TheAnalyticsTeam

Sprocket Central Pty Ltd

Data analytics approach

Aditya
Senior Consultant

Agenda

1. Introduction
2. Data Exploration
3. Model Development
4. Interpretation

Introduction

Identifying High Potential Customers By Analyzing Previous Customers Data

Approach for Analysis

• Sprocket Central is a company specializes in bikes and accessories.
• They are looking for a boost in sales.
• To target prospective new customers

• Bike related purchase by gender, age and industry.
• Wealth segment by age.
• Number of cars in each state.

Data Exploration

Data Quality Assessment

Key Issues

Added data

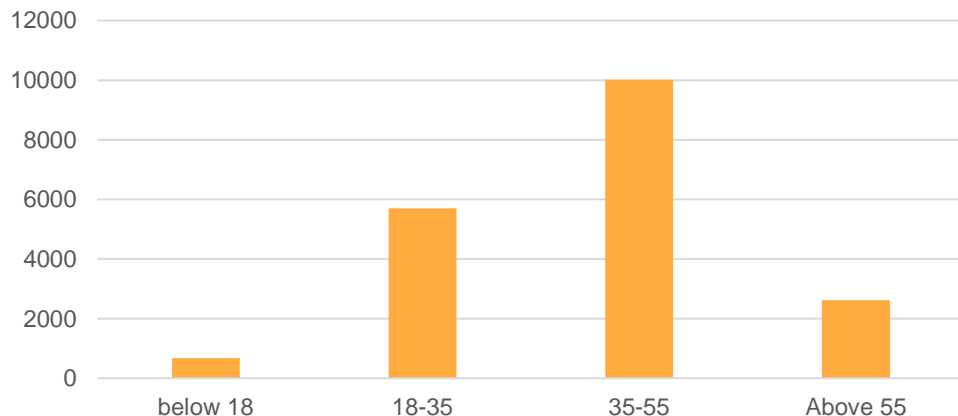|	Accuracy	Completeness	Consistency	Currency	Relevancy	Validity
Transactions		online_order,brand: Blanks			profit: Missing	product_first_sold_date: Format
CustomerDemographic	DOB: Missing	last_name, job_title, job_industry_category: Blanks	gender: Inconsistent		default: Removed	
CustomerAddress			state: Inconsistent			

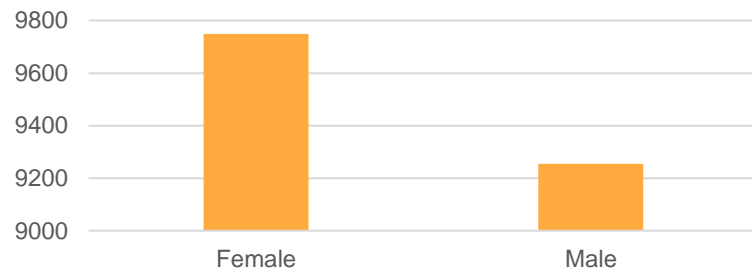| |
|---|
| PROFIT |
| AGE |
| AGE DURING PURCHASE |
| RFM_values |
| Customer_profile |

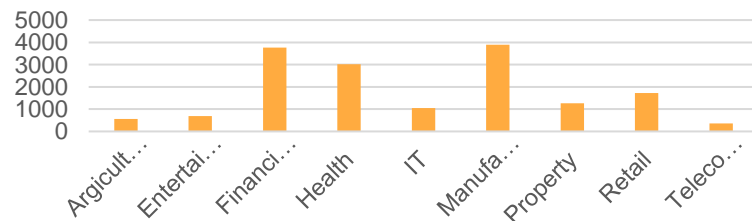# Data Exploration

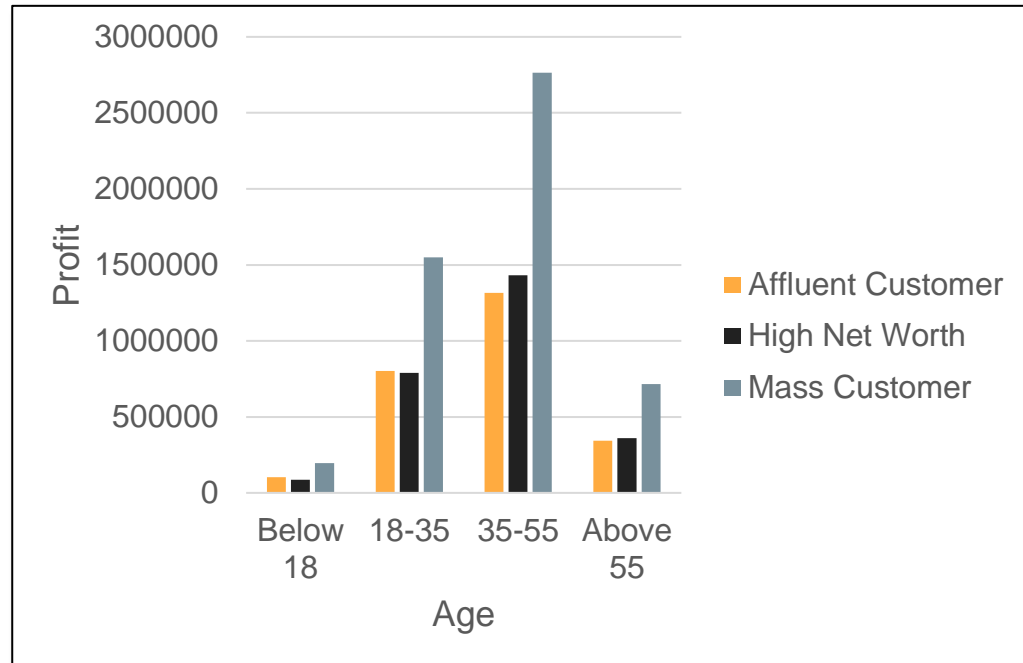# Bike related purchase during past 3 years by gender, age and industry.

Data Exploration

Profit By Age-Wealth Segments

- Mass segment customers provides the highest profit across age groups.
- Also combining previous slide and this, the age group 35-55 contributes the highest both by volumes and profits.

Model Development

Customer Classification- Targeting High Value Customers

- Clearly the customers in age group 35-55 by most bikes
- People in Financial, Health and Manufacturing jobs are more likely to buy a bike
- Also instead of going for high net worth individuals, people in mass segment provide most profit to the company.

In next slide we will see the new customers falling in all there segments which are most likely to buy a bike.

Interpretation

Summary Table For High Value Customers

These are few of the high value customers

first_name	last_name	gender	past_3_years_bike_related_purchas	DOB	job_title	job_industry_catego	wealth_segmer	deceased_indicat	owns_car
Olia	O' Mullan	Female	77	1973-03-24	Account Executi	Health	Mass Customer	N	No
Beverlee	Ungerechts	Female	49	1973-10-03	Civil Engineer	Manufacturing	Mass Customer	N	No
Claudetta	Ricciardiello	Female	61	1974-04-30	Internal Auditor	Financial Services	Mass Customer	N	Yes
Lillis	Eshmade	Female	50	1974-10-12	Structural Analys	Financial Services	Mass Customer	N	Yes
Martino	Scoles	Male	18	1975-01-19	Senior Financial	Financial Services	Mass Customer	N	No
Mikol	Eck	Male	99	1975-07-25	VP Marketing	Financial Services	Mass Customer	N	Yes
Raye	Roo	Female	64	1976-03-07	Database Admin	Financial Services	Mass Customer	N	Yes
Winnifred	Beswetherick	Female	83	1976-06-08	Actuary	Financial Services	Mass Customer	N	No
Tessa	Friese	Female	89	1976-10-24	Health Coach II	Financial Services	Mass Customer	N	No
Patricia	Everix	Female	34	1978-02-19	Director of Sales	Health	Mass Customer	N	No
Sherrie	Godleman	Female	37	1978-04-02	Associate Profes	Manufacturing	Mass Customer	N	No
Kort	Disley	Male	66	1979-02-05	Technical Writer	Health	Mass Customer	N	Yes
Karol	Salthouse	Female	53	1968-07-29	Research Assista	Financial Services	Mass Customer	N	Yes
Franciska	Stigell	Female	95	1968-11-15	Food Chemist	Health	Mass Customer	N	Yes
Guss	Karim	Male	95	1968-11-24	Senior Sales Ass	Manufacturing	Mass Customer	N	No
Delcina	Hursey	Female	22	1968-12-26		Financial Services	Mass Customer	N	Yes
Archibald	Blessed	Male	61	1969-02-10	VP Sales	Financial Services	Mass Customer	N	Yes
Jamison	Cashin	Male	70	1970-05-19	VP Product Man	Health	Mass Customer	N	Yes
Tessa	Heakey	Female	43	1971-05-31	Senior Financial	Financial Services	Mass Customer	N	No
Andee	Huke	Female	91	1971-06-28		Manufacturing	Mass Customer	N	No
Aldric	Birney	Male	21	1971-08-19		Manufacturing	Mass Customer	N	Yes
Daisi	Tinwell	Female	84	1971-12-24	Business System	Financial Services	Mass Customer	N	No
Sammy	Borsi	Female	99	1972-04-27	Accountant III	Financial Services	Mass Customer	N	No

THANK YOU