

PROJECT BASED INTERNSHIP: KPMG AU

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CONSULTANT

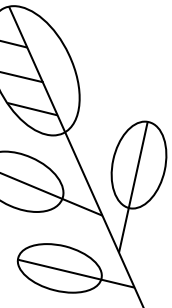
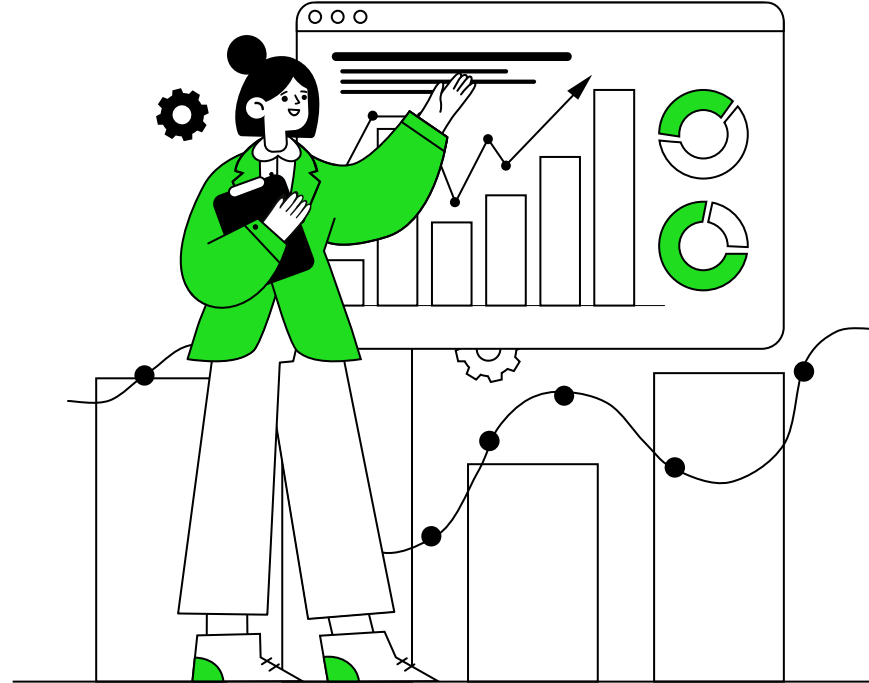
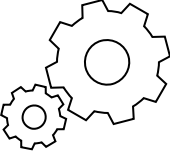
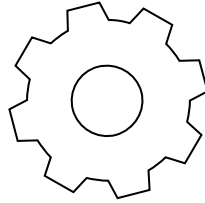




TABLE OF CONTENTS

01

BUSINESS BACKGROUND

Understand the business
and project

02

DATASET OVERVIEW

Get deeper understanding
of dataset

03

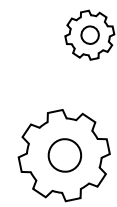
ANALYSIS

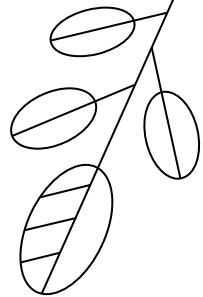
Come up with beneficial
customer

04

RESULT

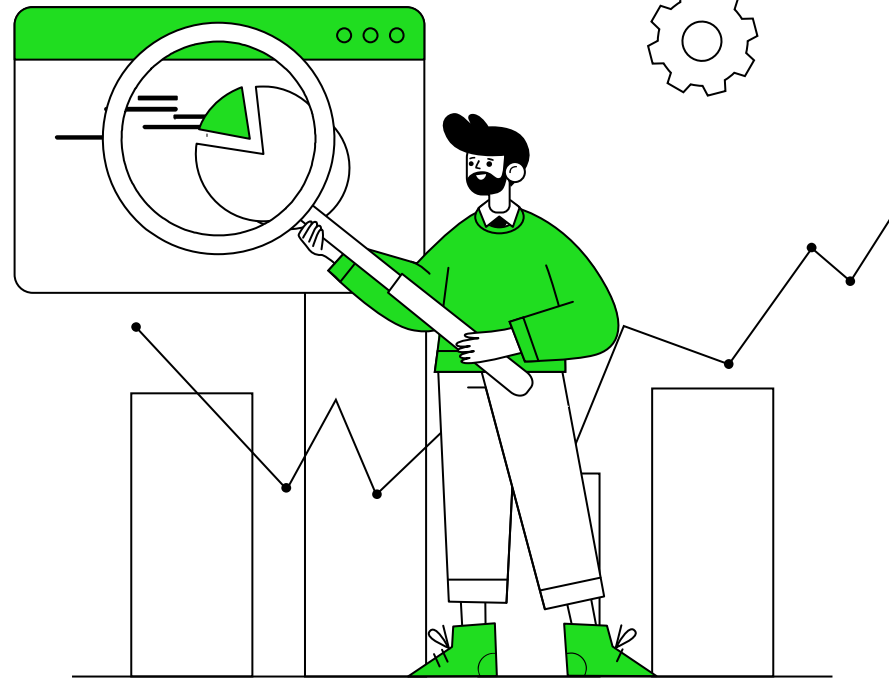
The conclusions of the
analysis

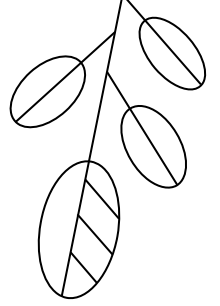
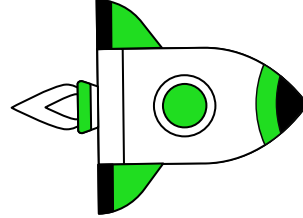
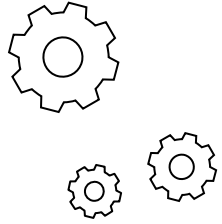




01

BUSINESS BACKGROUND



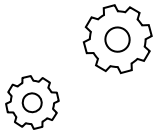


OVERVIEW

Sprocket Central Pty Ltd is one of the KPMG client, a the bicycle and bike accessories company. The client give 3 big project to be handled.

PROJECT

1. Data Quality Assessment - Give recommendation to get better quality of data.
2. Data Insights - Give new 1000 customer that is give the most values to the company
3. Presentations - Develop an interactive dashboard



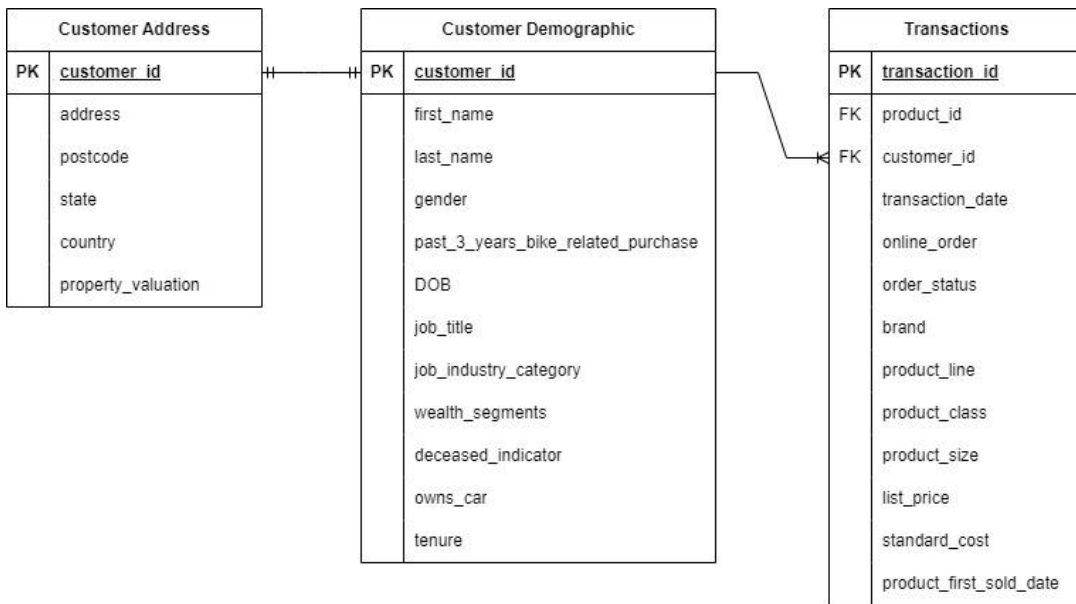


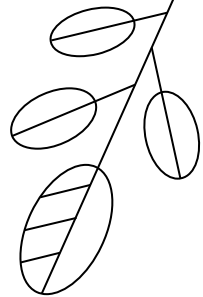
02

DATASET OVERVIEW

OVERVIEW & ERD

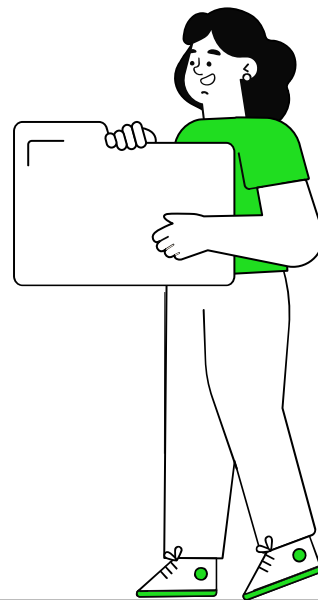
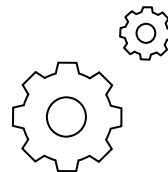
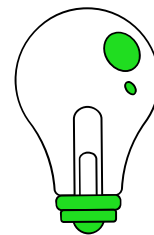
1. **Customer Demographic:** It explains about the customer age, their jobs, the wealth segments, gender, and etc.
2. **Customer Address:** It shows you where the customers lived and the property valuations they have.
3. **Transactions:** This dataset will show you about the transactions of customer that buys a Sprocket Central product.



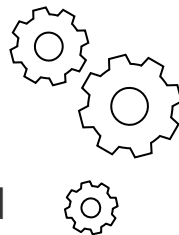


03

CUSTOMER ANALYSIS



OBJECTIVE



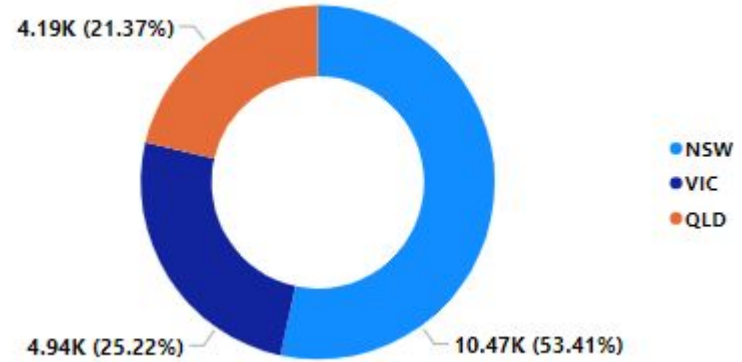
- Using the existing 3 datasets (Customer demographic, customer address and transactions) as a labelled dataset, please recommend which of these 1000 new customers should be targeted to drive the most value for the organisation.

BUSINESS PROBLEM

- What is the state that has the most transactions to Sprocket Central Pty Ltd?
- What is the range of customer age that has the most transactions?
- Which wealth segments that has the most transactions?
- Which kind of job industry of customer that will give you the most transactions?

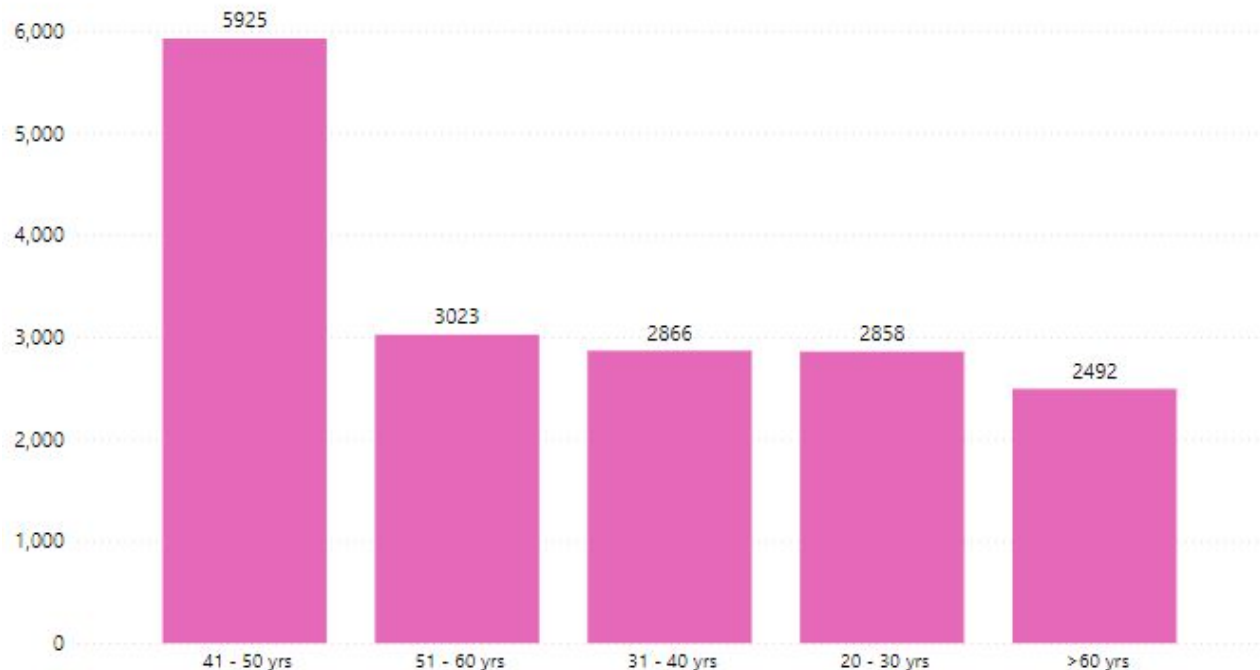


TOTAL TRANSACTIONS BY THE STATE IN 2017



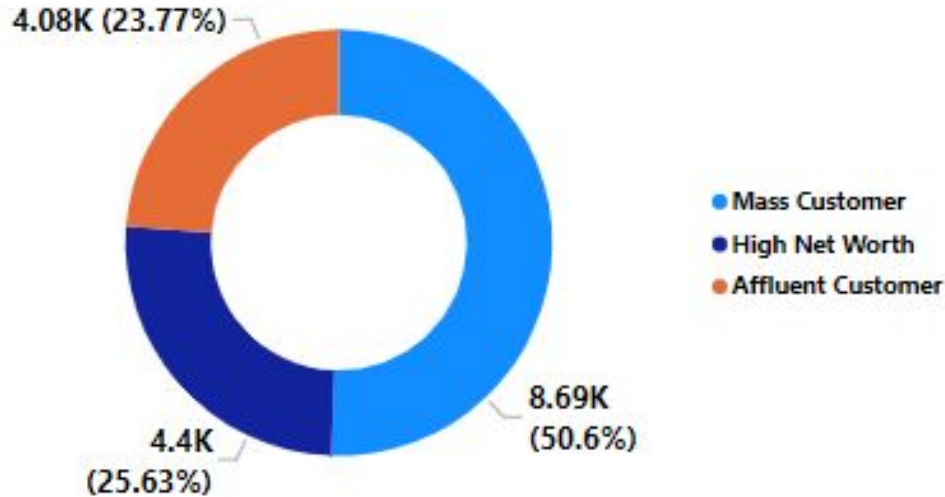
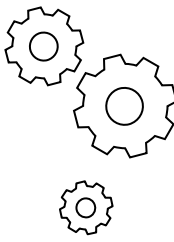
- **New South Wales** is the state that has the most transactions with total transaction is **10500 transactions**.
- More than **50%** of Total transactions happens in New South Wales.
- Total transactions happens in Victoria and Queensland is relatively the same.

TOTAL TRANSACTIONS BY AGE IN 2017



5,925 Transactions in 41 - 50 Years of Age

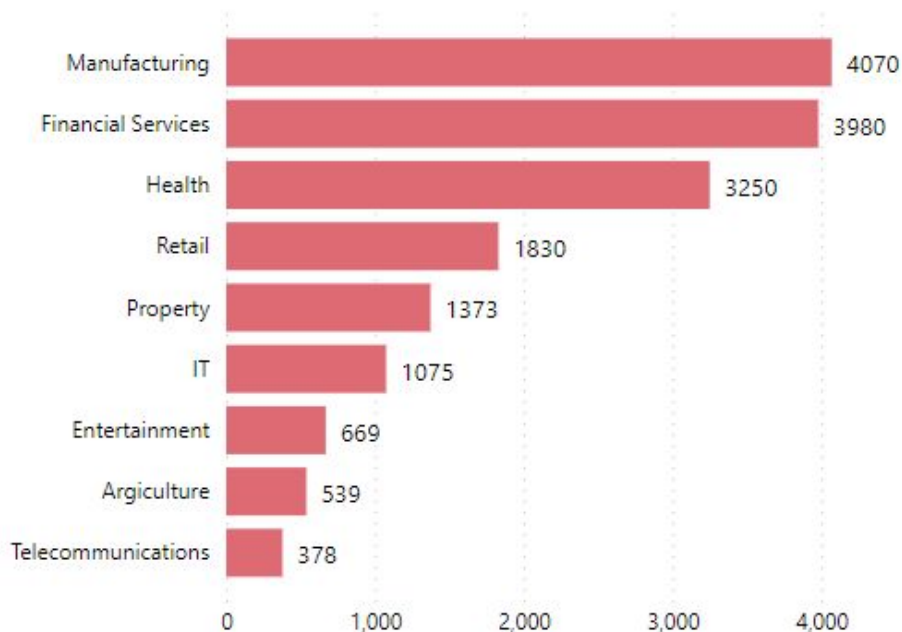
TOTAL TRANSACTIONS BY WEALTH SEGMENT IN 2017



50.6% of total transactions happens in **Mass Customer**

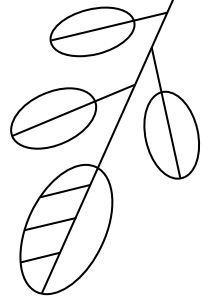


TOTAL TRANSACTIONS BY JOB INDUSTRY IN 2017



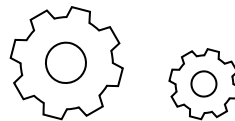
Manufacturing, Financial Service, and Health is Top 3 Job

Industry with total transactions is **11,300** or almost **60%** from total transactions.



04

RESULT RECOMMENDATION



RESULT & RECOMMENDATIONS

1. The customers who lived in **New South Wales** is the potential potential customer to be address due to the transactions in New South Wales is 50% of the total transactions.
2. The customer that age is **31 - 55 Years old** is the potential customer.
3. Customer that wealth segment is **Mass Customer** is the most potentials to be targeted than others wealth segments.
4. Customer who works on **Manufacturing, financial service**, and **health** industry will tend to buy product to Sprocket Central Pty Ltd.

