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# Customer Experience Analytics and Loyalty Program Trend Analysis at Golden Screen Cinemas

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## ABSTRACT

This technical report details an analytical study conducted within the Customer Experience Department at Golden Screen Cinemas Sdn. Bhd. (GSC), a leading cinematic exhibitor in Southeast Asia. The primary objective of this study was to execute data extraction, transformation, and visualization to derive actionable business insights regarding movie performance, loyalty program redemption trends, and festive season customer behavior. The methodology heavily utilized Structured Query Language (SQL) to extract data from GSC's Datamart, alongside the Ascentis CRM and One Ticket systems to retrieve demographic and transaction records. Subsequent data cleaning and visualization were performed using Microsoft Excel and Power BI. The results indicated that targeted movie titles, such as *Venom: The Last Dance*, predominantly attracted young adult males who preferred special USP halls. Furthermore, the analysis of the GSC Rewards program revealed a peak redemption rate of 35% in November 2024 due to effective promotional strategies. Additionally, festive season analysis demonstrated that average customer spending surged to RM 63 per transaction during the Chinese New Year period, compared to a baseline of RM 58. These insights are pivotal for GSC's marketing team to tailor future promotional campaigns, optimize loyalty rewards, and sustain maximum audience engagement.

**Keywords:** Customer experience, Data analytics, Golden Screen Cinemas, Loyalty program, SQL.

## INTRODUCTION

Golden Screen Cinemas Sdn. Bhd. (GSC), a subsidiary of the PPB Group, is one of Malaysia's largest cinema companies and a major player in the Southeast Asian entertainment sector. Operating in 74 locations across Malaysia and Vietnam, GSC distinguishes itself by transforming the traditional movie-going experience into a comprehensive lifestyle offering. The company integrates luxury cinematic technologies—such as PlayHalls and 4DX experiences—with dedicated in-house cafés and restaurants.

The Customer Experience Department at GSC is structured into two main sections: Customer Relation and Business Data Analytics and Insights. The department heavily focuses on the GSC Rewards loyalty program, which issues vouchers and promotions to retain customers, encourage repeat visits, and increase engagement via GSCoins redemption. The Business Data Analytics and Insights section supports these initiatives by simplifying complex datasets into understandable visual insights for other departments and film distributors.

To support GSC's strategic planning, three core analytical tasks were executed. The first task involved profiling customer insights for specific Sony Pictures movie titles. The second task tracked monthly redemption rate trends to evaluate the effectiveness of the loyalty team's campaigns. The final task analyzed customer spending behaviors during the Chinese New Year festive season to optimize future holiday marketing strategies.

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## THE PROPOSED METHOD

### Movie Title Customer Profiling

To analyze the performance of movies distributed by Sony Pictures Entertainment, Structured Query Language (SQL) was utilized to extract data directly from GSC's Datamart. Specific SQL queries were written to extract admission data categorized by hall types, top geographic locations, and unique Member IDs. The extracted Member IDs were then uploaded into the Ascentis CRM system to retrieve demographic details, such as age ranges and gender, which were subsequently processed in Excel using Pivot Tables.

### Redemption Rate Trend Analysis

The redemption trend analysis evaluated both GSCoins redemptions and direct redemptions (e.g., Buy 1 Free 1 vouchers). Data was extracted using the Member Fees Report and the Monthly Redemption Report from the One Ticket system. The redemption rate was calculated by computing the ratio of points redeemed against points awarded. A combination chart (merging column and line charts) was developed in Excel to visually track monthly fluctuations and the overall Year-to-Date (YTD) performance.

### Festive Season Behavioral Analysis

To understand peak period customer behavior, Power BI and SQL queries were designed to target Chinese customers visiting the cinema during the February 2024 Chinese New Year (CNY) period. The queries calculated the average spend per transaction, average admissions per transaction, and identified the top-selling concession products. Excel's VLOOKUP function was heavily utilized to align ticket spending datasets with concession spending datasets using unique booking IDs.

## EVALUATION AND RESULTS

### Distributor Insights

The customer profiling for Sony's blockbuster *Venom: The Last Dance* revealed crucial demographic trends (See Figure 1 and Figure 2). The data indicated that the audience was predominantly male (64%) and composed of young adults. Furthermore, top locations for this title were concentrated in the Klang

Valley and Southern regions, with a notable preference for special USP (Unique Selling Proposition) luxury halls.

**Loyalty Program Redemption Performance**

The redemption trend analysis highlighted a significant increase in customer engagement toward the end of the year (See Figure 3). In November 2024, the total redemption rate peaked at 35% (combining 134,000 points redemptions and 358,000 direct redemptions), sitting well above the YTD average of 24%. This spike was attributed to highly effective promotional strategies and the release of highly anticipated movie titles.

**Festive Season Spending Behavior**

The Chinese New Year analysis yielded actionable insights for the Food & Beverage and marketing teams (See Figure 4). During the CNY month, active members exhibited an average spend of RM 63 per transaction with an average of 3.0 tickets per visit, noticeably higher than the normal monthly baseline of RM 58 and 2.5 tickets. Furthermore, the concession analysis proved that a-la-carte drinks ranked higher in sales quantity during CNY compared to regular months, suggesting that standalone beverage promotions should be heavily marketed during future festive periods to maximize revenue.

**Figure 1**

*Comparison Overall Member Vs Venom Watcher*

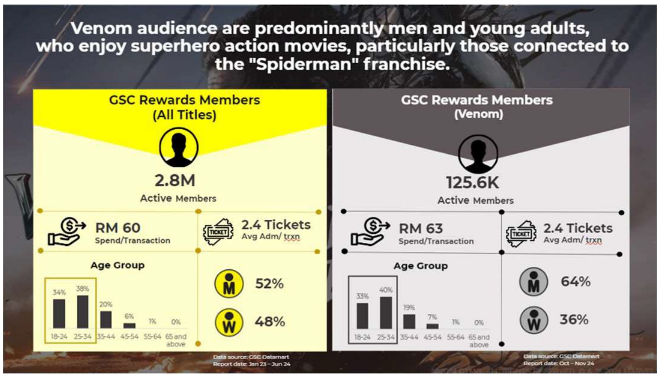



**Figure 2**

*Top Location and Admission by Hall Type*

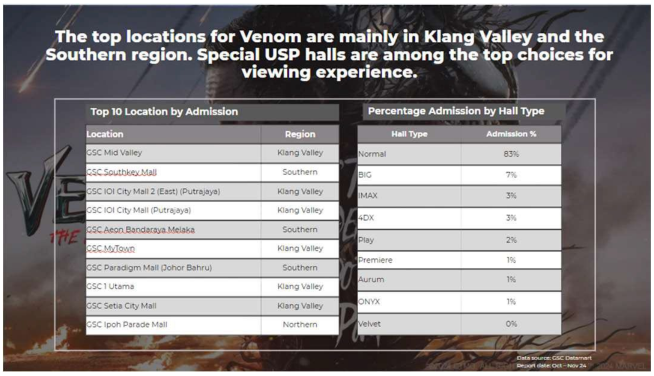


**Figure 3**

*Bar Chart & Trendline of Redemption by Month*

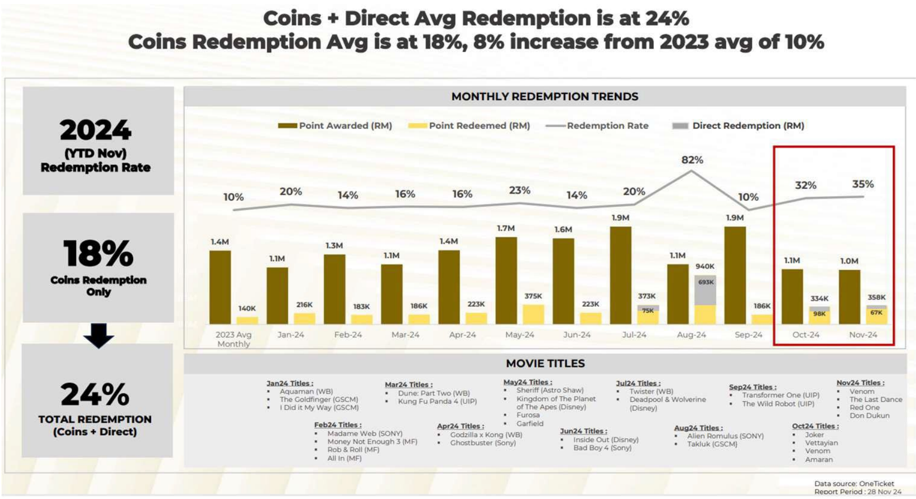
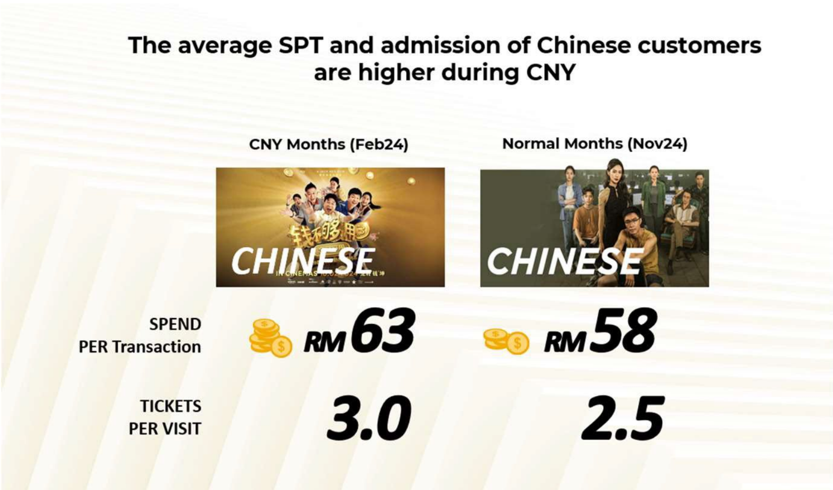



**Figure 4**

*Visit Trend and Spend Behaviour*




## CONCLUSION

The analytical assignments conducted at Golden Screen Cinemas demonstrate the critical importance of leveraging big data to drive strategic business decisions in the entertainment industry. By utilizing SQL, Power BI, and Excel to synthesize demographic and transactional data, the Business Data Analytics and Insights section successfully mapped out audience preferences and peak spending behaviors. The findings confirm that tailored promotional strategies—such as targeting young adults for action films or pushing a-la-carte concessions during festive seasons—directly correlate with increased customer spending and loyalty program redemption rates. Moving forward, it is recommended that the marketing department continues to recreate these data-driven strategies, aligning specific movie genres and holiday events with targeted customer segments to guarantee sustained revenue growth and improved customer retention across all GSC locations.

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**Conflict of Interest**
The authors have no conflicts of interest to declare.

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