

TheAnalyticsTeam

Sprocket Central Pty Ltd

Data analytics approach

[Division Name] - [Engagement Manager], [Senior Consultant], [Junior Consultant]

Agenda

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

Introduction

Optimizing Customer Marketing

Considerations:

- Year of Birth
- Gender
- Wealth Segment
- Tenure
- Bike Related Purchases

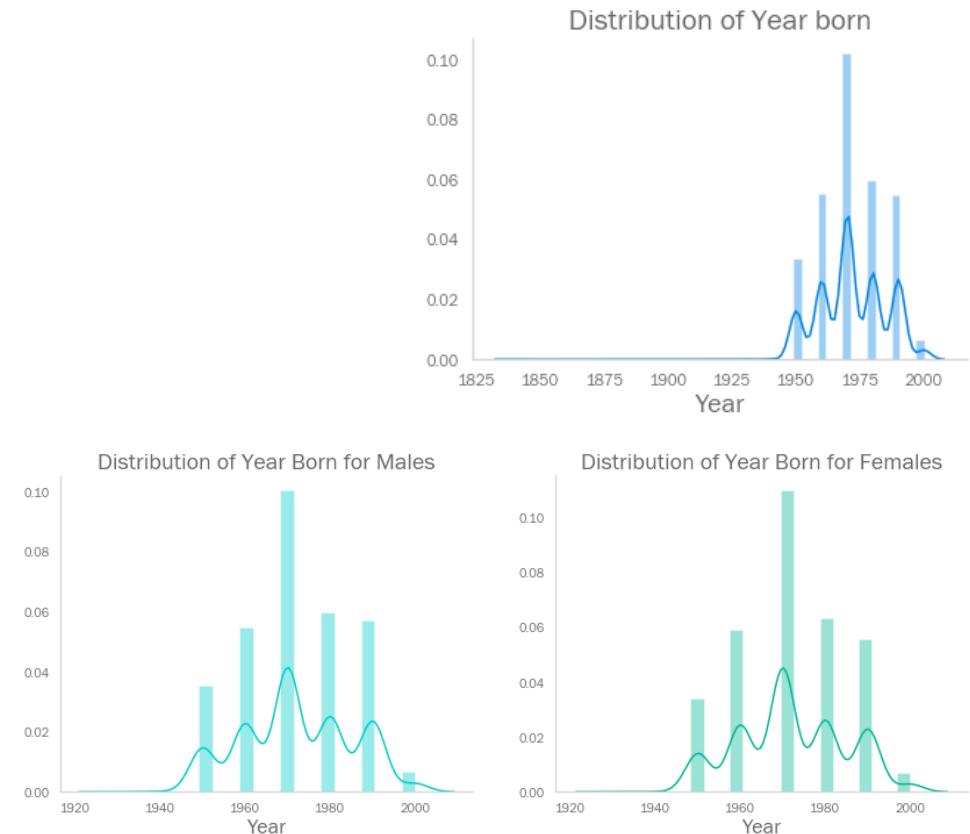


Data Exploration

Data Distributions

Age Distributions:

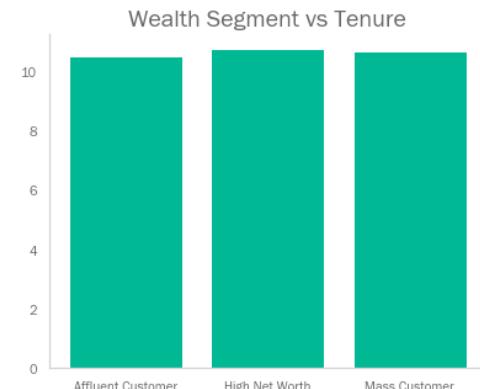
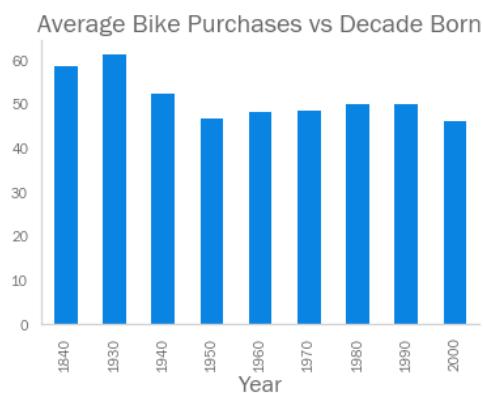
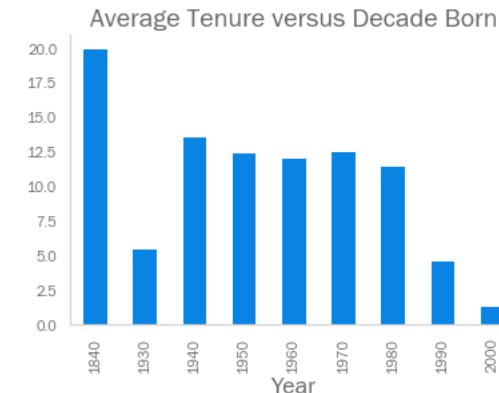
- The distribution of year born for males and females appears to follow a normal distribution.
- This will aid in model standardization and validity



Data Exploration

Data Relationships

- As expected, those who are older have a longer tenure.
- The elderly purchase more bike related products which may signal that they are a higher value customer.
- Wealth doesn't affect the amount of bike related purchases or tenure.



Model Development

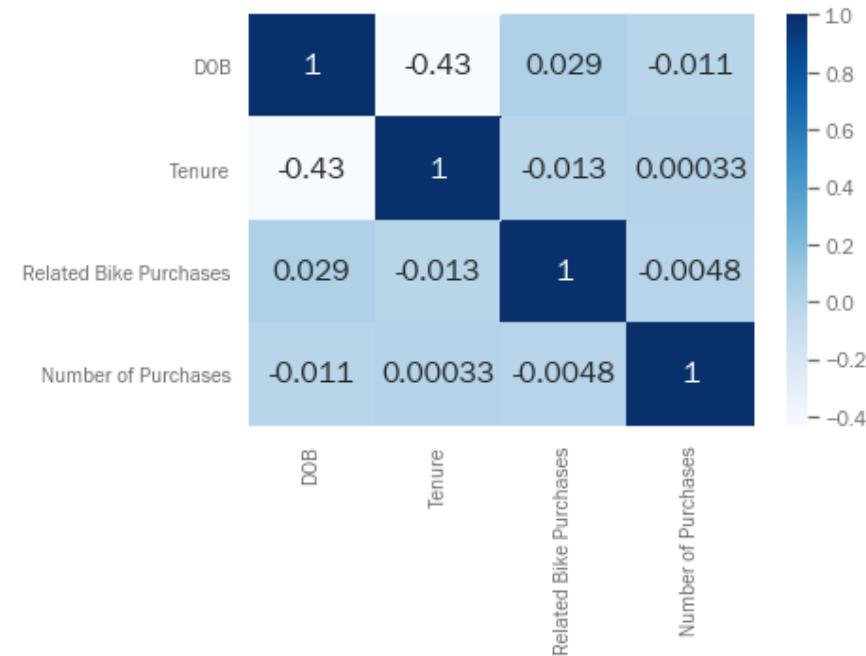
Examining Correlation for Model Development

Correlations with Number of Purchases:

Tenure = 0.00033

Related Bike Purchases = -0.0048

Year of Birth = -0.011



Interpretation

Results

Based on the correlation plot, age is the largest contributing factor that should be considered when marketing. As age increases, the customer's purchases also increase.

