

To: Sprocket Central Limited

From: Rockwall Analytics

Subject: Analytics, Information & Modelling - DATA ANALYTICS

Date: December 18, 2020

Data Insights & Presentation

Using visualization to present insights

THE INFORMATION

The client was happy with the analysis and would like us to proceed. After building the model we need to present our results back to the Sprocket

Visualisations such as interactive dashboards often help us highlight key findings and convey our ideas in a more succinct manner. A list of customers or algorithm won't cut it with the client, we need to support our results with the use of visualisations

OUR TASK

Develop a dashboard that we can present to the client at our next meeting. Display our data summary and results of the analysis in a dashboard (see tools/references for assistance). Maximum of 3 dashboard views/tabs, creativity in layout and presentation is welcome

It is important to keep in mind the business context when presenting our findings:

- What are the trends in the underlying data?
- Which customer segment has the highest customer value?
- What do we propose should be Sprocket's marketing and growth strategy?
- What additional external datasets may be useful to obtain greater insights into customer preferences and propensity to purchase the products?

Specifically, our presentation should specify who Sprocket's marketing team should be targeting out of the new 1000 customer list as well as the broader market segment to reach out to