

TheAnalyticsTeam

# Sprocket Central Pty Ltd

Data analytics approach

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# Agenda

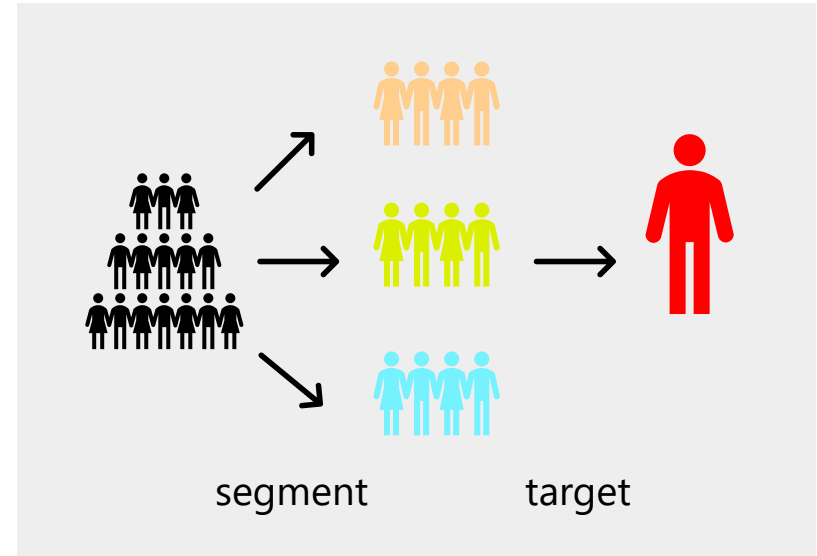
1. Introduction
2. Data Exploration
3. Model Development
4. Interpretation

# Introduction

## From Data Intelligence to Data Analytics

The main purposes of this research:

1. Extract important information from previous data
2. Segment the customers group
3. Target the profitable customers



# Data Exploration

## Understand the Data and Prepare for Modelling

This procedure includes following steps:

1. Understand the variable distributions
2. Feature engineering
3. Variable transformations
4. Variable considerations
5. Set the training and testing datasets

For example,

DOB
1957-07-12
1970-03-22
1974-08-28
1979-01-28
1965-09-21
1951-04-29
1976-10-06
1972-12-27



Age
63
50
46
41
55
69
44
48

# Model Development

## Select the Relevant Variables and Develop the Fitted Model

Model development includes following steps:

1. Select the relevant variables
2. Specify the model
3. Evaluate the overall performance
4. Evaluate the predictive ability
5. Evaluate the model parameters

		Predicted Value	
		FALSE	TRUE
Actual Value	0	1512	499
	1	51	199

# Interpretation

## Examine the Variables Effects and Target Potential Customers

This part focuses on interpreting the variables effects based on their standardized coefficients from the final model.

From the different effects of variables, we can find the common features of our profitable customers and thus target potential customers.



Age: elders

Gender: male

Job industry: IT

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# Appendix

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**This is an optional slide where you may place any supporting items.**