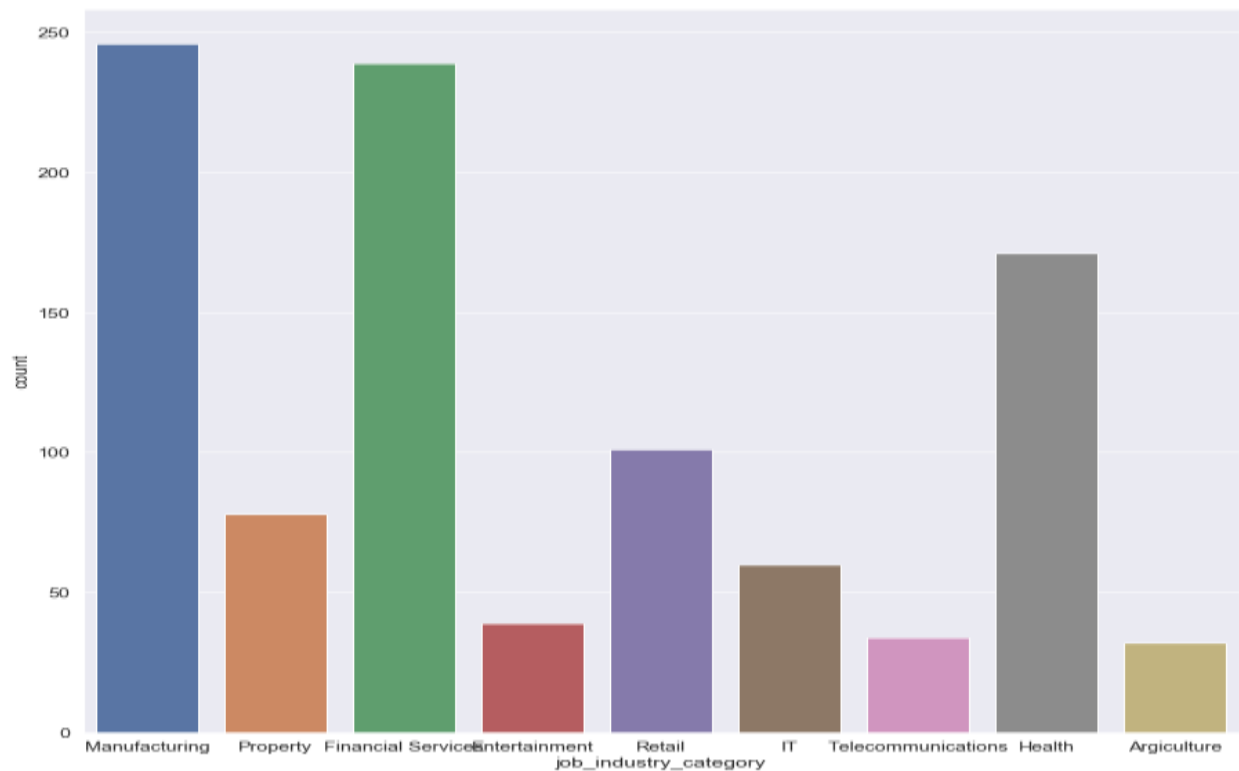
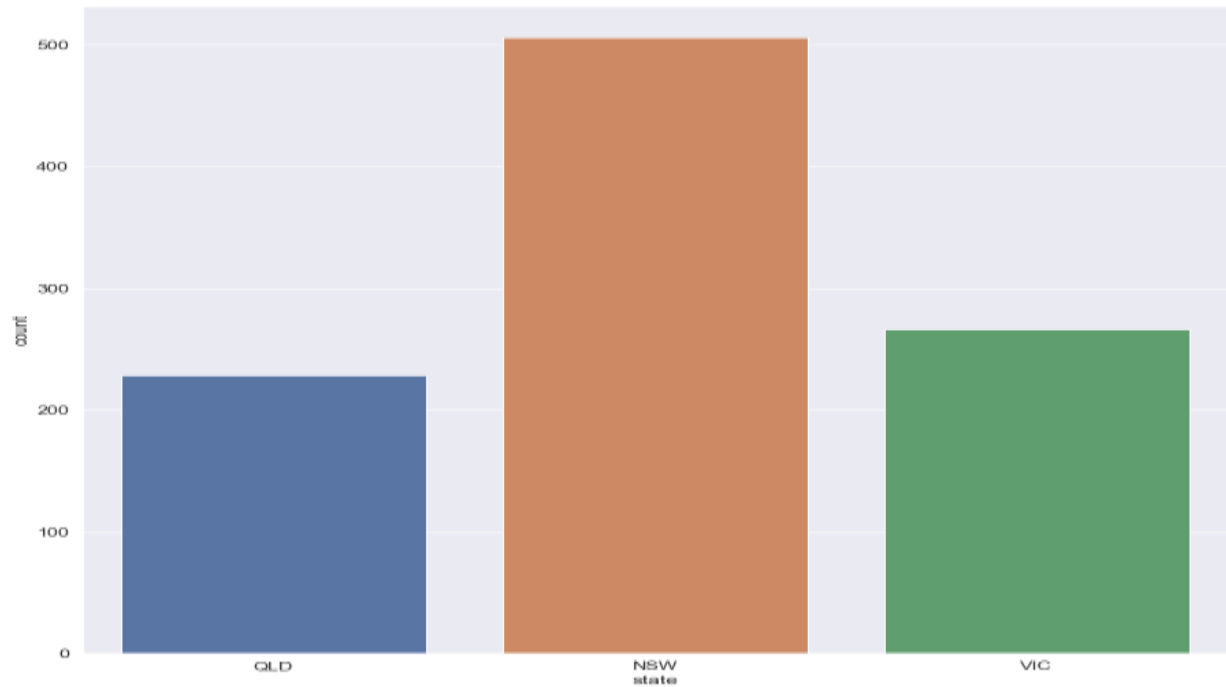
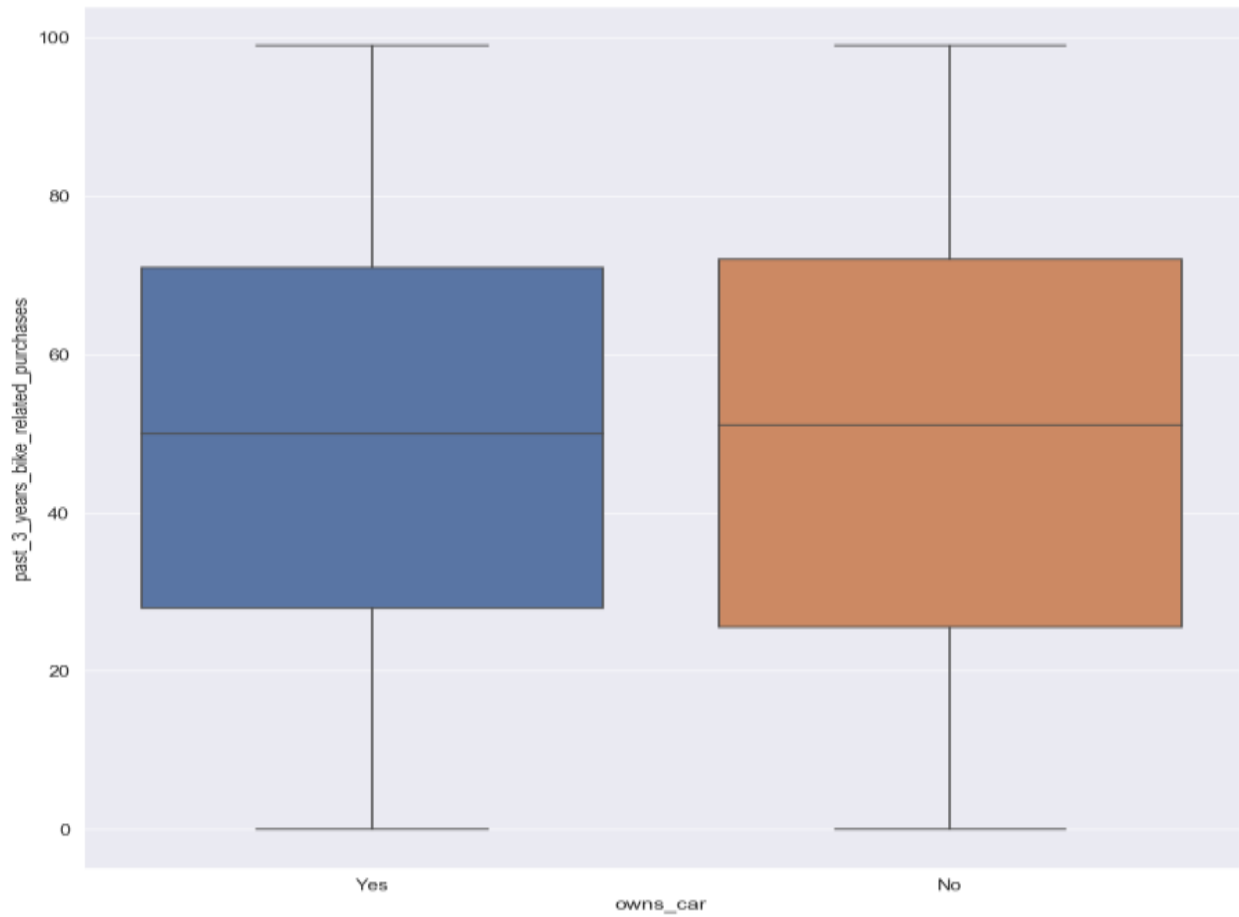
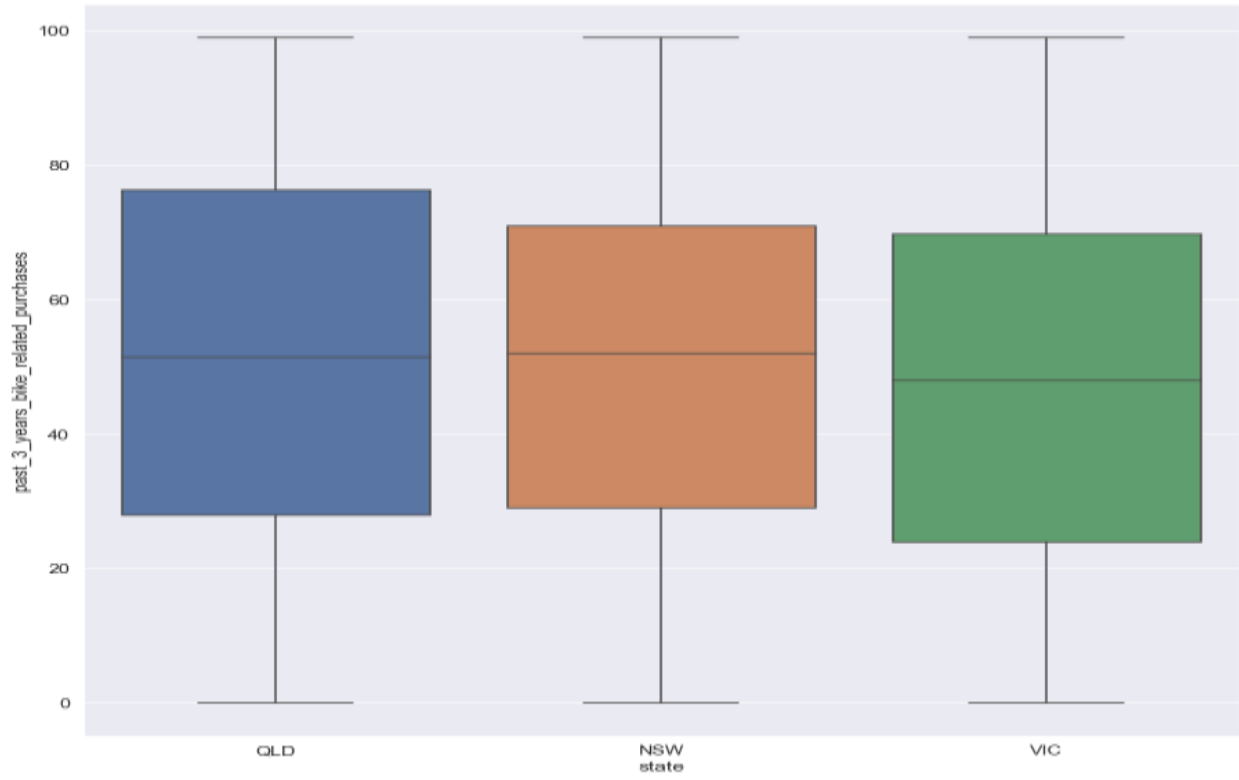
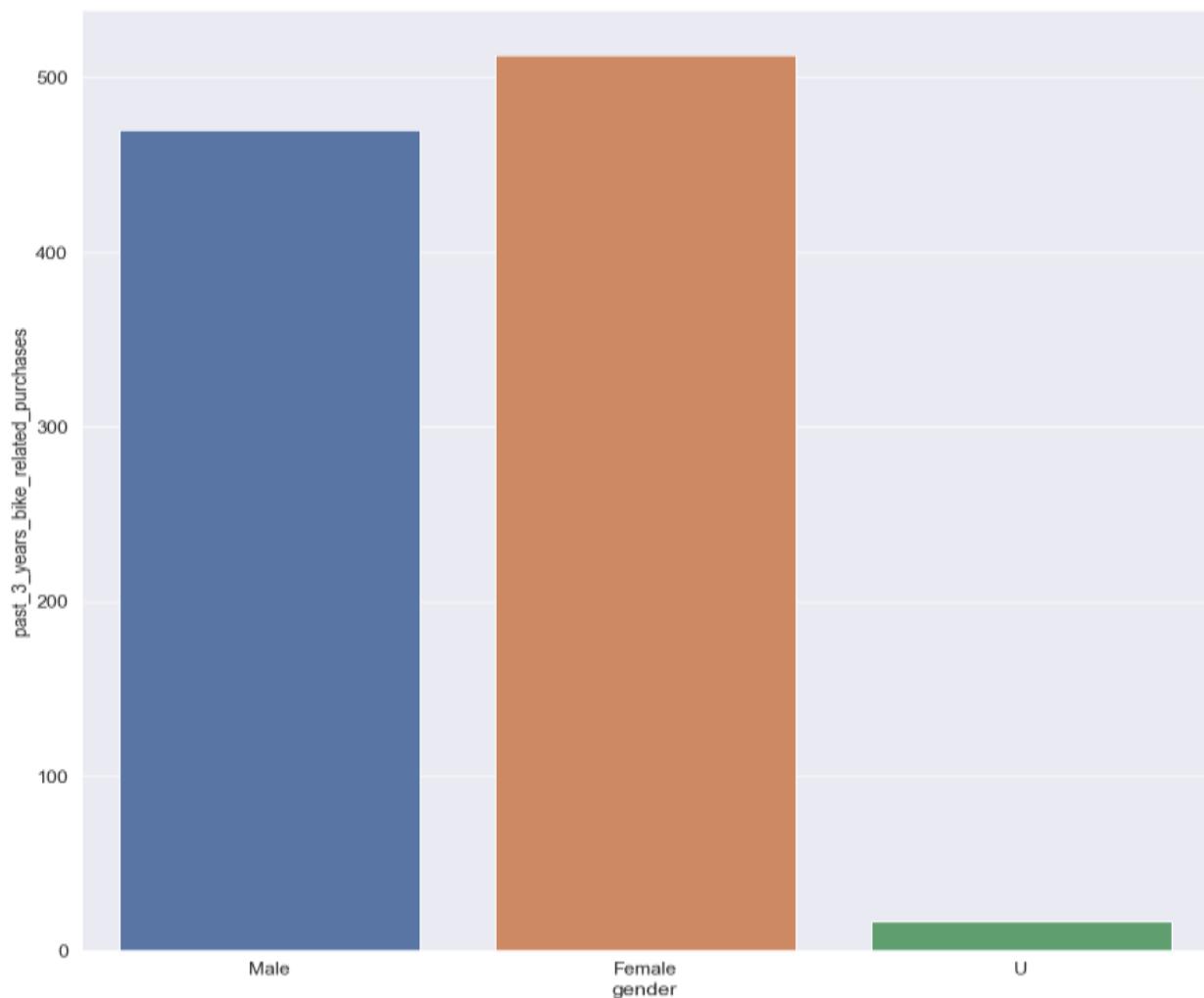


SPROCKET CENTRAL







-Based on charts above we can conclude that customer who does not own a car are probably more to purchase from Sprocket Central Pty Ltd Company, so the marketing team should be targeting the customer how do not own a car.

-Also, we can see that most customers are in NSW state, so we should pay more attention to this state by providing them with more company branches to cover all the areas.

-Finally, we can see that Manufacturing and financial services are the most industry category that has the greatest number of customers. So, the marketing team should do more ads campaign to these specific categories.