

TheAnalyticsTeam

# Sprocket Central Pty Ltd

Data analytics approach  
by Cynthyá Belloni

# Agenda

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



# Introduction

## Analysing the new customer to help Sprocket grow its business

- Analysed the dataset received from Sprocket, to determine trends and behaviour of the **new customers**, per state.
- Select on high-value customers to drive the business and to be targeted to drive the most value for the organisation.



*Sprocket Central Pty Ltd  
is a long-standing KPMG client whom  
specialises in high-quality bikes and  
accessible cycling accessories  
to riders.*

*Their stores are localized in  
Queensland(QLD), New South  
Wale(NSW) and Victoria(VIC).*

# Data Exploration

## What did we explore ?

The following information will be explored by State:

- Gender
- Owns Car
- Group age
- Wealth Segment
- Job industry



# Model Development

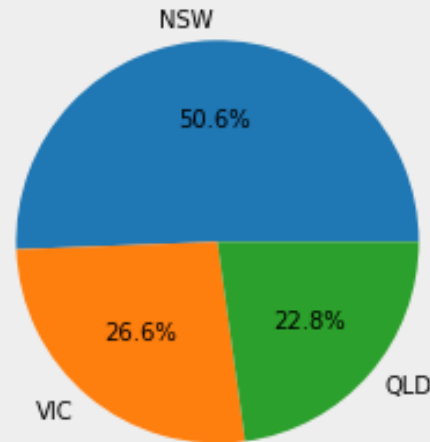
## Overview – Customers per State

Considering different population, culture, transportation, job industry, etc the analysis was done per State.

Comparing the population ranking, the state NSW has the biggest population in Australia and it is where the largest number of customers are also concentrated.



New Customers per State



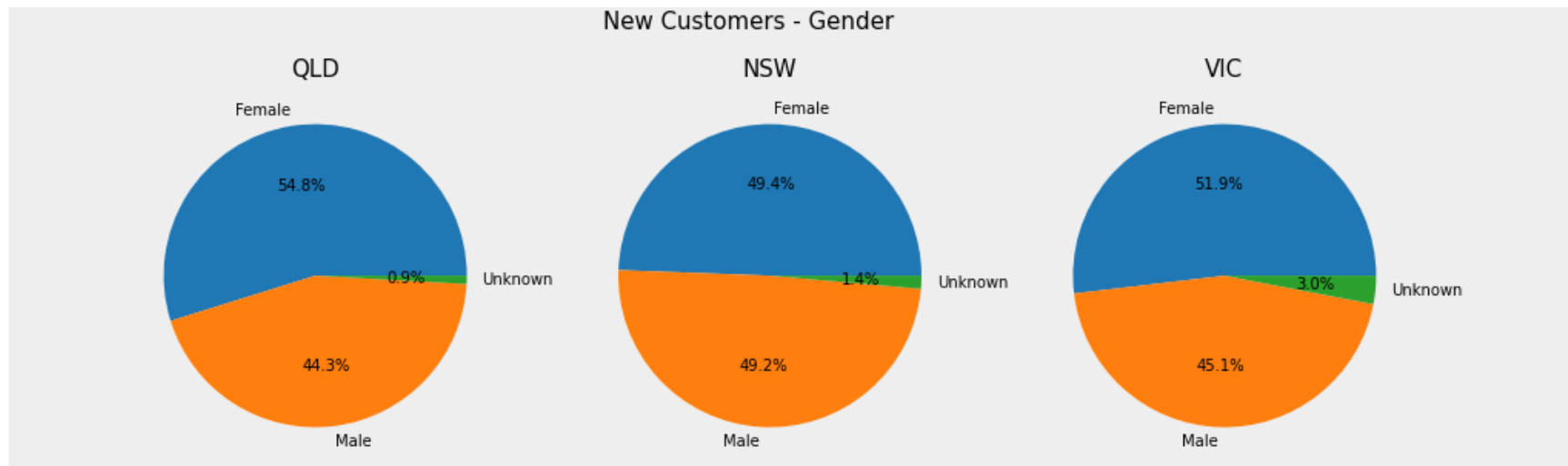
State	Population	Rank
NSW	8,166,369	1
VIC	6,680,648	2
QLD	5,184,847	3

Source: <https://en.wikipedia.org/wiki/Australia>

# Model Development

## Gender

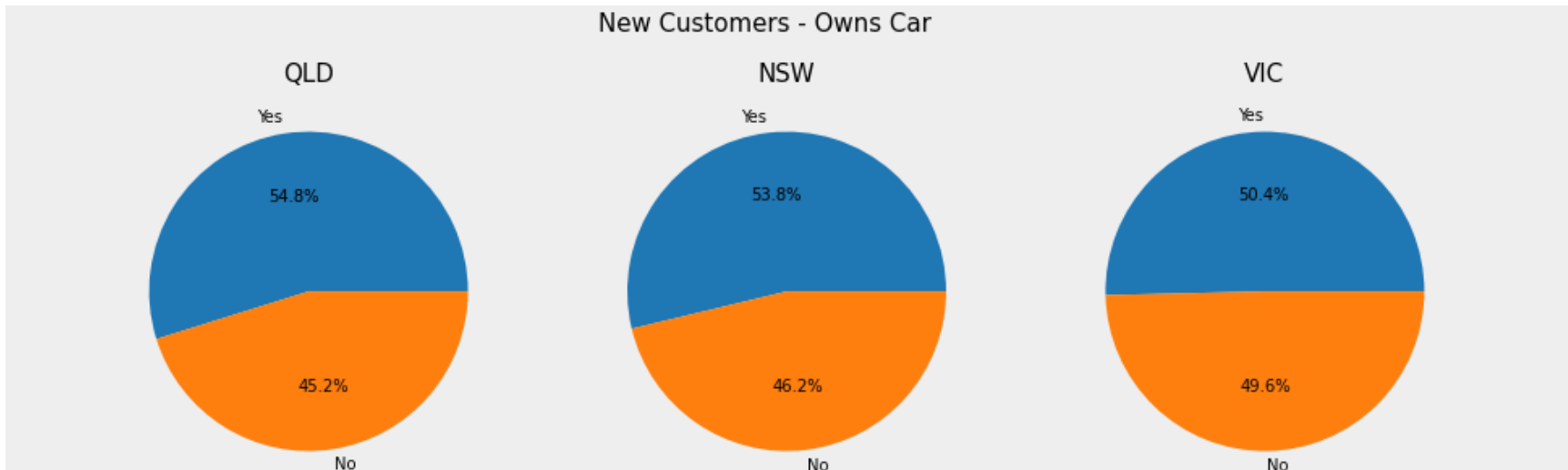
In the state QLD, the company has more than 54% of female customers.



# Model Development

## Owns Car

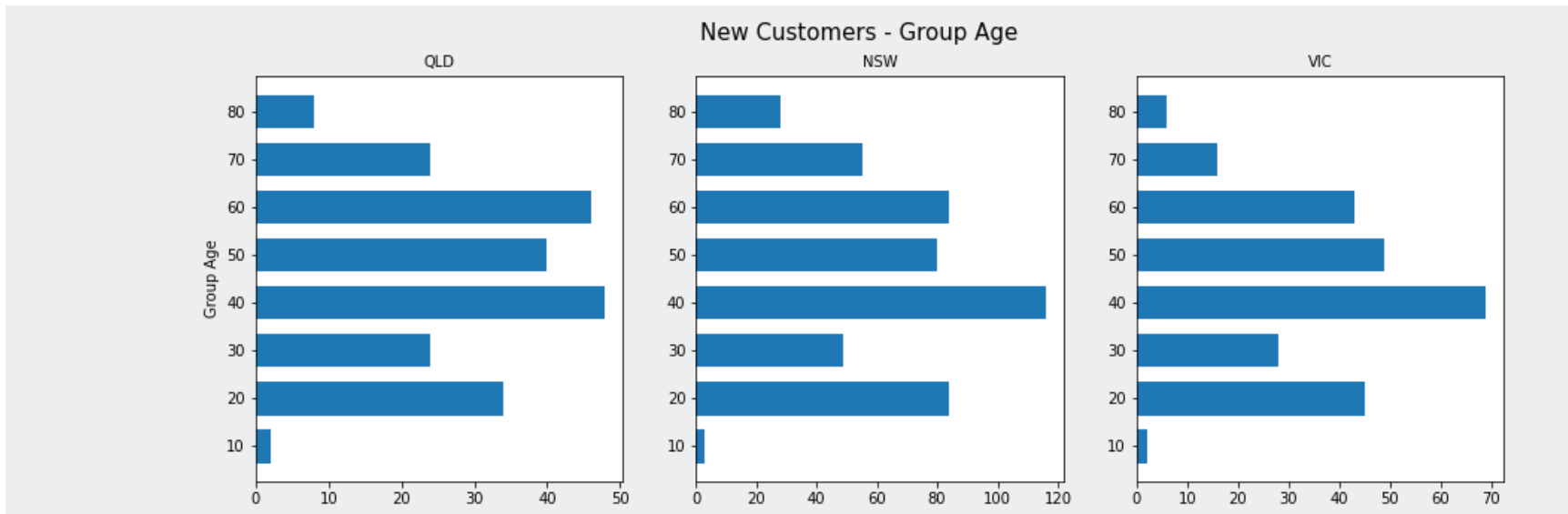
The state QLD has the biggest percentage of customers that owns car.



# Model Development

## Group Age

The age group of 40 to 49 is the most popular.



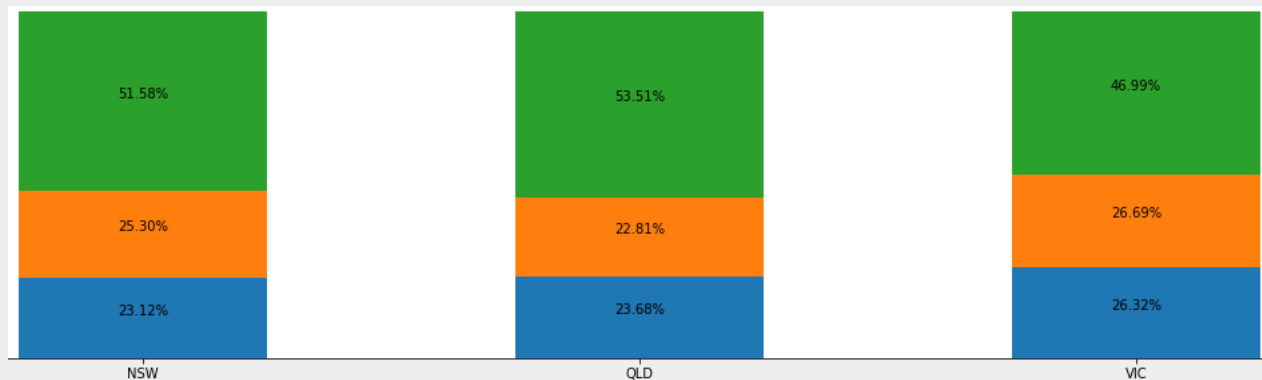


# Model Development

## Wealth Segment

Mass consumers are the most relevant to the company.

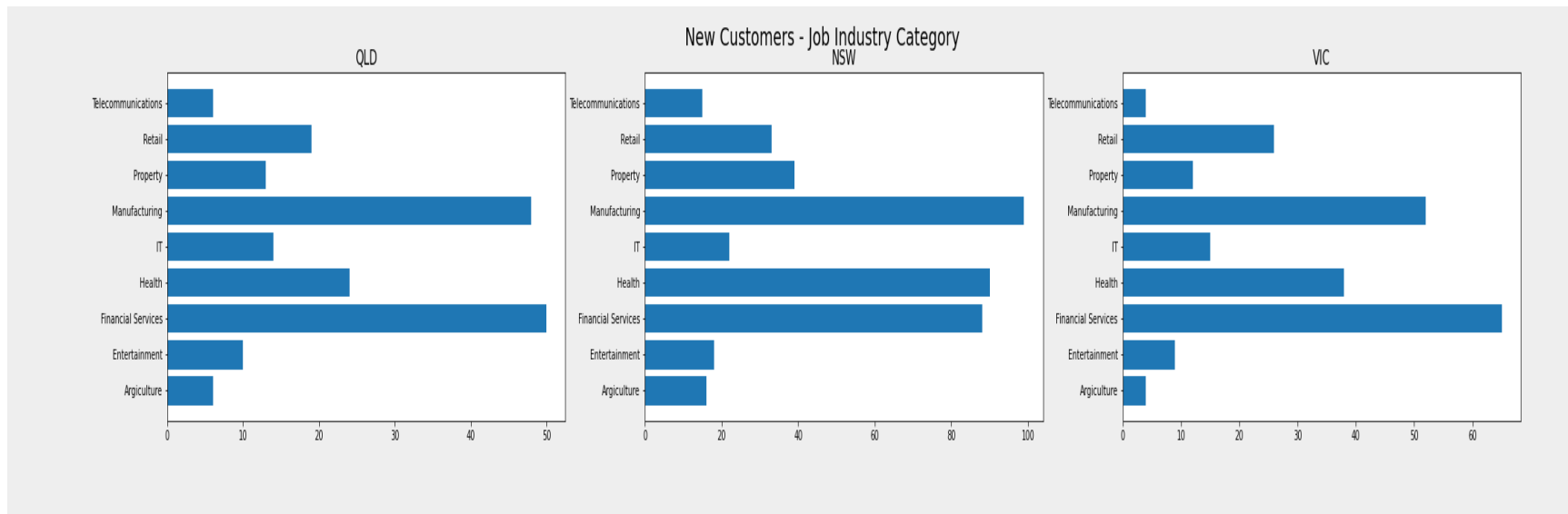
Affluent Customer  
High Net Worth  
Mass Customer



# Model Development

## Job Industry Category

The industry category most relevant are Manufacturing and Financial Services.



# Interpretation

**In general, the customers in the three states had a very similar behaviour, which we can say that the most common profile was at least one of this particularity:**

- Located in NSW
- Female
- Owns Car
- Between 40 and 49 years old
- Mass Customer
- Work in Manufacturing or Financial Services Industry



# Appendix

# Appendix

## Some tables

state	purchase
NSW	506
QLD	228
VIC	266

state	owns_car	purchase
NSW	No	272
NSW	Yes	234
QLD	No	103
QLD	Yes	125
VIC	No	132
VIC	Yes	134

state	job_industry_category	purchase
NSW	Argiculture	16
NSW	Entertainment	18
NSW	Financial Services	88
NSW	Health	90
NSW	IT	22
NSW	Manufacturing	99
NSW	Property	39
NSW	Retail	33
NSW	Telecommunications	15
QLD	Argiculture	6
QLD	Entertainment	10
QLD	Financial Services	50
QLD	Health	24
QLD	IT	14
QLD	Manufacturing	48
QLD	Property	13
QLD	Retail	19
QLD	Telecommunications	6
VIC	Argiculture	4
VIC	Entertainment	9
VIC	Financial Services	65
VIC	Health	38
VIC	IT	15
VIC	Manufacturing	52
VIC	Property	12
VIC	Retail	26
VIC	Telecommunications	4

state	group_age	purchase
NSW	10	3
NSW	20	84
NSW	30	49
NSW	40	116
NSW	50	80
NSW	60	84
NSW	70	55
NSW	80	28
QLD	10	2
QLD	20	34
QLD	30	24
QLD	40	48
QLD	50	40
QLD	60	46
QLD	70	24
QLD	80	8
VIC	10	2
VIC	20	45
VIC	30	28
VIC	40	69
VIC	50	49
VIC	60	43
VIC	70	16
VIC	80	6