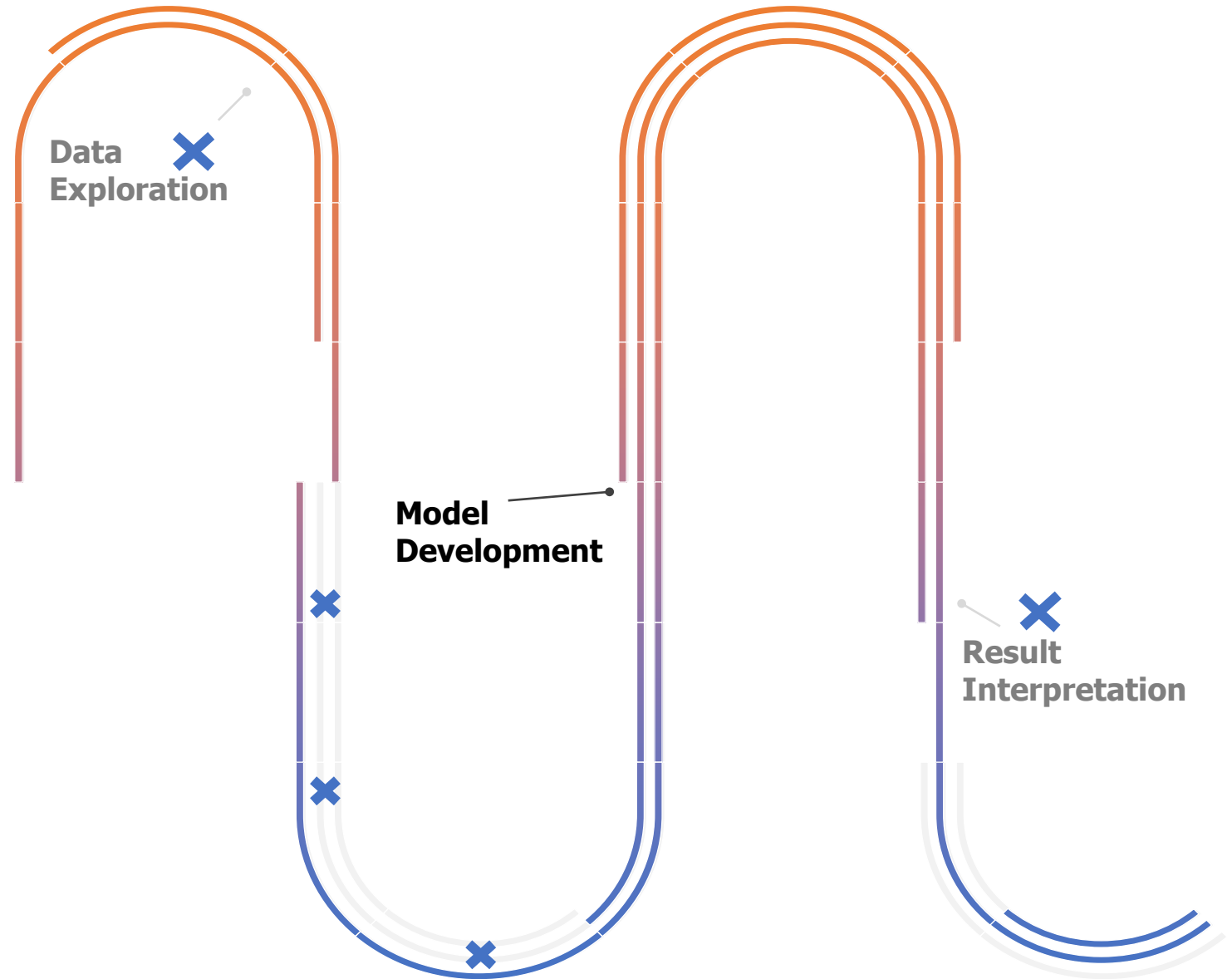


Data Insights

Targeting high value customer based on customer demographics and attributes.

For Sprocket Central Pty Ltd Team.

By Maram M.
Alelyani





Introduction

- In this Task we/re going though a cycle, starting from understanding the data distributions, data transformations, modelling, results interpretation and reporting.

We analyzed the data we get from the client, there are several points have been noticed, changed or added, targeting the new customers of the organization have and visualizing the data with a meaningful interpretation. Going forward to achieve the goals of the organization.

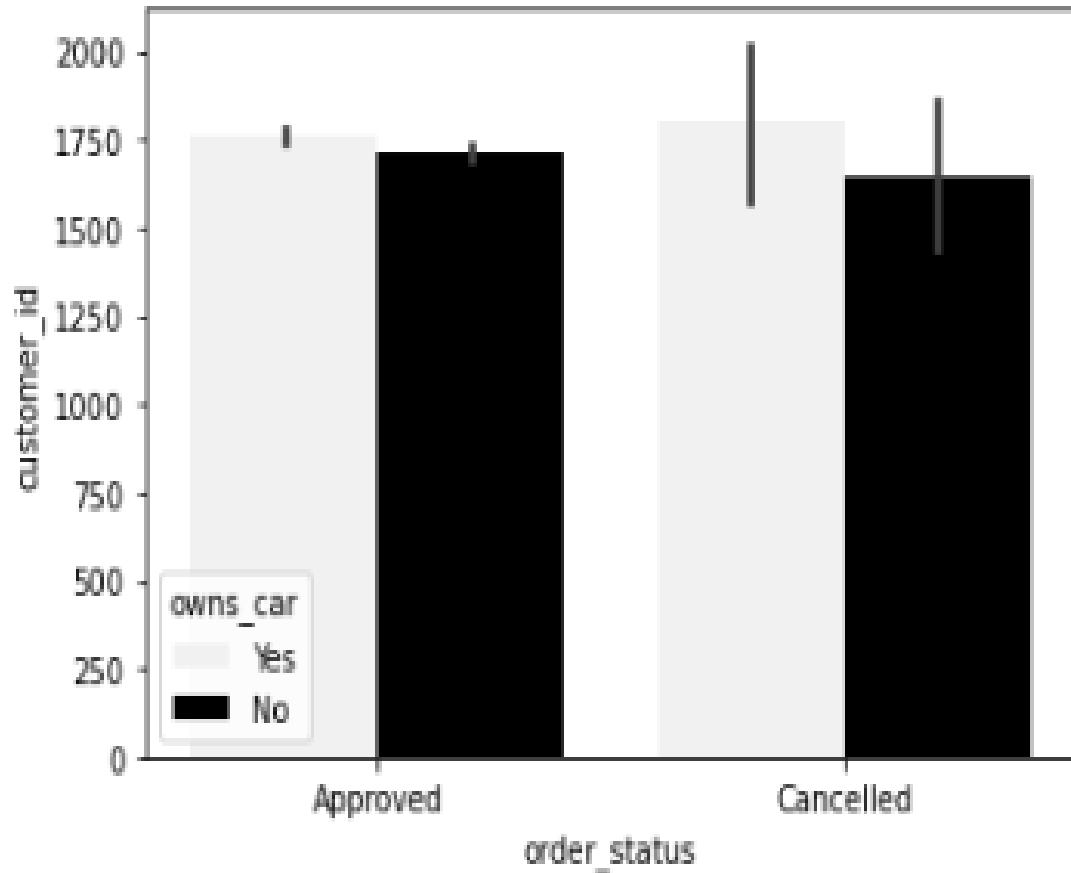
Goals :

- Targeting high value customer based on customer demographics and attributes.
- Determine customer trends and Behavior.



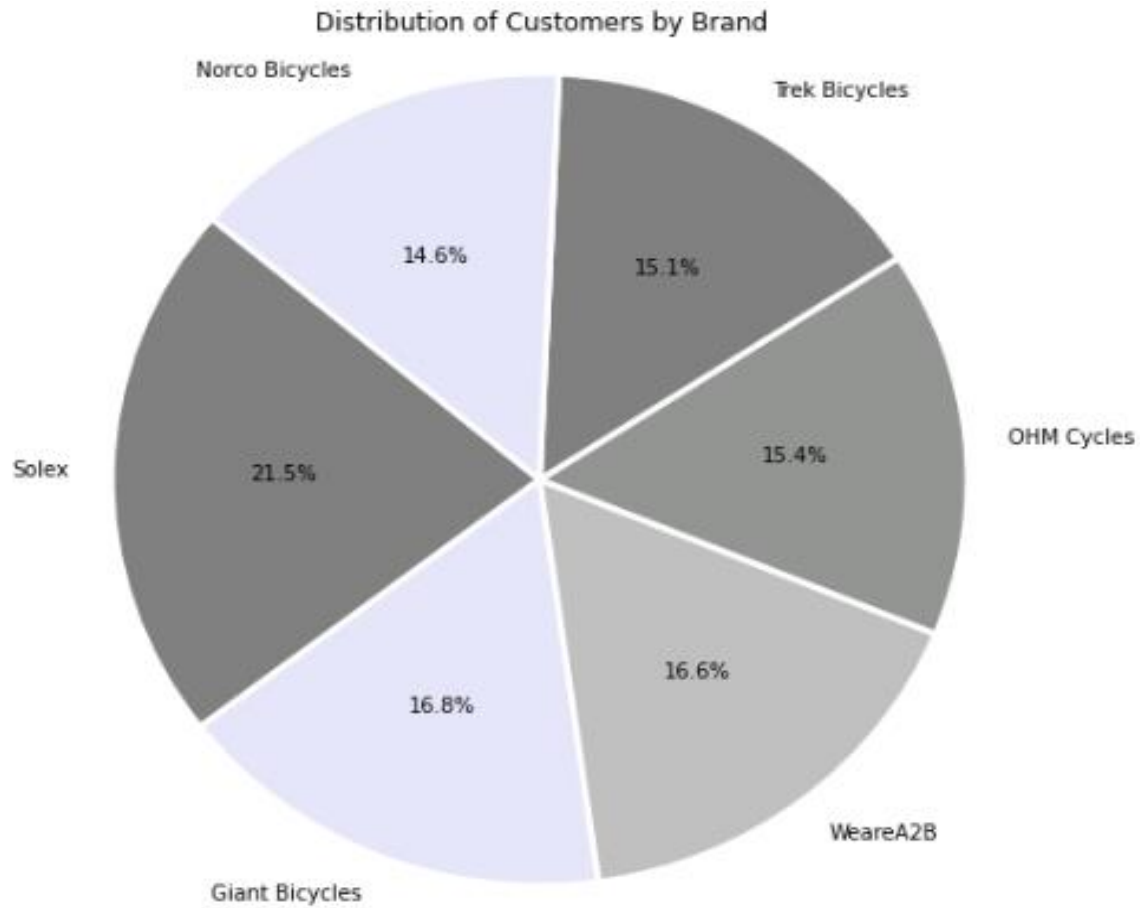
Data Exploration

- Data analysis for Old Customer Data :
 - Car Ownership
 - Preferable Brand
- Data analysis for New Customer Data :
 - Gender Classification
 - Age Group Distribution
 - Job Industry Category
 - Location Distribution



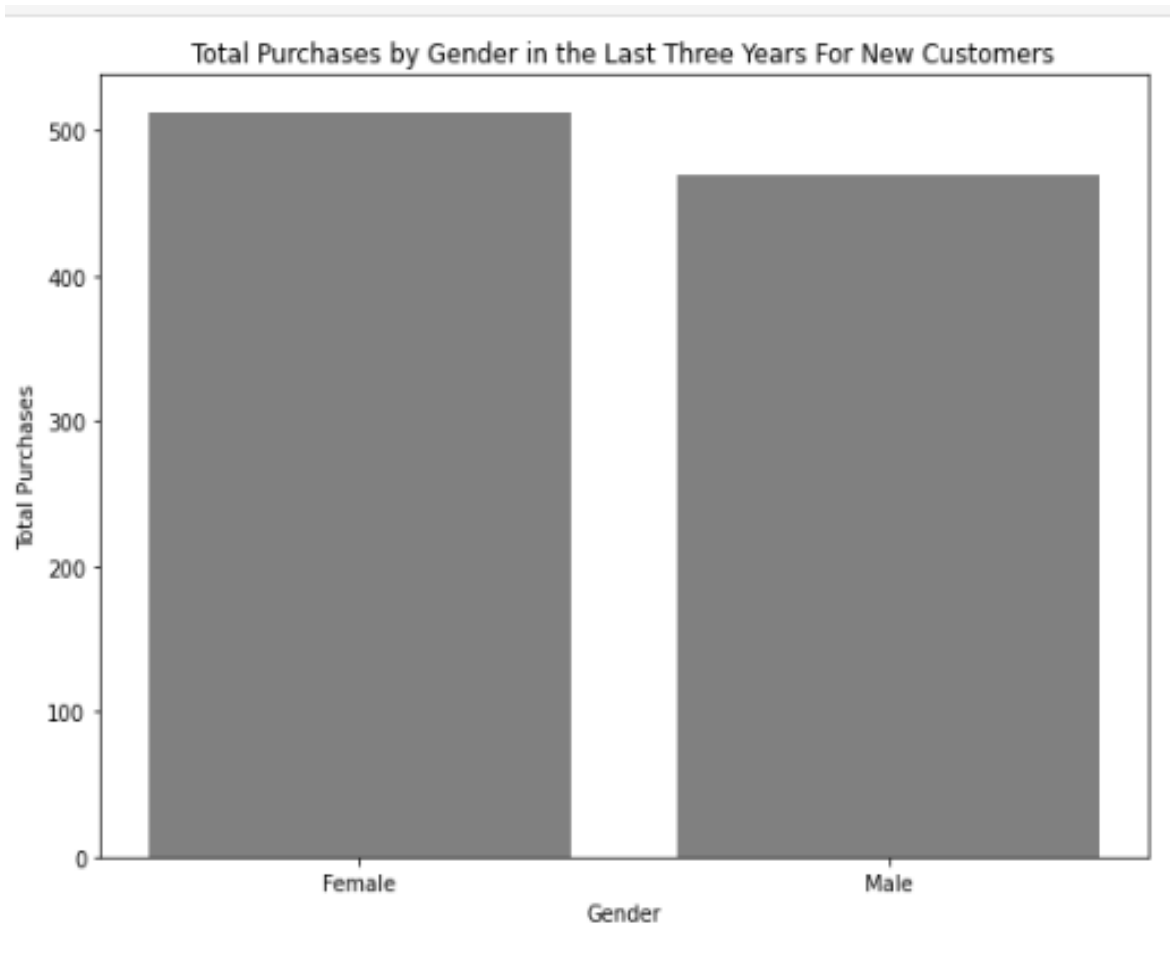
Data Exploration-Old Customer

- In old customer data, we can notice an important thing, whereas the car ownership affect the purchases or not!
- Absolutely , It have an affect since there is a lot of cancellation of bikes online orders by people whose own cars.



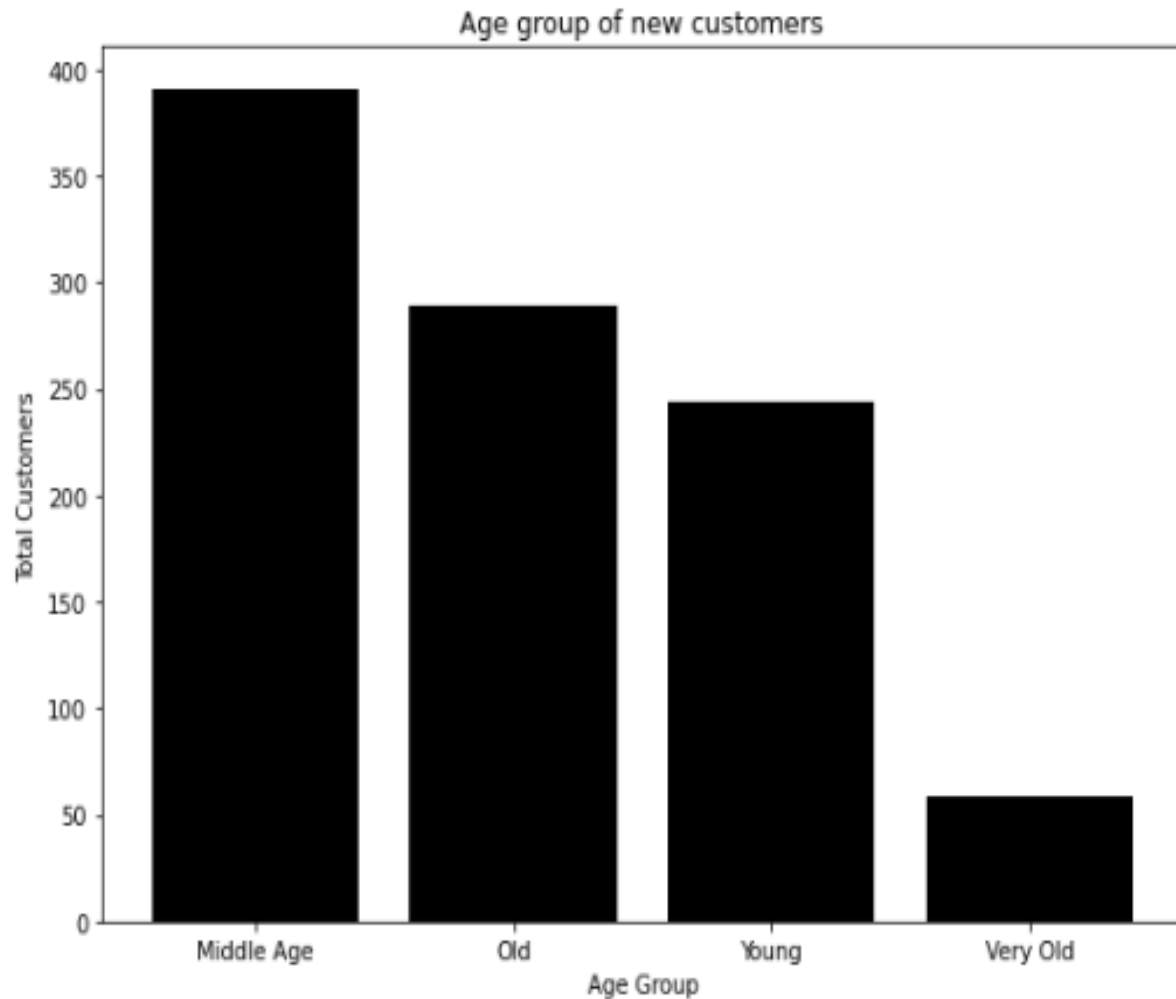
Data Exploration-Old Customer

- In old customer data, they have a brand category. So, we have been analyzed which the most preferable brand for the old customers.



Data Exploration-New Customer

- The sex category of customers have been analyzed, where the most bike purchases are female comparing to male. So, more services could be applied focusing on female.

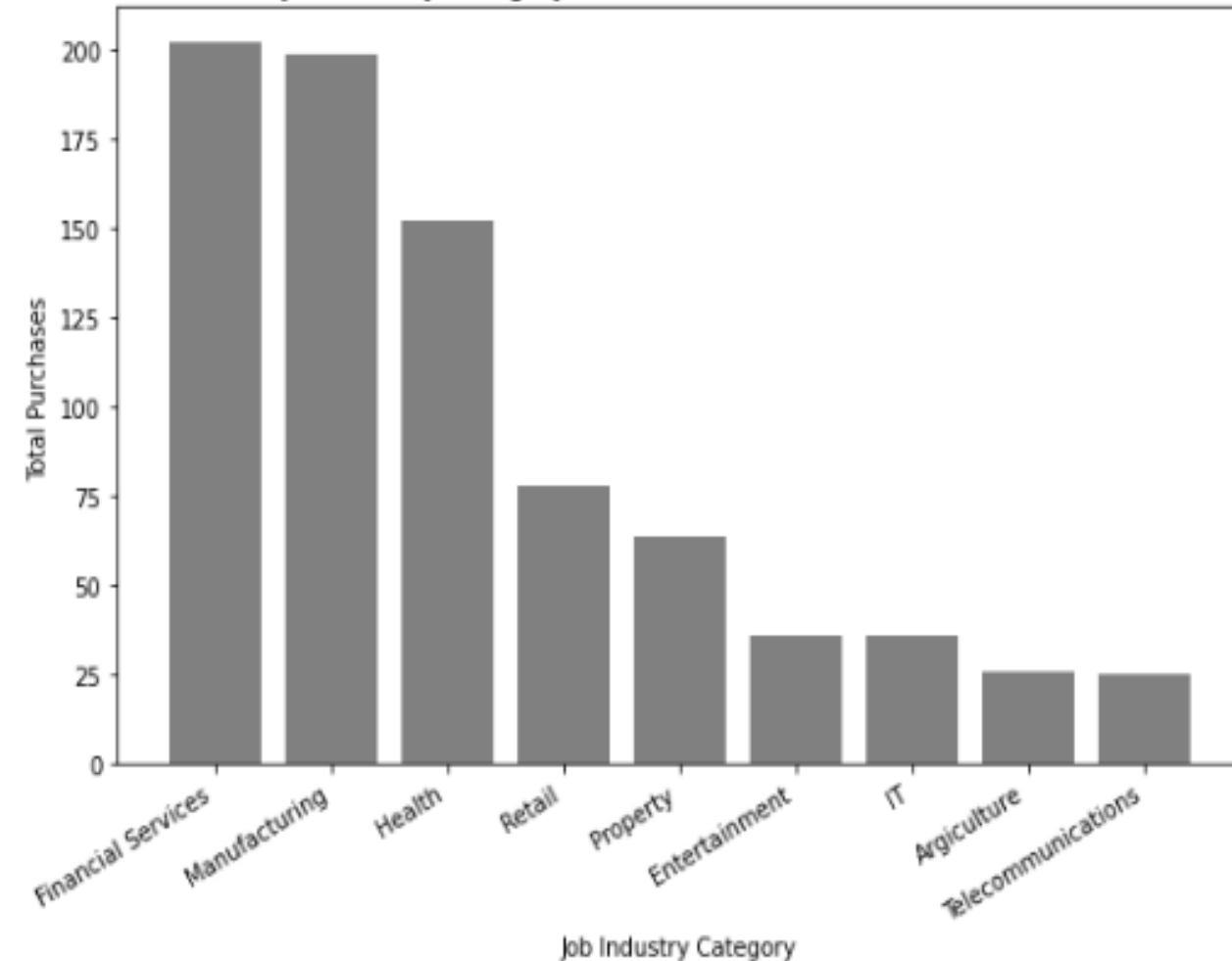


Data Exploration-New Customer

- New customers have purchases by all of group age, and the most purchases done by middle aged people where it's grouped from 40 to 60.
- The Young and Old group of customers also have more purchases than very young who is older then 80.
- The Young group are between 20-40, and the Old group between 60-80.



Job Industry Category Vs. Total Purchases for New Customer

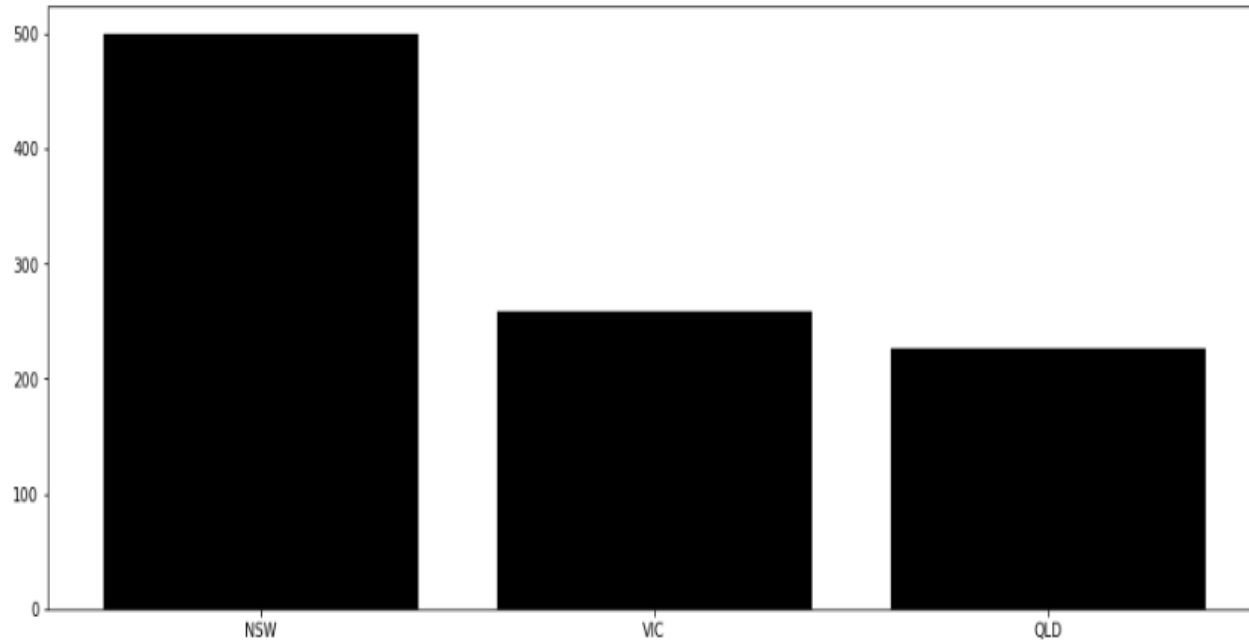


Data Exploration-New Customer

- Job Industry purchases by new customers, we can see the most purchases for each industry and the least purchases. For example, in financial service , manufacturing and heath industries have most purchases.



Data Exploration-New Customer



- We've been analyzed where the bikes have the most purchases, In which state in Australia?
- Noticing that it have a highest purchased at the New South Wales comparing to others.



Model Development

First of all, we understand the business going to the data, data need for preparation as the data quality were it's noticed.

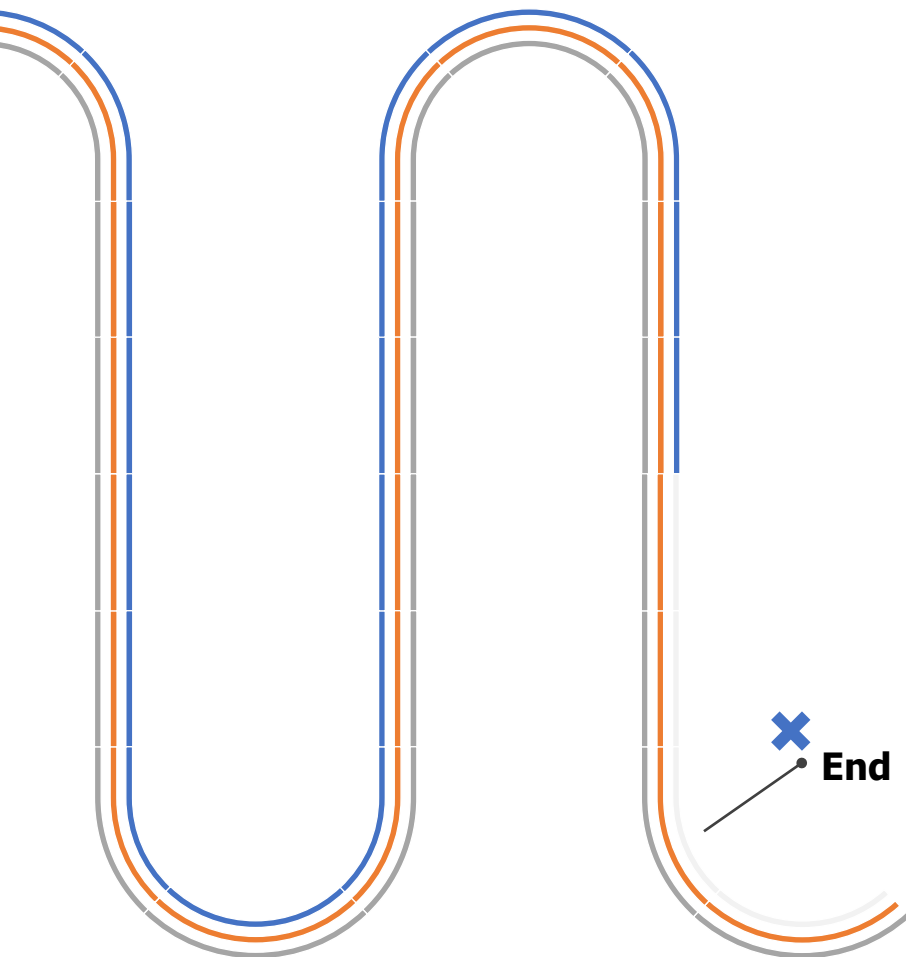
Now we can classify the high value customers :

- Female are the most high value customers.
- Middle Aged customers whom in the age between 40 to 60.
- Customers whom working at Financial Service, Manufacturing and Health industries.
- Customers whom living in New South Wales .

Data Interpretation

-Customers who have the highest purchases

first_name	last_name	past_3_years_bike_related_purchases	Age	age_group	job_industry_category	wealth_segment	state	owns_car
Rockwell	Matson	94	28	Young	Retail	High Net Worth	QLD	No
Odessa	Mc Andrew	97	41	Middle Age	Property	Mass Customer	NSW	No
Hasheem	Groucock	98	48	Middle Age	Manufacturing	High Net Worth	NSW	Yes
Ludovico	Juster	93	31	Young	Health	Affluent Customer	NSW	No
Levy	Abramamov	94	70	Old	Retail	Affluent Customer	QLD	Yes
Jehu	Prestedge	91	23	Young	Manufacturing	High Net Worth	NSW	Yes
Aridatha	Sephton	95	61	Old	Retail	Mass Customer	NSW	No
Franciska	Stigell	95	54	Middle Age	Health	Mass Customer	VIC	Yes
Malorie	Votier	90	33	Young	Manufacturing	Affluent Customer	QLD	No
My	Chaston	92	57	Middle Age	Manufacturing	Affluent Customer	VIC	Yes
Fonsie	Levane	96	72	Old	Manufacturing	High Net Worth	QLD	Yes
Regine	Bownes	99	71	Old	Retail	Affluent Customer	VIC	No
Iain	Haversham	92	72	Old	Retail	Mass Customer	NSW	Yes
Tannie	Gambrell	92	56	Middle Age	Financial Services	Affluent Customer	QLD	No
Wallace	Newart	91	45	Middle Age	IT	Mass Customer	QLD	No
Vittorio	Boxen	94	58	Middle Age	Manufacturing	Mass Customer	NSW	No
Latrena	Walklate	97	79	Old	Telecommunications	High Net Worth	NSW	Yes
Robenia	Monks	94	64	Old	Manufacturing	Mass Customer	QLD	No
Sunny	Christescu	90	48	Middle Age	Financial Services	Mass Customer	NSW	No
Celeste	Fretson	91	42	Middle Age	IT	Mass Customer	NSW	No



Data Insights

Thank you

**By Data Analyst
Maram M. Alelyani.**