

TheAnalyticsTeam

# Sprocket Central Pty Ltd

## Data Analytics Approach

[Division Name] - [Engagement Manager], [Senior Consultant], [Junior Consultant]

# Agenda

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

# Introduction

## Initial Analysis for Indicators that Reflect Bicycle Purchase

- Age
- Age Groups
- Gender
- Job Industry
- Wealth Segment

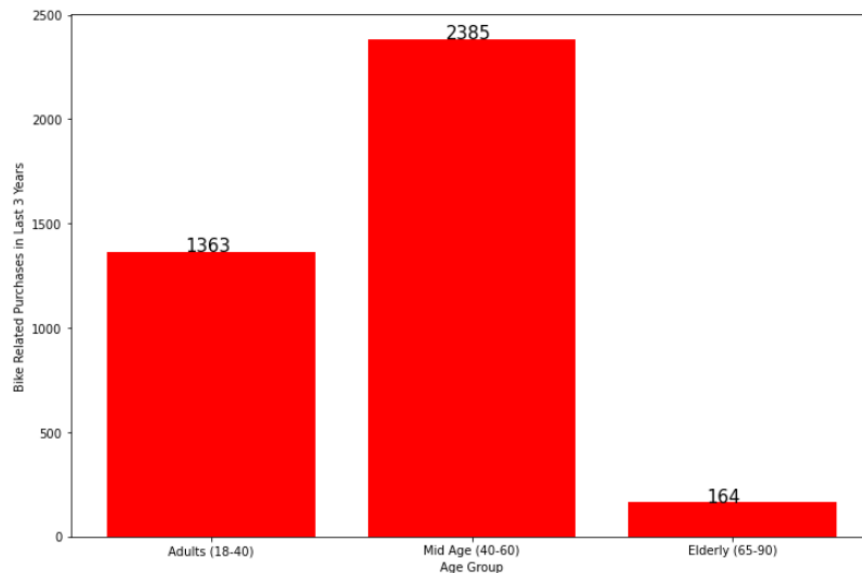
gender	past_3_years_bike_related_purchases	DOB	job_title	job_industry_category	wealth_segment
Female	93	1953-10-12 00:00:00	Executive Secretary	Health	Mass Customer
Male	81	1980-12-16 00:00:00	Administrative Officer	Financial Services	Mass Customer
Male	61	1954-01-20 00:00:00	Recruiting Manager	Property	Mass Customer
Male	33	1961-10-03 00:00:00	Recruiting Manager	IT	Mass Customer
Female	56	1977-05-13 00:00:00	Senior Editor	IT	Affluent Customer

# Model Development

## Count of people with respect to Age Groups

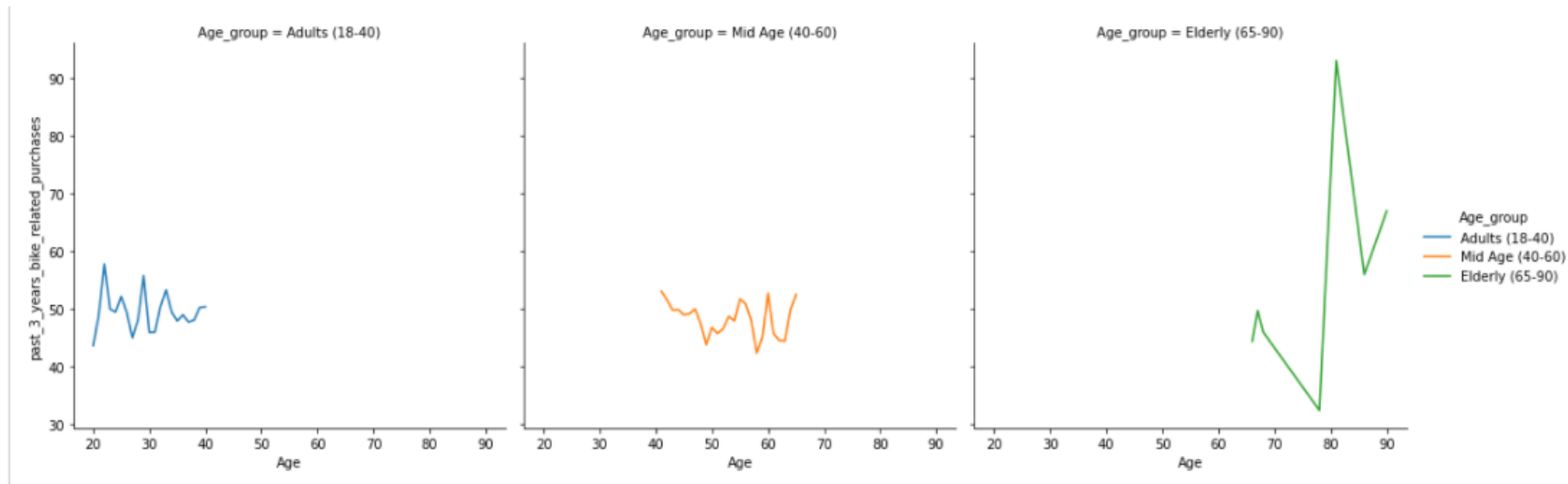
We can see the count of people based on following age groups:

- Adults (18-40) [1363 People]
- Middle-Age (40-60) [2385 People]
- Elderly (65-90) [164 People]



# Data Exploration

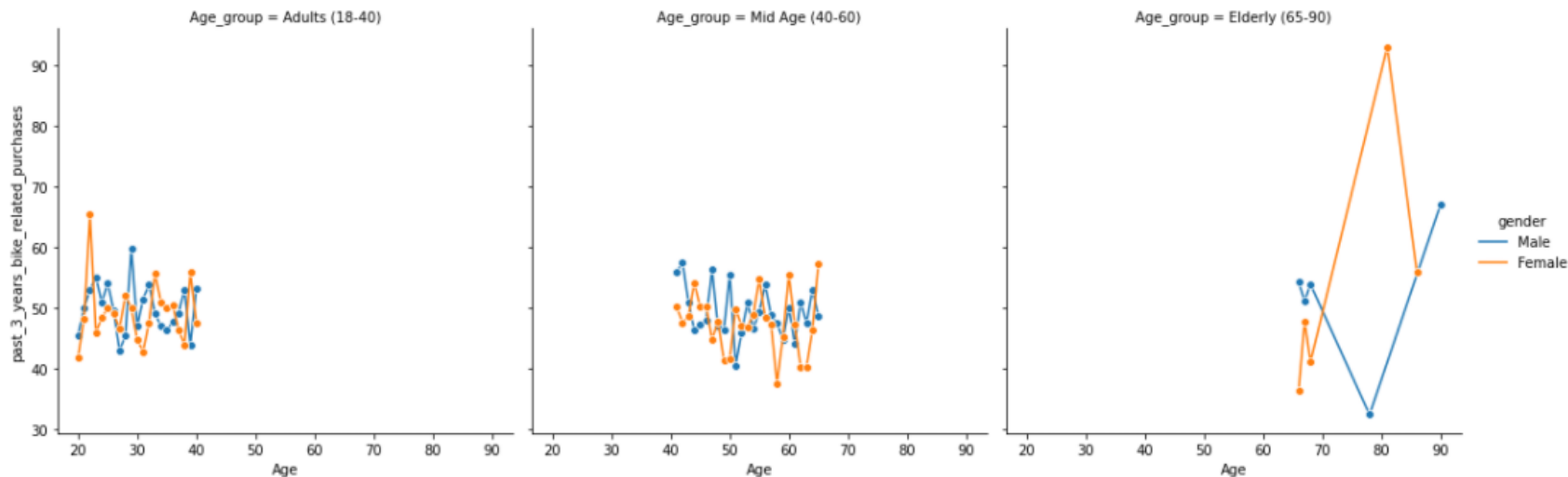
## Variation of bicycle sales in the last 3 years w.r.t Age Groups



The trend is visible which shows that **Elderly** Group of people consumed the largest number of Bicycles in the last three years.

# Interpretation

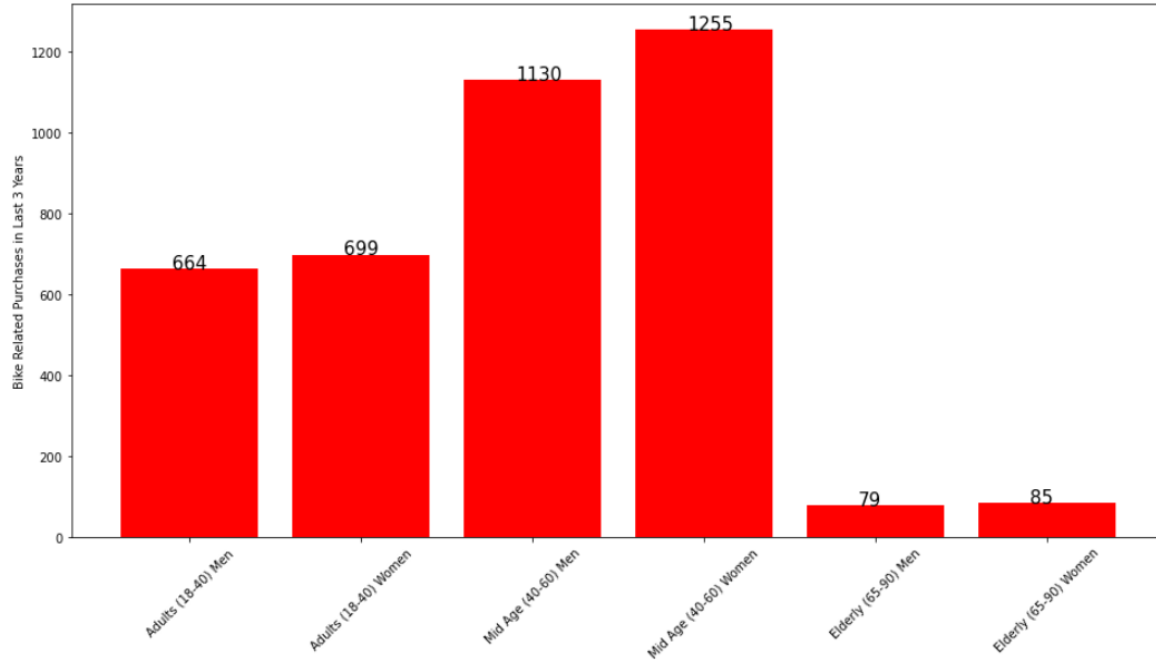
## Variation of bicycle sales in the last 3 years w.r.t Age Groups and Gender



The trend is visible which shows that **Elderly Female** Group consumed the largest individual number of Bicycles in the last three years. However, they are very small in terms of total share of Customers.

# Interpretation

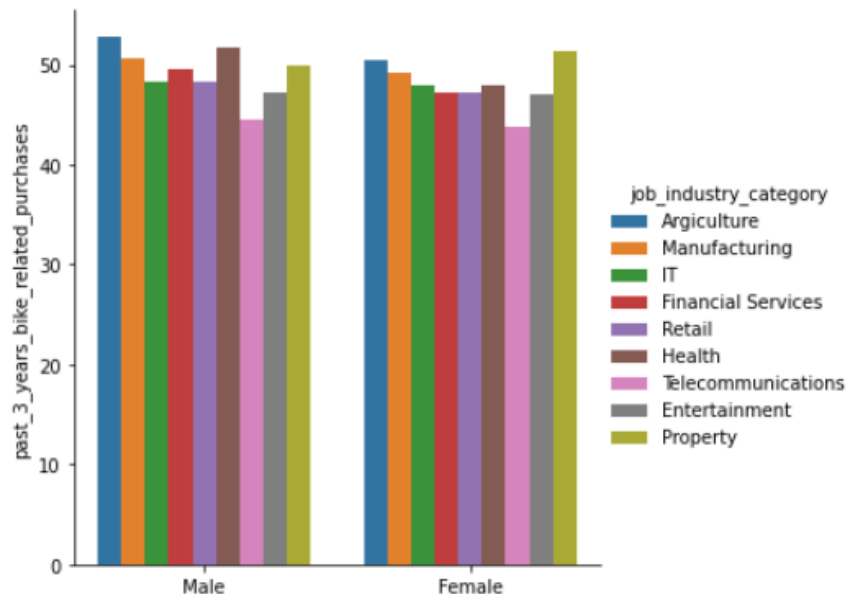
## Variation of bicycle sales in the last 3 years w.r.t Age Groups and Gender



This trend shows that overall, the largest number of consumers with higher sales belong to the **Middle Age Group Women**.

# Interpretation

## Variation of bicycle sales in the last 3 years w.r.t Gender and Industry

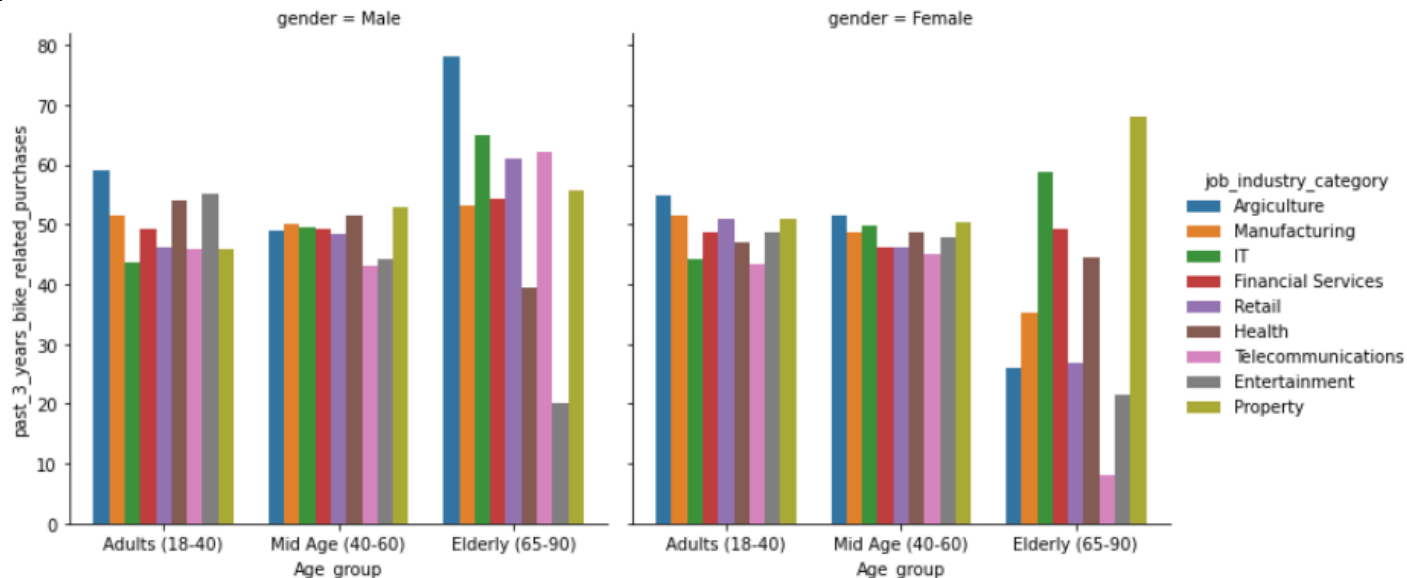


This trend shows that **Men in the Agriculture Industry**, and **Women in the Property Industry**, consumed a high number of bikes.



# Interpretation

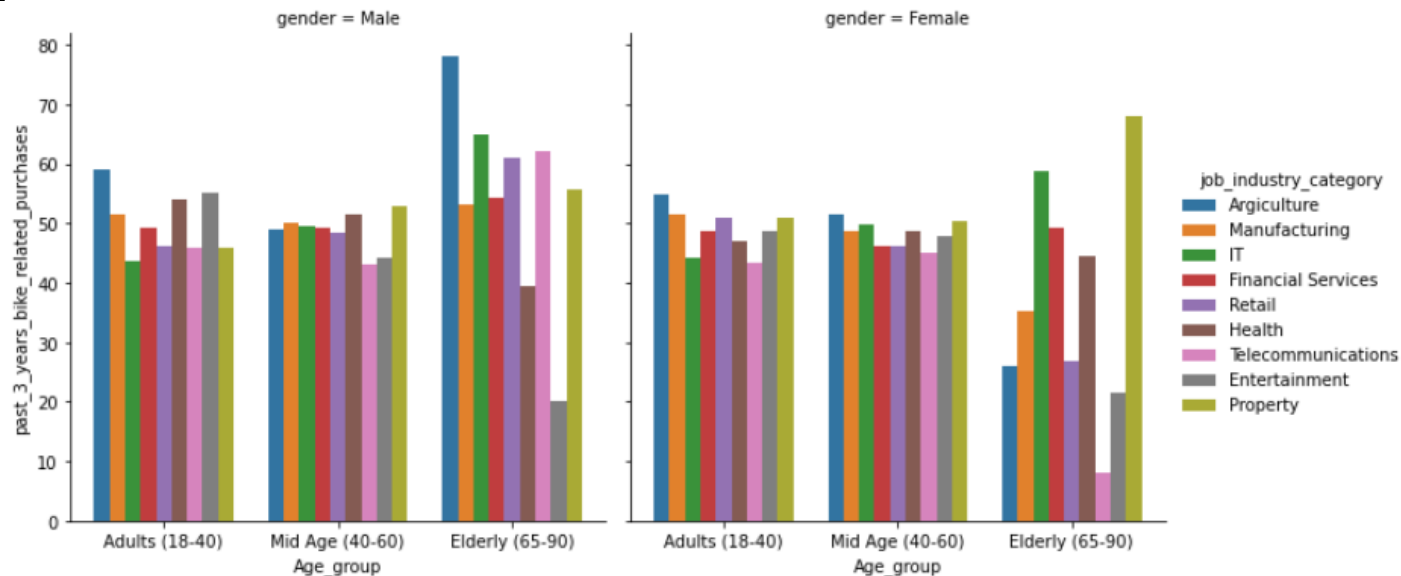
## Variation of bicycle sales in the last 3 years w.r.t Gender, Age and Industry



This trend shows that **Elderly Men in the Agriculture Industry**, and **Elderly Women in the Property Industry**, consumed a high number of bikes.

# Interpretation

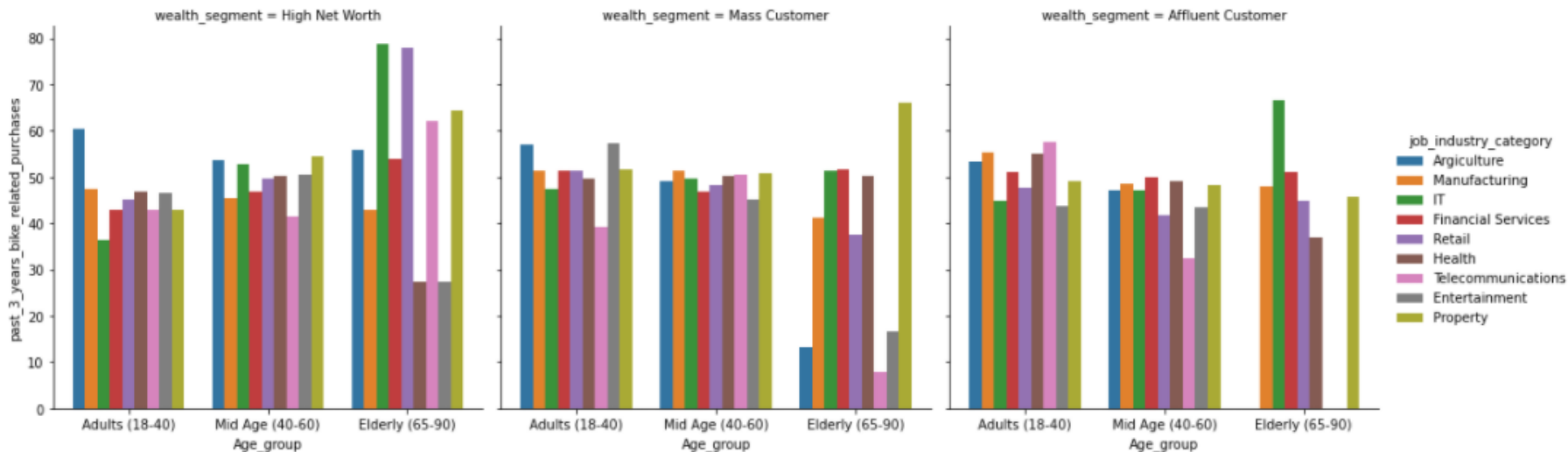
## Variation of bicycle sales in the last 3 years w.r.t Gender, Age and Industry



This trend shows that **Elderly Men in the Agriculture Industry**, and **Elderly Women in the Property Industry**, consumed a high number of bikes.

# Interpretation

## Variation of bicycle sales in the last 3 years w.r.t Age, Wealth Segment and Industry



This trend shows that **Elderly in the Agriculture Industry with High Net Worth**, and **Elderly in the Property Industry**, consumed a high number of bikes.

# Reference

Data Insights Presented by Abdullah

LinkedIn: [LinkedIn](#)

GitHub: [Abdullahw72](#)