**1.Recommendations for marketing strategies targeting high-value customer segments.**

High Net Worth & Affluent Customers

**Target Group:**

Customers in High Net Worth (HNW) and Affluent segments.

Customers with longer tenure (10+ years) and higher disposable income.

**Strategy & Implementation:**

1.Premium Product Line Marketing – Promote high-performance and luxury bike models.  
2. Personalized Marketing Campaigns – Use data-driven customer segmentation to offer customized discounts.  
3. VIP Memberships & Events – Host exclusive test ride events and invite-only promotional offers.  
4. Partnerships with Financial Institutions – Offer zero-interest EMIs and special financing options.

**Expected Outcome:**

Increased engagement from premium customers.

Higher conversion rates for premium bike models.

**2. Agriculture & Health Industry Professionals (Top Buyers)**

**Target Group:**

**Agriculture professionals (highest purchase rate).**

**Health industry employees interested in fitness-related products.**

**Strategy & Implementation:**

1. Rugged Bike Promotions – Market durable bikes designed for rural/agricultural use.
2. Health & Fitness Campaigns – Partner with hospitals and wellness programs to promote biking for health.

3. Corporate Bulk Purchase Discounts – Provide volume discounts to healthcare organizations for employee wellness.  
4. Rural Dealership Expansion – Increase presence in semi-urban & rural markets with dealership support.

**Expected Outcome:**

Higher penetration in rural and healthcare markets.

Increased awareness of biking as a fitness and mobility solution.

**2. Potential areas for business expansion based on new customer location analysis.**

**1. Target Mass Customers for Higher Revenue:**

Mass Customers contribute the highest potential revenue (~$11.29M) despite having similar average bike-related purchases as other segments.

Expanding offerings tailored for this segment, such as premium bike models, accessories, and maintenance packages, could further maximize revenue.

**2. Focus on High-Net-Worth Customers with Higher Valuation:**

High Net Worth Customers have the highest average property valuation (7.57), indicating more disposable income.

Offering high-end bikes, exclusive loyalty programs, and personalized services can capture their higher purchasing potential.

**3. Industry-Specific Marketing:**

Customers from Financial Services and Manufacturing dominate the demographic spread.

Targeted campaigns and partnerships with companies in these industries could increase conversions, especially through employee benefit programs or corporate discounts.

**4. Upsell and Cross-Sell Opportunities:**

Customers show consistent purchase patterns over the past 3 years (~50 purchases on average).

Introducing related services, such as maintenance plans, insurance, and gear, could boost revenue per customer.

**5. Geographic Expansion:**

Customers from New South Values are highest, expanding here with excellent services and customer relationship management can drive growth.

**6. Telecommunications and IT as Emerging Markets:**

Though these industries have fewer customers, they show potential for future growth.

Customizing marketing strategies to tech-savvy customers or offering smart bike technology could attract customers from these sectors.

**Prioritizing these areas can significantly boost both revenue and market penetration.**

**3. Recommendations for Improving Product Offerings**

**1. Expand High-Performing Product Lines**

Standard and Road Products generated the highest total and average sales.

**Recommendation**: Introduce new variations or premium models within these lines. Consider adding accessories, complementary products, or limited-edition versions to enhance the product portfolio**.**

**2. Address Low-Performing Product Categories**

Mountain Products had relatively lower sales and average sales per item.

**Recommendation:** Re-evaluate the pricing, design, and marketing strategy for this segment. Explore bundling options, introducing upgraded features, or offering performance enhancements to increase appeal.

**3. Introduce Customization Options**

Since medium-sized and medium-class products dominate sales, offer customizable features such as colour, components, or accessories.

**Recommendation:** Allow customers to personalize their purchases, which can increase perceived value and differentiate the product offerings**.**

**4. Leverage High Demand for Giant and Norco Bicycles**

Giant Bicycles and Norco Bicycles had the highest sales, indicating strong brand loyalty.

**Recommendation:** Expand these product lines by introducing specialized versions such as electric models, performance-enhanced designs, or eco-friendly options to attract a wider customer base.

**5. Add Complementary Accessories and Services**

High average sales suggest potential for upselling accessories and services.

**Recommendation:** Introduce maintenance packages, extended warranties, and related gear such as helmets, lights, and repair kits. Consider offering bundled packages to enhance the overall value proposition.

**6. Optimize Product Sizes and Classes**

Medium-sized products dominate, but other sizes may be underperforming.

**Recommendation:** Conduct a market survey to assess demand for different sizes and classes, and adjust inventory and marketing strategies accordingly**.**

**By refining the product portfolio, introducing innovations, and aligning offerings with customer preferences, the company can capture new market segments and enhance overall revenue.**

**Video link:**

**https://drive.google.com/file/d/1GyFMlPiyNBPBPaIDeriPGPcb9cTw7ZVQ/view?usp=sharing**