This report presents a concise analysis of the data, focusing on key takeaways for informed decision-making.

**Problem statement-**

**This project aims to analyze the KPMG data sheet by using Excel tools to data cleaning, data analysis, and visualization view of data and show insights and recommendations to business that will be beneficial to decision-making**.

* **Task 1, cleaning, and transforming the data into meaningful information, we can say it is the process of starting steps of crisp-dm which we had to perform in our task-1 which is business understanding, data understanding, and data preparation for further steps to analyze data**.
* **In task 2 we use customer demographics to analyze the most involvement comes from which segment, gender, and industries. Most intrigue in the wealth segment is from affluent customers, then the average tenure goes till 20 which wealth seg is undefined, genderwise its ‘female’ is higher than any other gender has 2039 customers in the role and lastly, we have industry-wise distribution here is top5 are-**

1. **Manufacturing**
2. **Financial services**
3. **Health**
4. **Retail**
5. **Property**

**These are the 5 top sectors from which customers engage and others have decent performance.**

* **Then, in task 3, extract the sales data by month, sales growth by brands, the product line demand sale and its average, and lastly, the top 10 customer transactions and the average quantity bought by all customers in 2017.**

**We can see in the project After the ultimate downfall in September sales it was all overcome by October and had higher sales than all months, The brand growth showed quite steady rise in sales, and Solex is at the top of all.**

* **Further in task 4 about new customer's involvement in the business first by wealth segment and job industry and correlation between wealth segment and property valuation which has not to have any significant increase in sales or have a relation with each other. Lastly, the estimated potential revenue the higher is 154 which indicates a positive sign towards growth for the business after having the new customers.**
* **Task 5- presented the clv stands for Customer Lifetime Value (CLV) is a metric that estimates the total revenue a business can expect from a single customer throughout their relationship with the company. The CLV's most loyal customer has a 50586 value. In gender average clv is 168429 which is undefined, the job industry is in entertainment higher clv than other industries and lastly wealth segment around 50% of customers are affluent.**

**Recommendations-**

* **Aims to target high-value customer segments can be done by giving them some kind of privilege while purchasing, such as offering a discount, providing them memberships, keeping track of their buying from the store so we can be pretty aware of their ask, and provide them things as per there insights.**
* **Create VIP programs with early access to new products or limited-edition offerings, so we can keep them engaged in our business. Apart from this for other segments, we can shoot or advertise compelling messages for customers who have lack of awareness and try to enchant them towards our bicycle brands, company goals, and responsibilities as well.**
* **If we analyze the data state-wise we had 444 customers from ‘NSW’ state the demand for the product is high expand business with collaboration with other companies in cities would be more beneficial for the company so we also had some kind of support during the launching of stores and brands, and about others states we can arrange campaigns for the people awareness so in future when we launch our stores there would be people who already had been fascinated by our cycles and services.**
* **The following brands need a blast of improvement Norco bicycles, OHM cycles, and Trek bicycles because as seen total sales are much lower as compared to other brands in 2017, These brands should Test different marketing strategies, such as repositioning the product or retargeting audiences. See the reason behind poor sales(eg. Lack of supply, poor behavior, bad quality and services given to customers, etc).**

**Videoexplanation-** [**https://drive.google.com/file/d/1zHDP\_bGGW\_Hi-y5eJzuj8F1OnXcYXQ\_5/view?usp=drive\_link**](https://drive.google.com/file/d/1zHDP_bGGW_Hi-y5eJzuj8F1OnXcYXQ_5/view?usp=drive_link)