps the pom pom and cuts the pom pom. I do the tying. She cuts out the ear shapes, and decides which decorations to use. For a 5-year old, she can be quite involved, but she definitely needs my help. It's a really fun project to do together. One thing: the glue in the kit is actually pretty good, but you'll still have to hold pieces on a and wait for things to dry. We have a little hot glue gun, and this has made the process easier and probably helps keep the dogs holding together better. My daughter is playing with the ones we made and sleeping with them and they hold up like regular stuffed animals! We made 4 dogs with the kit supplied.

es, then promptly went to the craft store to buy more supplies to make more pups! We bought a bunch of different thick yarn types and they all worked well and gave different effects! Once you get the hang of it you can get creative too. You could easily make cats, rabbits, a turkey - whatever you want that you can imagine doing with pom pom shapes. Pros: Great, easy directions Nice supplies in the kit Variety - you can make so many types of dogs! Fun project to do with your kids The finished product is super cute and kids will love them like real stuffed animals Kids could make these as gifts for their friends, or even ornaments for relatives Lots of room for creativity You can keep making dogs forever by buying supplies at the craft store Price - you get to make 4 dogs, which equals out to less than what you'd pay if you bought a similar pre-made dog at the store Amazon price- I bought this in a store and paid 20 bucks so the price here is great This kit would make an awesome present for any young girl! Cons: The glue: this kit is a lot more fun if you invest in a hot glue gun More money :) if you love this kit as much as we do, you'll end up spending a lot more in the craft store to keep going with it! I hope you have as much fun with this project as we have! (6287)

- Lords of Waterdeep: Scoundrels of Skullport is an expansion for the original Lords of Waterdeep and requires the base set to play. The game was designed by Chris Dupuis, Peter Lee and Rodney Thompson and it expands the core experience to support up to 6 players. Scoundrels of Skullport is actually two separate expansions in a set, as represented by two new locations added to the game. One is The Undermountain that includes new spots for your Agents to use and a good number of Quest cards and Intrigue cards that really up the ante. Undermountain is a realm that offers great riches for warriors who are brave enough to risk all. Then there's the titular Skullport, which offers new ways to gain power quite quickly but at the cost of corruption. Skullport is the module that has the most obvious impact to the game given the introduction of the blue skull-shaped tokens called Corruption counters. Skullport-related effects tend to give you a lot of benefits (i.e. a spot that gives 2 adventures of any type) but at the cost of a Corruption token added to your tavern. Corruption counters count as penalty points at the end of the game and the more Corruption people give into, the more penalty points all players with such counters will have to deal with at the end of the game. Skullport-related locations. Quest Cards and Intrigue Cards are designed to tempt you with great rewards in exchange for adding Corruption. And once the board is without Corruption counters, future Corruption penalties mean an instant 10 point deduction from that player's score. Undermountain really shines in terms of the many quests that it adds into the mix of things with rather challenging requirements but also significant rewards. The quests include those that require a good number of adventurers but the card can also allow for players to use any types of adventurers to complete the quest. Of course there are additional requirements that trigger depending on the sorts of adventurers you send into the mix. And there are some card and building effects that allow you to seed the board with various rewards like adventurers or money in order to entice players to go to that spot. What I really appreciate about Undermountain is the space it adds that allows a player to draw a quest from Cliffwatch Inn, then play an Intrigue Card. And we all know that Waterdeep Harbor used to have the virtual monopoly when it comes to playing Intrigue Cards. It's a tempting offer that allows one to further advance his goals, but without the benefit of the second action that players get from Waterdeep Harbor. When you put the two sets together, it makes for a far more challenging Lords of Waterdeep game, especially when you max out the game at 6 players. Gameplay does get a little long at this point and it does require a bit of a commitment to see things through. But it's still not crazy long enough to consume your entire game night with just a single game. I also liked how they tried to vary the sorts of Lord cards in the game. The original mix was mostly an effort to create every single possible combination of Quest Types per Lord apart from the "builder" as she's called in gaming circles. This time one can get points for completing quests of a particular expansion or even get a smaller penalty from corruption tokens in your tavern. Of course how things play out is a completely different story especially with cards that even allow you to reveal your Lord card early in exchange for protection from future Intrigue effects. Lords of Waterdeep: Scoundrels of Skullport adds an interesting new set of rules to the core game that should keep things pretty interesting. Not everyone will want to play with both expansion modules at the same time, I expect, but the flexibility of the option certainly helps one tailor things. (7101)
- If you are a fan of Dungeons and Dragons or other adventure/exploration games, you should definitely give WoA a try. My two kids (13 & 15) and I have not been able to stop playing since we got this. The game requires no "Dungeon Master" and it pits you and your friends against the dungeon beasts. Several scenarios can be chosen to launch the game, and these varying in difficulty and duration. We found that the first two scenarios were more about learning the flow of the game, but things really

got fun in the third scenario (first one that used the chamber tiles). The game comes with predetermined heroes, from which each player chooses. Each has unique abilities, with cards to remind you of the damage, healing or characteristic of abilities. The dungeon is created from tiles that are randomly selected as the game progresses. Each dungeon tile explored has either a random monster, random encounter, or both. Monsters are "handled" by the player that drew them, but they come with an attack strategy. While the monster cards are not that great to look at, they do give a fairly detailed attack strategy that allows the player to determine which hero the monster attacks or other actions a monster may do (ex. Kobolds love to go looking for help from their friends). The monster and hero figures are high quality, but are unpainted. If you desire to paint the figures, do some web searching and you will quickly find a vast community of gamers willing to help you. My kids and I were ecstatic to find that our monsters from the Dungeon Command series were compatible with WoA. Mixing our monster cards from Dungeon Command into the monster deck from WoA makes things even more challenging. There's nothing more intimidating than revealing your chamber monsters and realizing you have to face an Ogre and a Dracolich, along with the baddies already in play. I do have a few minor complaints. The box is IMPRESSIVE and high quality. The choice of heroes is a bit strange, and I wish they'd included male and female version of both. The instructions manuals are printed on thin paper, and given the extremely high quality of the other components, they definitely should have made the manuals more durable. The artwork on the monster cards is boring compared to those from the Dungeon Command series. I wish they would have made the treasures that Increase Armor Class or Attack "stackable", so that they were easier to keep track of (as in Dungeon Command). I may mark my cards along the bottom edge to serve this purpose. Overall, this is a GREAT game, and well worth the purchase price. It has given us hours of enjoyment and quality time together, untethered from our electronic devices. The game lends itself to customization of monster sets allowing the utilization of monsters from other D&D sets (i.e., Dungeon Command). Although there is no true character design, as the heroes are a predetermined group, with some imagination, there is no reason that you could not design your own hero cards. Buy this game! (9635)

- I don't know if I've ever taken more delight realizing how the tiles available to me assured my victory. I couldn't contain my maniacal laughter. You see, I was the majority shareholder of the corporation that was poised to gobble up all the little people- all the corporations that the other players had invested their hopes of success and they were about to be heart-broken. Notice though, the key to victory was that tiles were available to me. I recently played again against a very capable friend and others- who were probably also capable- but the randomly drawn tiles he needed went to someone else who may have hoarded them in spite (I know I did some of that) and his power plays that would have propelled his ambitions were always pre-empted and spoiled. While usually opposed to games that involve heavy elements of luck, I am apparently making an exception for this game perhaps for so shallow a reason as I've been so often on the better side of luck. That said, this game does involve a lot of card counting and positioning, even baiting other players, so frustration can be keen when your carefully laid plans flop. It leads to a terribly tense game that will keep you from getting to sleep as your mind keeps spinning around what actions brought fruit and which did not. This is how it works: Game Play You have got a board with plain-Jane grid of numbers and letters, and a stack of tiles for each square. You randomly draw tiles and can place one each turn and buy up to 3 shares. If- when you place a tile- you connect previously unconnected tiles you get to start a new corporation- and you get a share- for free! You still get to buy three more. Sometimes when you place a tile, you will connect two separate corporations, this triggers a merger where the smaller of the two- or if it's a tie, the person who placed the merging tile gets to choose which corporation is bought out. Now the person who holds the most shares gets a payout, and the person who holds the second largest gets a smaller payout. Now you can do one of three things: Trade your shares two for one into the new parent corporation. Sell your shares. Keep your shares in hopes that the corporation will be resurrected on the board later. Shares get more expensive as corporations get larger and corporations can get large enough that they become safe and cannot be merged. I hate to tell you what to do but while you can buy shares from any and all open corporations on the board, you would profit from focusing your effort on only three or four. Because it is difficult to keep track- at least for me- of how many of each your opponents have purchased. It's especially relieving when the other players are spending their money on shares of corporations you don't care about. While some hotel chains are higher-rent than others, don't think that you can put all your eggs in one basket. Even if you are at one time the majority stock holder in the ritziest corporation, you will quickly be bankrupt and others will be able to outspend and pass you. Ignore partici

pating in small corporations at your peril. Players who get payouts get money. Bankrupt is not a place you want to be in for very long in this game. Themelm especially pleased- as someone who cant afford to become even a minority share holder in a real corporation- to get sucked into the world where individual jobs don't exist to me (they are conveniently outside the scope of this game) when I consider merging companies because I need that gross severance for selling out so that I can uh create more jobs with a new corporation, yeah thats it. Its not about me getting the most money at the end at all. This teaches nothing about the harsh realities of capitalism, and gives me no insight whatsoever into the minds of corporate giants. But I have to admit that I love it all the same. Balance There are no catch up mechanisms in place in this game, so someone can run away with it, but its a game where you can always claw for second place. That is, your personal economy will never be destroyed beyond repair leaving you sitting watching everyone else at the table rejoice in spoils. I find a lot of satisfaction being able to claw for second place myself. This is because I, like you have the ability to synthesize happiness. Interaction Interaction is high in this game. Nothing inspires audible grumbling like someone overtaking your position as majority share holder. And the table is abuzz when mergers happen. Learning Curve Very low, The manual is very small. The vast majority of the rules were explained above and they have a handy little lookup sheet which tells the share prices and payouts for each corporation and for what size. Downtime While you do have to wait your turn while others take theirs, and you can annoy people by not paying attention to what others do and when its your turn suddenly the board has changed- youll likely lose because you spent too much money buying shares when no one was competing with you and youll have no one to blame but yourself. This never happened to me mind you, but I have a friend that Any downtime you take during this game will be at your expense. What is not to Like? The new edition that I bought is made a little cheaply. The trays that hold the drawn tiles are cardboard that you put together- well I put mine together, not you. Its not beautiful to look at, but whats gorgeous about corporate greed? Dare I say the plainness is part of the theme? That said, the share cards are easy on the eyes. Collateral Endorsements It gets requested by my gaming groups and my wife, who hates Monopoly, loves the game. I can get my 5 year old to play with me with some simplified rules- we don't deal with money. Just grow and gobble corporations. (3645)

- I was skeptical about 'Castle Ravenloft' despite it having received mostly glowing reviews so I decided to skip it when it was released last Fall. Having played a lot of Dungeon and Dragons Miniatures 2.0 [DDM 2.0] 'til it died in 2008 [and kept alive via fans and members of the design team, some of whom worked on CR and Wrath of Ashardalon [WoA] and enjoyed D&D and AD&D from the original Gygax offerings thru 4th Edition, I wasn't sure if this self-contained boardgame would offer enough entertainment variety for me and my fantasy RPG combat-heavy loving friends. Having read all of the positive reviews on Amazon as well as other sites including ars technica and mtv.com of all places, I felt as if I was duty bound to acquire this game for some reason. The main draw for me was that it contained additional elements beyond what was offered in CR [which again, I hadn't played]. Once I received WoA, I couldn't have been happier that I took the plunge! The quality of the gamepieces and punchout tiles and tokens are top notch. The last time I purchased a boardgame was September of 2009 when Games Workshop re-released their latest anniversary edition of Space Hulk; that was an exceptional product overall and cost \$100. D&D: WoA felt nearly equal in quality once I removed everything from the confines of its ginormous box; pretty good for something that cost less than \$50 via Amazon.com!! I've played several of the included adventures with people whose ages ranged from 8 (my eldest son) to 38, some with boardgame or RP/miniatures skirmish based experience and some with none at all; it was very easy to introduce the rules to all of them and in every instance we all had a great time. Some of the people I 'snookered' into playing this were sold on the concept that they would essentially be playing a tangible, 3-D ver. of the classic game 'Gauntlet' or Rogue-like dungeon crawlers that are still popular today [on phones or the DS/PSP, etc.]. Its greatest strength is probably due to the fact that it's a co-operative game; we all definitely enjoyed the pressure of meeting the required goals and succeeding at them, yet also each having the ability to deter us all from completing those goals due to every Encounter card draw or Monster/Villain action per player's turns. I've since received D&D: Castle Ravenloft as a gift, and have come to enjoy that tremendously as well. I look forward to future game sessions where we'll mix and match the components of either game. D&D: The Legend of Drizz't can't come out soon enough.... (10196)
- I grew up playing Monopoly. Lots of people did. It's unfortunate, because there was this gem just sitting there, begging to be played, but passed over. Here's what was missed: THEM The game is about buying and selling stock in hotel chains, causing chains to merge, and go in and out of business. Gi

ven that virtually NONE of this is represented visually and it looks more like a Bingo board, the theme really stands out. You really feel like you're doing exactly what the game says you are. COMPONENTS This is where the game takes a hit. If you can, see if you can pick up one of the versions from the 1960's or 1970's. Those were VERY well made and, as long as you don't need them to be in perfect shape, can be come across for very little. If you can get one of those, the components are perfectly good. GAMEPLAY You have a handful of tiles marked like a bingo board and one central "bingo board."

Every turn, you play a tile to the corresponding spot on the board. If it is adjacent to another tile that isn't already a company, you get to start a new company. If it's adjacent to another company, that company just grows. If it's on its' own, nothing happens. You can then buy some stock in companies which exist, draw back up to a full hand of tiles, and turn progresses. SOUNDS BASIC, WHAT MAKES THIS SPECIAL? Glad you asked. There's a few twists: 1) There's a chart which shows the value of a company and the price of its' stock. The more tiles a company is, the more it's worth, and the more it costs to buy stock. So, you want to invest more in a company, but also want to grow it? You either need to wait until next turn to grow it (during which, everyone else gets a shot at it) or you need to grow it now and pay more. 2) When 2 companies' tiles touch, they merge. Having the most (and 2nd most) stock gets you cash bonuses, and then you can keep the stock for the company (as it might open back up) or trade it in for money or other stock. Being in the right spot to take advantage of those is a HUGE component to the game. 3) After a company gets so large, it becomes "safe" in that it can't be bought out anymore. Getting in on the stock of safe companies is huge, because those companies just keep growing and growing, getting more and more valuable. SO WHY SHOULD I PLAY THIS INSTEAD OF MONOPOLY A few reasons: 1) There's a fairly small rule set, so anyone old and smart enough to pick up on strategy for Monopoly can pick this up. 2) It teaches the same principles of investing in the right things at the right time. Only unlike Monopoly, you don't have so much money that you can just buy everything. You need to make a choice of what and when to buy. 3) There's still an amount of randomness, and you might have things to do even when it's not your turn. 4) It's a MUCH shorter game. The game ends when either one company grows too far or every company on the board is "safe." Generally, this is about 45 mins or so, unlike Monopoly, which can last 2-3 hours. 5) For kids, it is a much better teaching tool. It can still teach addition/subtraction just as well, only now it can teach multiplication ("I'm selling 5 shares for 300 a share, how much is that?"), and chance in investments (every investment isn't always a good one). 6) There's no electronic version with a debit card. FINAL THOUGHTS Acquire is a very good, fairly short, light-medium weight game. It's good for a wide range of ages and, especially compared to it's age and what other board games were at the time, it's incredibly well-designed and strategic. (6215)

- nice good good great quick ship awesome good, nice awesome great good great loved it great good good great awesome (1241)
- We own this game as well as Castle Ravenloft. Once we adjusted to the scant rulebook in CR (it was very alarming to make up house rules when we were new to the genre), we found the game to be fun and engaging, and it made sense to try out the second version. WoA shows some obvious improvements over CR. We found that the health and monsters are balanced better, though it's hard to put my finger on exactly what changed to make it so. However, in CR, we basically always had to add a house rule for possible health drops after defeating an enemy (we would roll the D20 to determine whether health would or would not drop and then again for how much). In WoA, we don't have to do that, and we still win often enough to make the game fun and not just punishment. Now that we have played real D&D, this game feels a little bit weaker. I see now the depth that I'm missing here, and it's true that actual role playing is hard. However, I don't think it's fair to blame this game for being watered down D&D. In fact, I think it's basically marketed to be that way. By and large, we don't have time for a full D&D campaign with weekly meetings that last for hours at a time. When those sessions happen, they are more fun than playing WoA or CR, but they don't happen very often. In the mean time, this provides the opportunity to use all of that magnificent dungeon-crawling lingo and to experience the agony of peaking around a dark corner and finding a cave bear waiting for you. Overall, I would say that, in many ways, this is a strategy game couched in the slick skin of an RPG. My husband and I like to work hard to optimize our plans and order our strategies to have the best run-through. When we play the game with a full party of friends, much chaos and laughter ensue (because, let's face it, five turns per round produce a LOT of monsters and encounter cards). Yes, we have had to implement house rules occasionally, but the game is still solid even in its original form. This is a great family game if your family is the right kind of nerdy. We've played D&D on the computer (Neverwinter Nights), whi

ch was a lot of fun. But, board games are better at bringing people together. We can play this in a few hours with another couple and enjoy an evening entirely without screens. I find that to be a benefit. Oh, and if you need more incentive to buy this game, you can always view it as an investment in another new hobby. We have taken up painting minis after buying these games, and we have found that the painted figures bring so much more depth to the experience. (504)

- The short, short, version: Wrath of Ashardalon is exactly what it says on the box--a D&D boardgame. If that seems too obvious to be worth stating, read on. Like probably millions of other aging geeks, I have fond memories of loooong nights at the game table with friends in high school and college, roleplaying until our eyes bled. But now I have a real job and a family and I'd be lucky to get a group together monthly for half an evening. So I was pretty excited when I saw Wrath of Ashardalon, because I was hoping that it would deliver the sugar high of a good dungeon crawl without the prep work or running time of the RPGs I used to play. Now, in its defense, the game does pretty well. The bits are very nice, the rules are mostly clear, and the DM-less play works okay. It's not perfect. Occasionally you may run into situations you have to house-rule. I'm okay with that, but YMMV. This game is sort of the epitome of Ameritrash (and I say this fondly, as someone contemplating buying a 3rd version of Risk): loads of theme, loads of violence, and loads--LOADS--of randomness. I realize that's part and parcel here, but it really sucks to work your way into a great (or at least survivable) tactical position and then watch your carefully hoarded powers and hit points disappear in a flurry of bad rolls (come to think of it, that sucks in Risk, too). One thing I did not expect is that the game can drag on for hours. Except for a few special powers, no-one can kill more than one monster per turn, but you often get one monster per turn. Several of the encounter cards grow the dungeon for you whether you want them to or not, which keeps adding monsters. Then there are sentry monsters, which can open up new areas and thereby bring more monsters into the game. More than once we've had to retreat to a narrow hallway, bottleneck the ghostlies, and just pray we could mow 'em down before we got Walls of Magma. But if you're careful, and a bit lucky, you can just barely stay alive by clever use of powers, especially if you have the cleric and the paladin in play to keep healing folks. Again, part and parcel--"stay alive until you just barely win (or just barely lose)" ought to be the definition of suspenseful, dungeon-crawly satisfaction. But in actual practice it feels more like, "stay alive until the dice finally kill you (or fail to)". At which point you may think, "why am I playing this instead of an actual RPG? I could use all the same bits, do all the same stuff, take just as much time, and have more options and more fun?" So, in the end, that's what I did. This game drove me back to roleplaying games, first by tricking me into feeling like I was playing one for a while, and then by grossly running over its stated duration of play on more than one occasion. WoA is just what it says on the tin, a boardgame rather than a roleplaying game, and it is certainly cleverly done and has high production values. I like it. But I don't love it. (2874)
- Doctor Who: The Card Game was created by Martin Wallace and is published by Cubicle 7 Entertainment. The first edition of this game focused more on the adventures of the Eleventh Doctor while the second edition that we purchased covers the Ninth, Tenth and Eleventh incarnations of the Doctor. The game supports 3-4 players. The game has players play the role of the Doctor and his Companions as they try and defend the Earth from a whole range of alien adversaries as seen on the show. All players start with a location card, that represents a place that is in need of defending and each location has a declared point value that will come into play at the end of the game. Players will have a mix of good and bad cards that can be used to defend your locations or to attack other locations. So while you are focused on playing more valuable locations and seeding them with defense cards, you also have a chance to put rival locations under threat, so in this respect players are also playing the roles of the various adversaries of the Doctor. And this is one of those quirks of the system that weirds me out. Whenever an Attack card is met with a Defend card (which is played face down initially), players then start comparing the numerical values written on the cards to determine who wins the battle. If the Attacker has a higher value, then he gains control of the location until the player can retake it. If the Defender wins, the attacking card is discarded, but in general so is one of the defense cards. This also gets you a Defended token for the location, which counts towards victory. So you can see you'll constantly need to play defense cards in order to maintain your defenses against other players. The biggest innovation of the system is the fact that cards sort of go back in time since at the end of your turn you need to be able to pass 3 cards to the player whose turn precedes yours. On average you'll have 5 or more cards in hand during your turn so you'll only really get to play two of them unless you spent your time points to draw additional cards. Tie points are earned through locations and other card effects and are generally used to draw more cards during your turn. The passing of cards does allow you a li

limited degree of strategy as you'll have some idea what cards that player will have once his turn comes around. But the fact that this process goes backwards in terms of play order makes the potential benefit of this "knowledge" a little limited. The game's main redeeming value lies in the cards themselves since they feature various notable characters from the series. The second edition is especially squish-worthy since it involves most of the show's recent history since 2005 save for the more recent developments with the Twelfth Doctor. And the various abilities attached to these cards generally fit well with the characters, which does help make things more fun. It's really the whole PVP aspect of the game that makes things feel a little weird since you are both defending Earth as the Doctor but also attacking it as the aliens. And why this was the final mechanic for the game confuses me a little since you'd think that they could have figured out a way to balance things out better. Plus the fact that the game requires a minimum of 3 players because of the card-passing mechanic does somewhat limit how easy it is to get a game set up. Doctor Who: The Card Game is not a bad game, but it's also not quite as fantastic as all of us Whovians hoped it to be. You'll still have fun with it though, at least among your fellow Doctor Who loving friends. (1497)

- I bought this game as an impulse buy at Barnes and noble and I couldn't be happier with it. The entire product is just so well put together, and a great value for the money. This is one of those rare cases where quantity and quality both coincide. The miniatures are really nice and detailed, and I appreciate how they're color coated to help distinguish the heroes from the monsters. Plus, if you decide to move into playing actual D&D, you've got a kickass start to your miniature collection, as these work perfectly for table top role playing. (You get 6 orcs! Very useful!) The tokens and tiles included are also top notch, very durable and don't feel flimsy. Aside from that, the game is just an extremely good time with friends. The rules are simple, but the gameplay never feels mundane or boring due to great monster design and the awesome encounter system. This is a game I'm always excited to come back to, and one I'm proud to have in my collection. For 50\$ here on amazon, this is one of the best deals I've seen in gaming. (7384)
- I have a wife and kids & I don't have time to be apart of a gaming group, thus I really don't play D&D type games. I also live in a rural area where finding people to game with is difficult, especially for people who like something more than party games. Furthermore, I have been really tired of video games and wanted to play some board games as a break from all that. I stopped playing D&D when I was a teenager, because some idiot would ultimately become the strongest player/character thus intimidating other players and then turning on everyone either killing them, or making them his slave during game play. I eventually quit because I was so unhappy with these confrontations. No matter who the group was, these negative effects seem to occur. Recently I have been quite interested in the new D&D board games that have been produced by "Wizards of the Coast". After watching many reviews on youtube, I decided to take a leap and buy "The Wrath of Ashardalon". I like the idea there is no dungeon master and you could play this solo. Box Opening/First Impressions: My first impressions upon opening the box was that of a kid at Christmas, with lots of beautiful pieces. Dungeon tiles, to amazing artwork on the cards, very nice looking rule book, etc etc. The figures could be used for your regular D&D games and are high quality for plastic models. All the components are sturdy and well made which should stand up over time. Game Play: I have played many scenarios and I would prefer a bit more narrative. They give you the overall game feel about a village needing help from a dragon and then there is a few sentences about the scenario you have chosen, but not much more. However, I am a bit disappointed. "TWOA" seemed rather simplistic; draw a monster card, move, kill, deal with a "encounter trap", rinse and repeat. You don't really gain much XP, treasure or much for killing monsters, traps or any other deed. I have heard this game was BASED upon the 4th Ed. D&D rules. Much of the game play was simplified as well. I guess this is my concern and I have tried to remedy this with some alterations. Playing games like World of Warcraft and Skyrim has made my idea of what a fantasy gaming should be? Because in many video games there is much more to do to keep you vested. I know I can hear some people say, that there are other scenarios like "rescuing villagers", but really the different scenarios are much the same. I have heard you can use other pieces and elements from the other D&D board games.... but... I just wish there was more depth here. I have been altering the game to make it more flavorful and interesting like making more Encounter cards. I have taken the 3 good cards in that deck and made more of them (treasure, healing potion). Thus making the characters deal with more than just being attacked at every corner. I also have bought real metal coins for treasure so the "clinking" sound of loot makes it more fun. I plan more altering in the future to keep the game fresh and fun. In Summary: As Tom Vasel (from the Dice Tower) said in one of his game reviews, "people often don't

t like games due to their preconceived ideas they have or what they wish a game would be"... and I would generally agree with that. I do enjoy this game and I appreciate the quality of the game pieces and artwork. This game basically has made it possible for someone like me to run a D&D type game, even if I am a bit disappointed, I still enjoy this game. The price of the game is a bit steep for being so old. Still, the good replay value, the quality of the pieces made it a fairly good deal. One quick side note: Check out Mage Knight board game (by WizKids), another fantasy game that is awesome and good for single players. (283)

- Our group of friends gather weekly to play board games and the original Lord Of Waterdeep is a favorite with everyone. The more novice gamers find it accessible and fun and the hardcore gamers love the depth of strategy and replayability. Everyone appreciates its pacing as well, as it is a fairly quick game even with 5 players. This expansion, Scoundrels of Skullport adds many great new features. It essentially adds two possible new game modes. One simply expands upon the base game, adding more challenging but more rewarding quests, new lord cards, and new buildings. The second part adds the new corruption mechanic which is a lot of fun, and a great way to breathe new life into the game if you've played it often with the same group. All pieces and packaging are of the same high quality fit and finish of the original game. If you enjoyed the base game, this is a must have expansion, and a great value for the price. (9530)
- I just bought this game with my 8 year old son and we're completely happy with it. I haven't played D&D since I was a kid and I really wanted to try a table top game with my son. It's a big bonus that it's from the D&D guys. My son was actually cheering and jumping up and down at times as we played. He was definitely taken with this game. At one point he said "This is better than video games!" I agree. It took us about 45 minutes to get the tiles popped out and read and understand the instructions. I figured out most of the rules while my son geeked out over the cards and figures. Once we started, it was amazingly fun and the rules that we didn't quite understand at the beginning became clear as we played. We actually played 2 games over 3 hours and can't wait to play again tomorrow. The thing that's nice about the game is you can easily customize it to your tastes. It's a bit like poker where you can play multiple variations on the similar sets and rules. I imagine that the other two sets in the collection can be mixed and matched as well. It comes with 13 adventures you can play from the adventure book or you can make your own pretty easily. Super fun and my 8 year old son took to it easily with only a little help. The guys at the store I bought it from were saying it's too advanced for an 8 year old. They're crazy or don't know any young kids. This is right up my son's alley. I highly recommend this product! (8235)

Top 20 negative Reviews from the VADER results:

- The One Ring is a very innovative RPG set in Middle Earth between the time of The Hobbit and The Lord of the Rings. In order to play it you need occasional reference to die rolls. Specifically, you need a 12 sided die (Called a D12 by the cognoscenti) and up to six regular six sided dice (D6). The game comes with one set, but you will likely need more. That's what you get in this boxed set: One D12 Feat Die, six D6, all in a black/dark gray on off-white color scheme. I asked about different colors when I bought my set and was told that there are no alternatives to this one. Oh well. Why can't you use "ordinary" dice of that type? You can. You'll need a crib sheet to make the D12 into a proper "Feat Die" but other than that you are good to go. Why bother with these expensive dice then? Well, the D12 Feat Die is properly marked up with opposed faces for the Eye and Gandalf runes for one. That matters to some people. If you use some D12 you have lying around you'll be using the "11" and "12" faces for those special results and they aren't going to be on opposed faces of the die. Big furry deal, right? But of course, everyone had better be using the *same* faces for those runes if there isn't going to be an almighty real-world fight at some point. The real die avoids this issue. Also, the D6s are marked up so you can quickly tell the "1", "2" and "3" faces from the "4", "5" and "6" faces which makes evaluating successes very quick indeed. Not only that, the "6" face has a special meaning sometimes and it is elaborated upon with even more detail making for unambiguous and easy recognition of that event, should it occur. None of these are show-stoppers for using non-specialized dice, but consider: if you introduce a lot of new players to a One Ring game, how much easier is it to explain the mechanics of the die conventions if you are using this set? A convention GM would consider these money well spent I think. I do. Besides, you should use the right dice for the job or you will annoy and vex the Dice Gods. Nothing good comes of such reckless behavior. (4390)

- When it comes to a DM's screen, the space on the screen itself is at an absolute premium. The fact that 50% of this space is wasted on art (and not terribly informative or needed art as well) makes it completely useless. The only reason that I gave it 2 stars and not 1 was that, technically speaking, it can at least still stand up to block your notes and dice rolls. Other than that, it drops the ball completely. (453)
- A crappy cardboard ghost of the original. Hard to believe they did this, but they did. Shame on Hasbro. Disgusting. (6678)
- The Ball of Whacks can be a valuable tool for distraction and refocusing the mind during pain due to illness and disease. My teenage son has suffered a condition that causes him intermittent pain, anxiety and distress. I am continually looking for something to occupy his attention during such painful times. I have noticed that in mild to moderate pain, playing with the Ball of Whacks beautifully distracts him. His face relaxes, and he is engaged in creativity more than reactivity to pain, which seemingly allows his body to regroup as the pain often dissipates. I suggest that the Ball of Whacks be more broadly considered a tool in 'pain management' for certain people and conditions. I could also imagine its usefulness in a hospital or clinic setting, like for individuals waiting to undergo chemotherapy. We are very grateful for this addition to holistic care for our son! (618)
- I found that this card game does the opposite of what it was intended for. It actually has the kids focusing on ways to get angry, etc. instead of teaching how to be calm and act better. It really should have been tested before sale. A better game would have been Calm Dragon. I tried this game on kids that had absolutely no behavior or anger problems and they began behaving badly and getting angry after the second round. I don't recommend this. I am a therapist and I work with kids with anger issues all day long, I thought this might be a good tool... I was wrong. (11025)
- It's Uno with questions about anger. It's an okay way to discuss anger, but it gets repetitive and the students start to get bored after about half a round. (760)
- My 8 year-old granddaughter and I were very frustrated and discouraged attempting this craft. It is definitely not for a young child. I too had difficulty understanding the directions. We were very disappointed! (7384)
- Received defective product. I could see that the largest egg was not closed inside the box. After further inspection, its defective & won't close. Very frustrating as I'm now dealing with hassle of return. (979)
- I'm a high school math teacher who can't keep my Ball of Whacks on my desk at school for long. I bought it last year, and my students went crazy over it! This year's students love it, too. Two comments: a) The kids make any pattern they choose; in other words, they all ignore the booklet that comes with it. However, they drop pieces (accidentally) often; one piece was lost last year under an immovable object . . . Having 29 instead of 30 pieces has made no difference in the popularity of the Ball of Whacks, however. b) The dang thing is so popular that pieces of it have begun to disappear this year. I honestly think, unfortunately, that people are stealing 2 or 3 pieces at a time, to fiddle with in their pocket or whatever. I did not have that problem last year at all, but so far this year (and it isn't Thanksgiving yet!), my 29 pieces have shrunk down to just 20 pieces. I've considered buying a new Ball of Whacks because the kids like it so incredibly much, but I hate to encourage stealing . . . Now that Amazon has it on sale, however, I may break down and buy another. Also: I just received an e-mail from a parent of one of my students, asking for the name of Ball of Whacks. Apparently he has talked about it so much at home that she wants to get him one for Christmas! (1241)
- I DIG THIS! It's a shame that 5-6 years ago I wasn't running any RPGs. I probably would have had these tiles already. This set is very versatile and will really enhance my battle mats for my players. I'm glad they are still reasonably priced and I'll be getting the other 2 master sets I've found here on Amazon. The box they come in are even wilderness tiled so you can potentially have multi-leveled terrain. It also cuts down a bit on setting up a random or story encounter. I will usually draw out the battle maps on a large grid map before it happens, but now I'll be able to just drop terrain where I might need it. (10995)
- If I could give this egg zero stars I would. It is poorly made and ridiculously hard to open. What should be a tender moment spent with your children is a huge headache. I had to use a knife to open it and the knife literally broke off. That is how difficult it is. Horrible product. Don't buy. (9080)
- This is a fun game for kids. It's basically the game of Uno, but each card has thoughtful, age-appropriate questions about what happens when we get angry, managing anger in ourselves, what h

appens when others get angry, and the experience of anger in our bodies! It's especially good for the younger kids that haven't ever thought about these things and don't necessarily understand their own feelings of anger! (876)

- item arrived defective so that we had to send back on xmas morn! The pom-pom maker was made wrong- it had arches with 3 "male parts" (bumps) and 1 "female part" (holes)... sorry if too much info, but don't know how else to properly explain! :-) So it couldn't be snapped together and therefore was unusable. Should have contained 2 males w/ 2 female parts so all 4 arches snapped together. My husband is very good at engineering, etc, so definitely wasn't user error. Disappointed to send back xmas present instead of my daughter getting to use it on xmas day....!! Otherwise, the idea is really cute, but their QC should be much better to not disappoint their customers!! (2874)
- before this I hated running any RPG campaign dealing with towns because it kills the momentum and just becomes 2 hours of haggling for magic items. This helps open up story ideas and plot hooks. (6431)
- I'm an OT and I intended on using it with my aggressive kiddos. I used it once and even I was frustrated with it. It's very repetitive in asking the same questions in different format. (4477)
- As my review of GF9's previous screens these were completely unnecessary and nearly useless. Skip them, this is the definition of a waste of money. (291)
- So I work as a mental health clinician in a locked facility with adolescents who have some anger issues due to experiencing ALOT of trauma. They also have to deal with really really stupid rules, which triggers both them and myself. I'd say they are at ages 6-12, when it comes to controlling anger. With that said, this game was a lot of fun during session and in anger reduction group. It's just like UNO with some anger control techniques and talking points thrown in! I love it and am extremely happy I bought this. It is so much fun and helps my adolescents talk about their anger and reframe that anger in a positive way! (4390)
- It's really annoying because when you click the pink things together it won't stay together so it broke our border collie. Also they don't give you enough yarn to make the chihuahua. So all we could do is use the practice ball. :-((2079)
- Cute idea - horrible execution. If you want your child in tears then this is your book. My seven year old got very frustrated with this whole thing. (9597)
- I love the product and the concept of the product. It's simple enough for young ones to follow along. The eggs (especially the smaller ones) were much smaller than I anticipated. Also, I was very disappointed in the quality of the book. When I received the book and opened it for the FIRST time, the binding was already coming off entirely. This is very disappointing as I wanted this to be an annual tradition with my kids as they grow. It looks as though the book will not last. Poor quality. (2114)

APPENDIX 7 - REFERENCES

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