SPROCKET CENTRAL CUSTOMER ANALYSIS DASHBOARD

3416
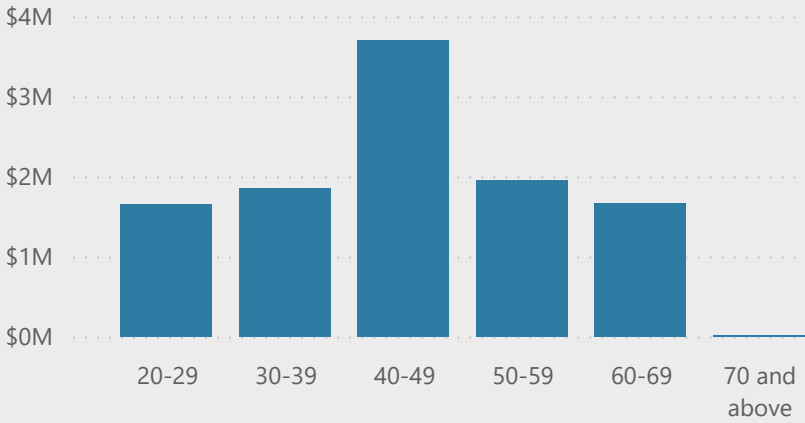Number of customers

$10.87M
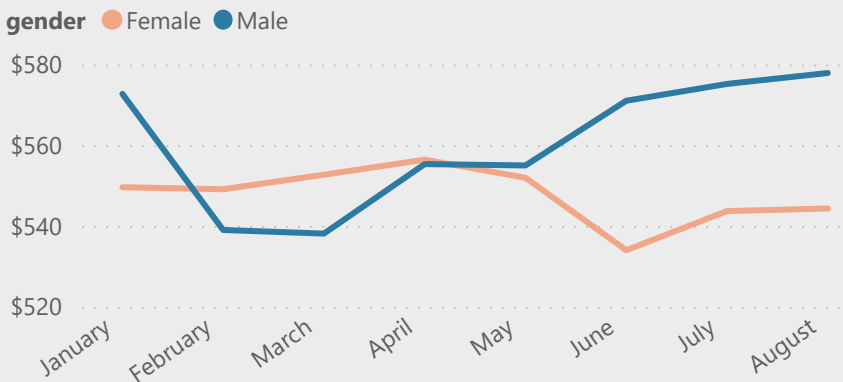Total Profit

19.54K
Number of transactions

Those within the 40-49 age groups generated more profit for the company followed by those within the 50-59 age group.
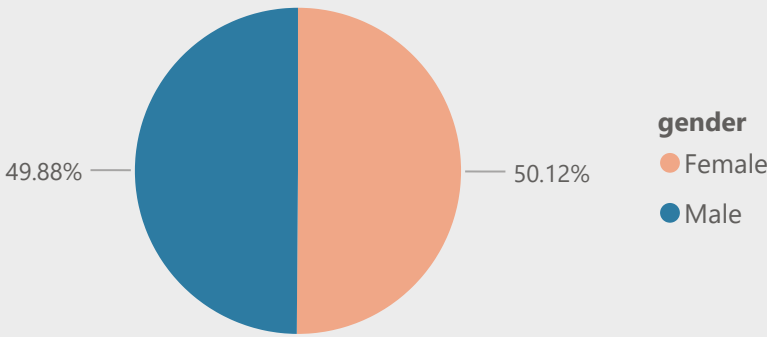
Profit by age groups

On average, the males generated more profit for the company during the first month and in the middle of the year
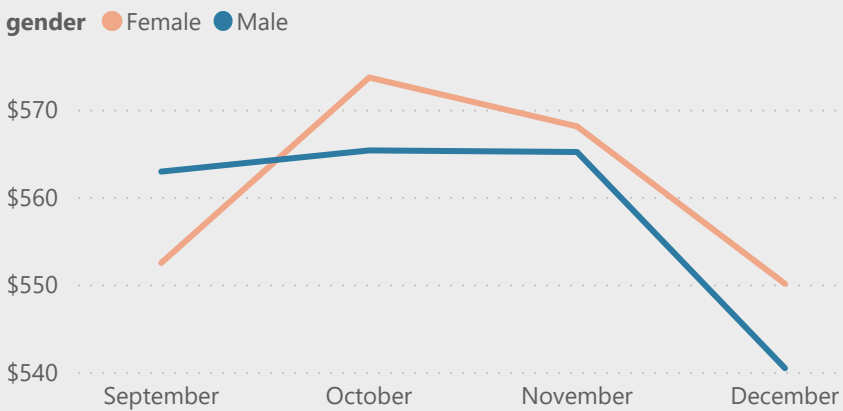
Average profit by transaction month

gender ● Female ● Male

On average, it was more of an even split between genders in the profit generated by them.

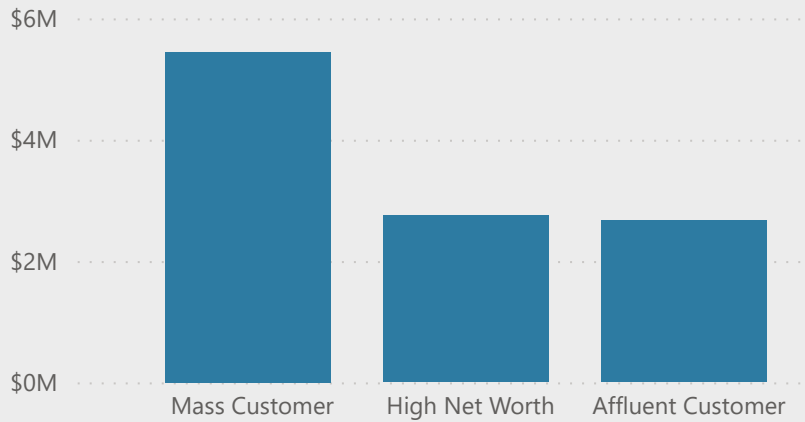### Profit based on gender

gender
● Female 50.12%
● Male 49.88%

On average, the females spent more money from Feb-April and during the last quarter of the year.

Average profit based on transaction month

gender ● Female ● Male

Customers in the Wealth Segment are majority of the company's customers and they also buy the most.

Profit based on wealth segment

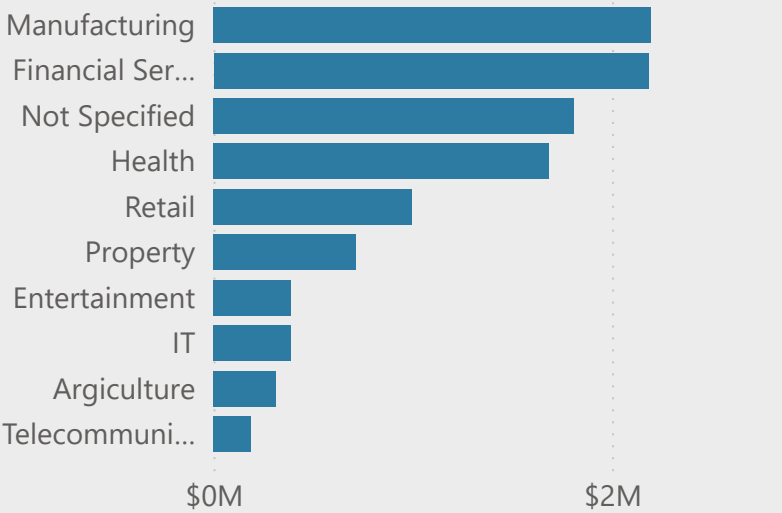Mass Customer, High Net Worth, Affluent Customer

Most of the company's customers are living in New South Wales and Victoria and they also generated more profit for the company.

Profit based on wealth segment

New South Wales $5.78M | Victoria $2.74M | Queensland $2.33M
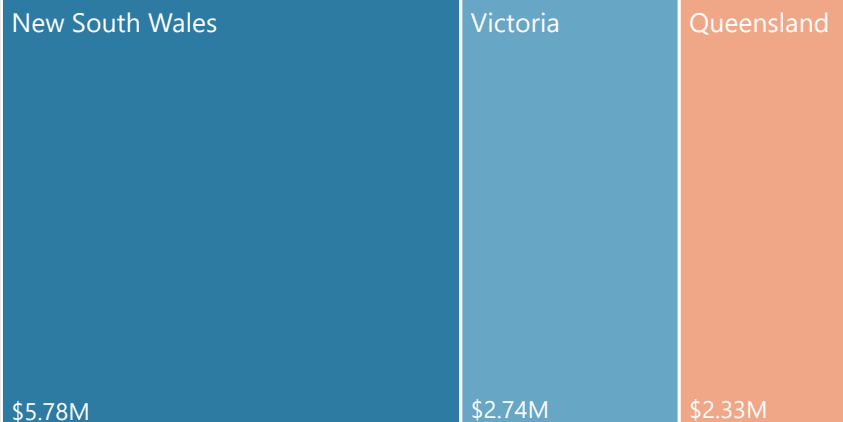

Customers within the Manufacturing, Financial services and Health industries bought more items from the company.

Profit based on customers job industries

Manufacturing, Financial Ser..., Not Specified, Health, Retail, Property, Entertainment, IT, Argiculture, Telecommuni...

The Solex brand sold the most among other brands followed by Giant Bicycles, WeareA2B and OHM cycles.

Transactions based on bicycle brands

Solex, Giant Bicycles, WeareA2B, OHM Cycles, Trek Bicycles, Norco Bicycles
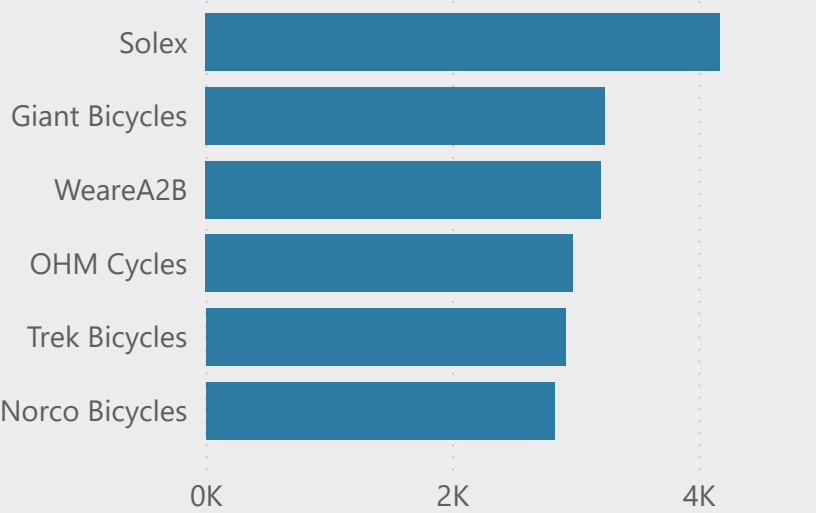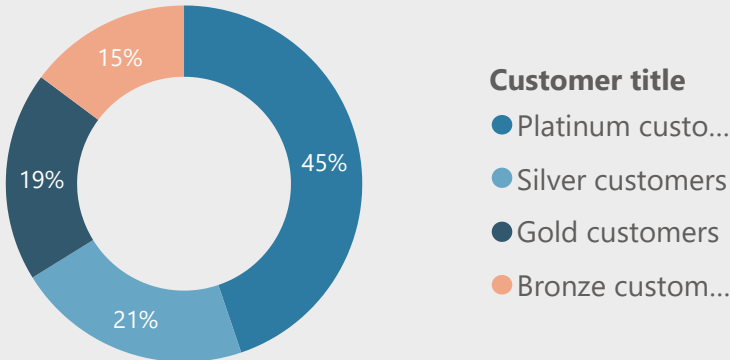

RESULT OF RFM ANALYSIS

X axis
gender

From the RFM analysis done, the platinum customers are the most loyal customers and are those the company should target among the New customers.

Customers grouped by types

45% / 21% / 19% / 15%

Customer title
● Platinum custo...
● Silver customers
● Gold customers
● Bronze custom...

This plot shows the demographics of the different customer types.

Demographics of the customer types

Customer title
● Bronze custom...
● Gold customers
● Platinum custo...
● Silver customers

Female / Male — gender
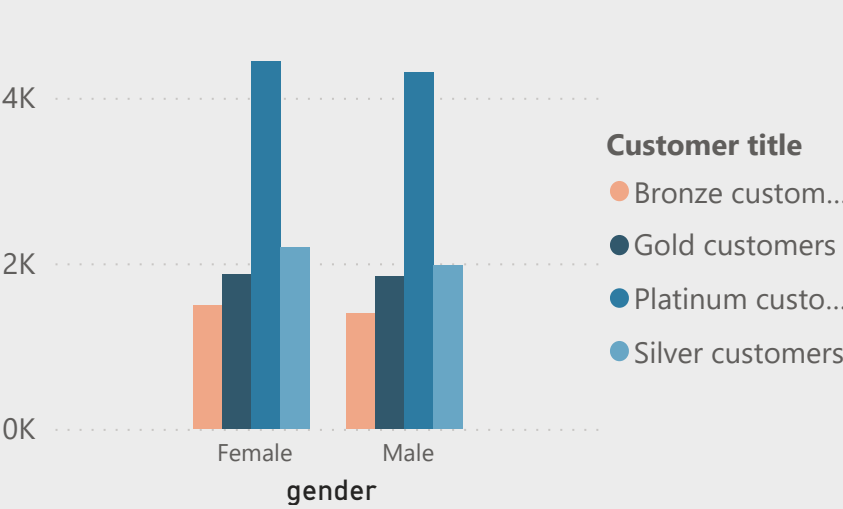
CONCLUSION

The customers the company's marketing team should target are:

· Both female and male.

· Those working in the Manufacturing, Financial services and Health industries.

· Those in the Mass wealth segment.

· People within the age groups of 40-49 and 50-59.

· Those living in New South Wales and Victoria in Australia.

RECOMMENDATION

Sprocket marketing team should send targeted emails and advertisements through social media platforms to the Platinum and Silver groups of the new customers.

They should create product offers to the Silver customers like discounts to enable them buy more.

They should offer loyalty programs to the Platinum customers to keep retaining them.

Lastly, a more quality data should be provided by creating surveys on the customers preferred product brands and sizes and also data from different years.