

# Project Closure Report – *Top Gun: Maverick* AI Chatbot

## 1. Project Overview

The *Top Gun: Maverick* AI chatbot project was executed for Paramount Pictures to drive audience engagement before the movie's release. The chatbot provided interactive trivia, Fandango ticket booking integration, and a coupon reward system to enhance the user experience. The project ran from March 15, 2022, to June 30, 2022, successfully achieving its objectives.

## 2. Project Objectives & Success Criteria

Objective	Success Criteria	Status
Develop an AI-powered chatbot for engagement	Chatbot successfully launched on <b>Facebook &amp; Instagram</b>	Achieved
Implement Fandango integration for seamless ticket booking	30%+ of users proceeded to Fandango for booking	Achieved
Deliver interactive trivia-based engagement	60%+ of users engaged with chatbot features	Achieved
Provide coupon-based incentives to boost conversions	25%+ of users redeemed coupons for ticket purchases	Achieved
Monitor and optimize chatbot performance	Weekly reports generated with engagement insights	Achieved

## 3. Final Deliverables

Deliverable	Status	Completion Date
AI Chatbot Development & Deployment	Completed	May 10, 2022
Trivia Question Integration	Completed	April 5, 2022
Fandango Ticket Booking Integration	Completed	April 15, 2022
Coupon Code System	Completed	April 28, 2022
Chatbot Testing & Social Media Integration	Completed	April 25, 2022
Weekly Performance Reports	Completed	May 17 – June 30, 2022
Final Wrap-Up Report	Completed	June 30, 2022

## 4. Project Performance Evaluation

### 4.1 Key Performance Metrics

Metric	Target	Actual Result	Status
Chatbot Engagement Rate	≥ 60%	67%	Exceeded
Ticket Conversion Rate	≥ 30%	34%	Exceeded
Coupon Redemption Rate	≥ 25%	27%	Achieved
User Retention Rate	≥ 50%	54%	Achieved
Customer Satisfaction (CSAT) Score	80%	83%	Exceeded

## 5. Lessons Learned

### 5.1 What Worked Well?

- AI-driven trivia engagement significantly increased user interactions.
- Fandango integration enabled seamless ticket booking with minimal drop-off.
- Coupon-based incentives successfully boosted ticket conversions.
- Weekly performance tracking allowed quick optimization of chatbot interactions.

### 5.2 Areas for Improvement

- Early API testing could have prevented minor delays in Fandango integration.
- More personalised chatbot responses could have further improved engagement.
- Automated coupon distribution could reduce dependency on manual validation.

## 6. Project Risks & Resolutions

Risk	Impact	Resolution	Status
Low chatbot engagement	High	Adjusted messaging & optimized ad placement	Resolved
API integration issues with Fandango	High	Pre-tested API functionality before launch	Resolved
Delayed coupon validation	Medium	Automated the redemption process	Resolved
Social media API restrictions	Medium	Conducted early testing & compliance checks	Resolved

## **7. Project Closure Activities**

### **7.1 Final Reports & Documentation**

- Final Wrap-Up Report submitted to Paramount Pictures.
- Engagement Data Analysis Report delivered.
- Lessons Learned Document archived for future projects.

### **7.2 Stakeholder Handover**

- Marketing Team: Received chatbot engagement insights for future campaigns.
- AI Development Team: Maintained chatbot workflow for potential reactivation.
- Client (Paramount Pictures): Received complete project documentation.

## **8. Conclusion**

The *Top Gun: Maverick* AI chatbot project was successfully executed, exceeding engagement, ticket conversion, and customer satisfaction targets. The chatbot enhanced audience interaction, boosted ticket sales, and provided valuable marketing insights. With structured execution, continuous monitoring, and proactive risk management, the project met all success criteria and was formally closed on June 30, 2022.