ANALYTICS TEAM

JANUARY 5, 2023

Sprocket Central Pty Ltd

Data Analytics Aprroach

Agenda

Introduction

Data Exploration

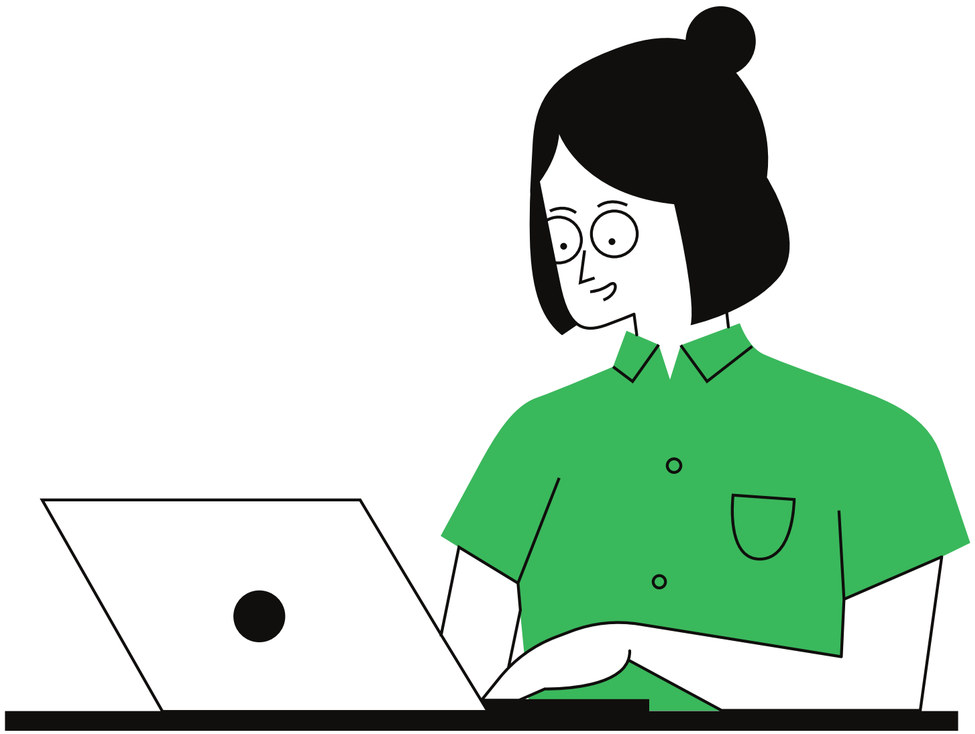
Model Development

Interpretation

Tip: Use links to go to a different page inside your presentation.

How: Highlight text, click on the link symbol on the toolbar, and select the page in your presentation you want to connect.

Introduction

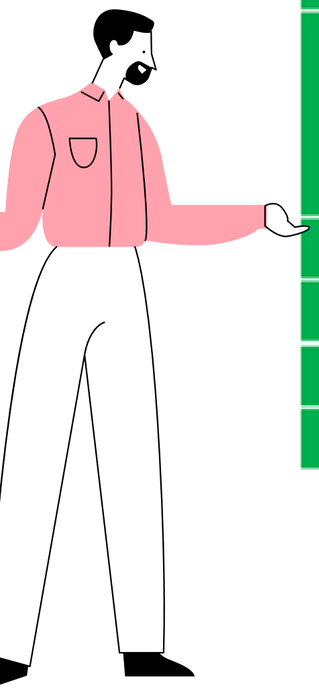


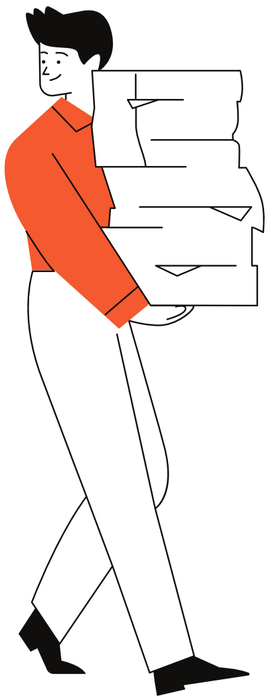
The marketing team want to boost business by analyze their customer dataset for find the trends and behaviour. After that , marketing team will identify and recommend TOP 1000 Customer to target by trend and behaviour from CustomerDemographic.

Business Statement

Data Quality Framework Table

	Customer Demographic	Customer Address	Transaction past 3 months
Accuracy	• Dob = 1 data inaccurate • Default = All data inaccurate	√	√
Completeness	• dob = 87 Blanks • job title = 506 Blanks • industry category = 656 Blanks • default = 240 Blanks • tenure = 87 Blanks	√	• Online Order = 360 Blanks • Brand = 197 Blanks • Product line = 197 Blanks • Product Class = 197 Blanks • Standart Coss = 197 Blanks
Consistency	• Gender = have data (F, Femal, Female, M, Male, and U)	• State have inconsistent data	• Standart Cost have 2 data with wrong format
Currency	√	√	√
Relevancy	√	√	√
validity	√	√	√
Uniqueness	√	√	√





Identify and Recommend Top 1000 Customer from Datasets

Content of Data Aanlysis

Distribuiton by :

- Group of Age
- Gender
- Wealth Segment
- State
- Job Industry

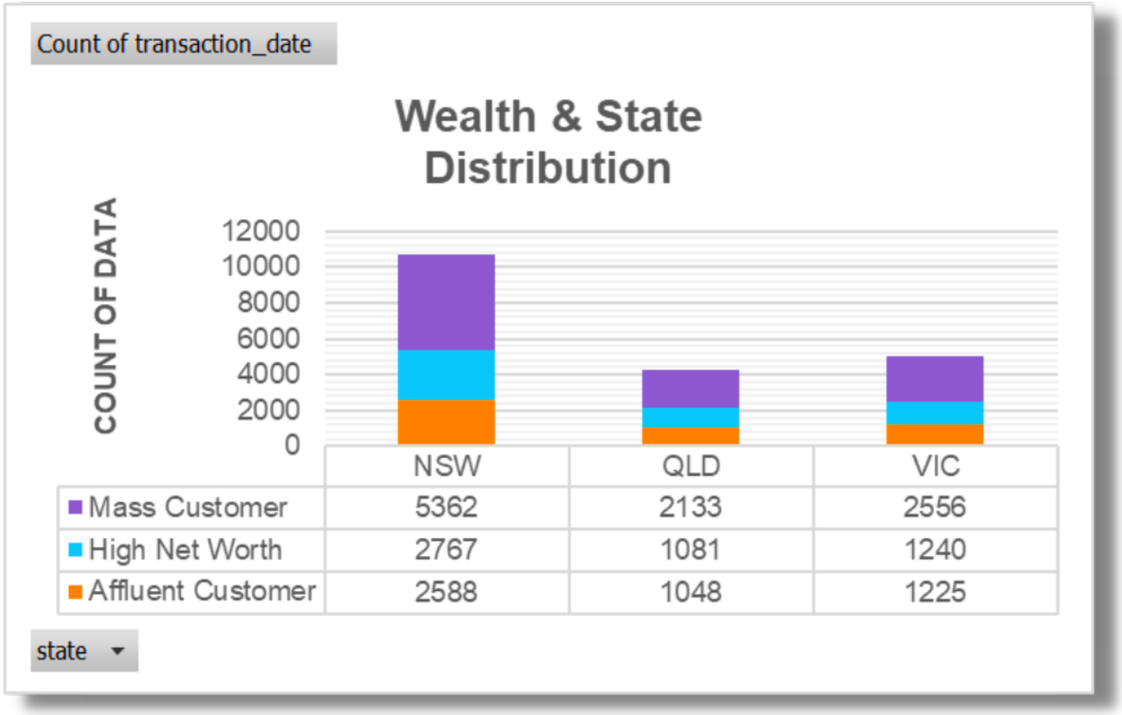
RFM Analysis :

- Customer Value Distribution
- 1000 best customer table

Data Exploration

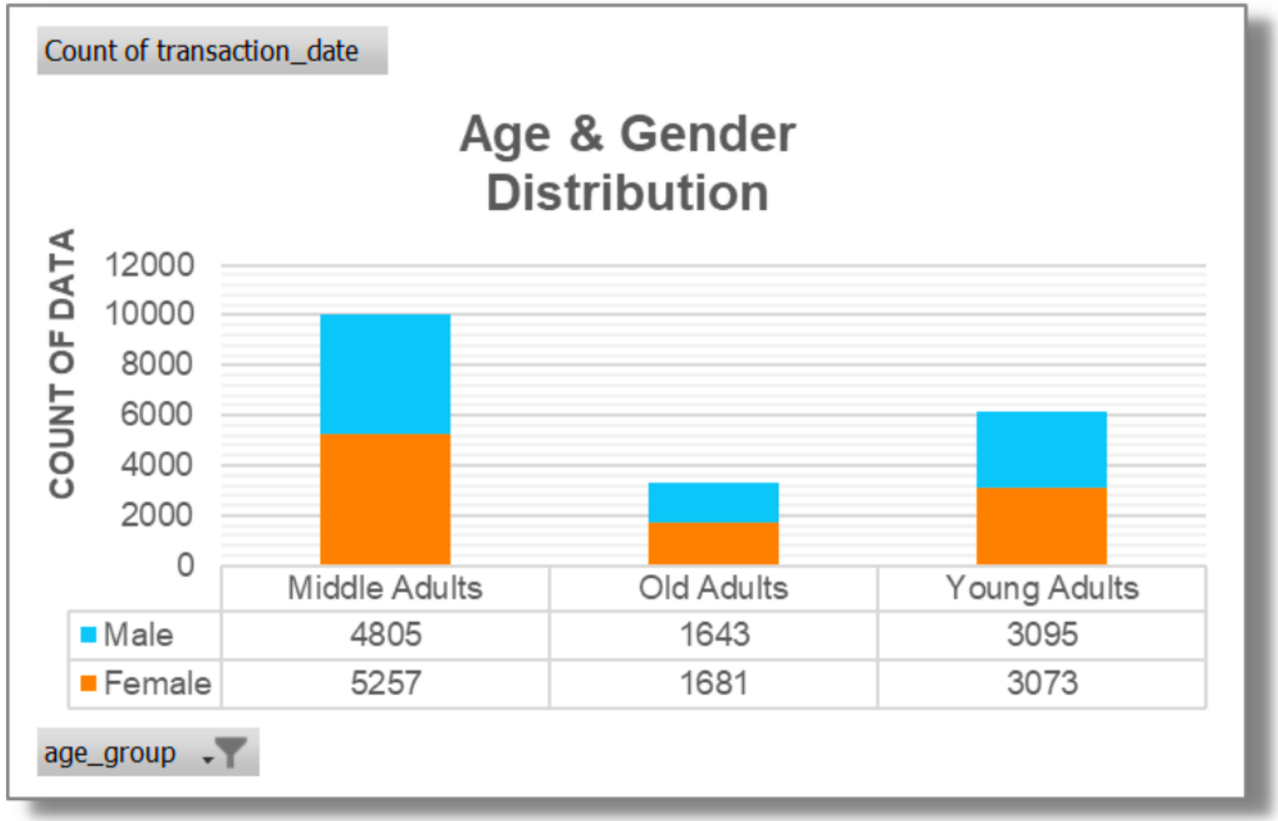
From the graph, we can see that most of the customers or the most transactions come from the **NSW State** and **Mass Customer Segment**

these 2 fields have more than **10.000** transactions

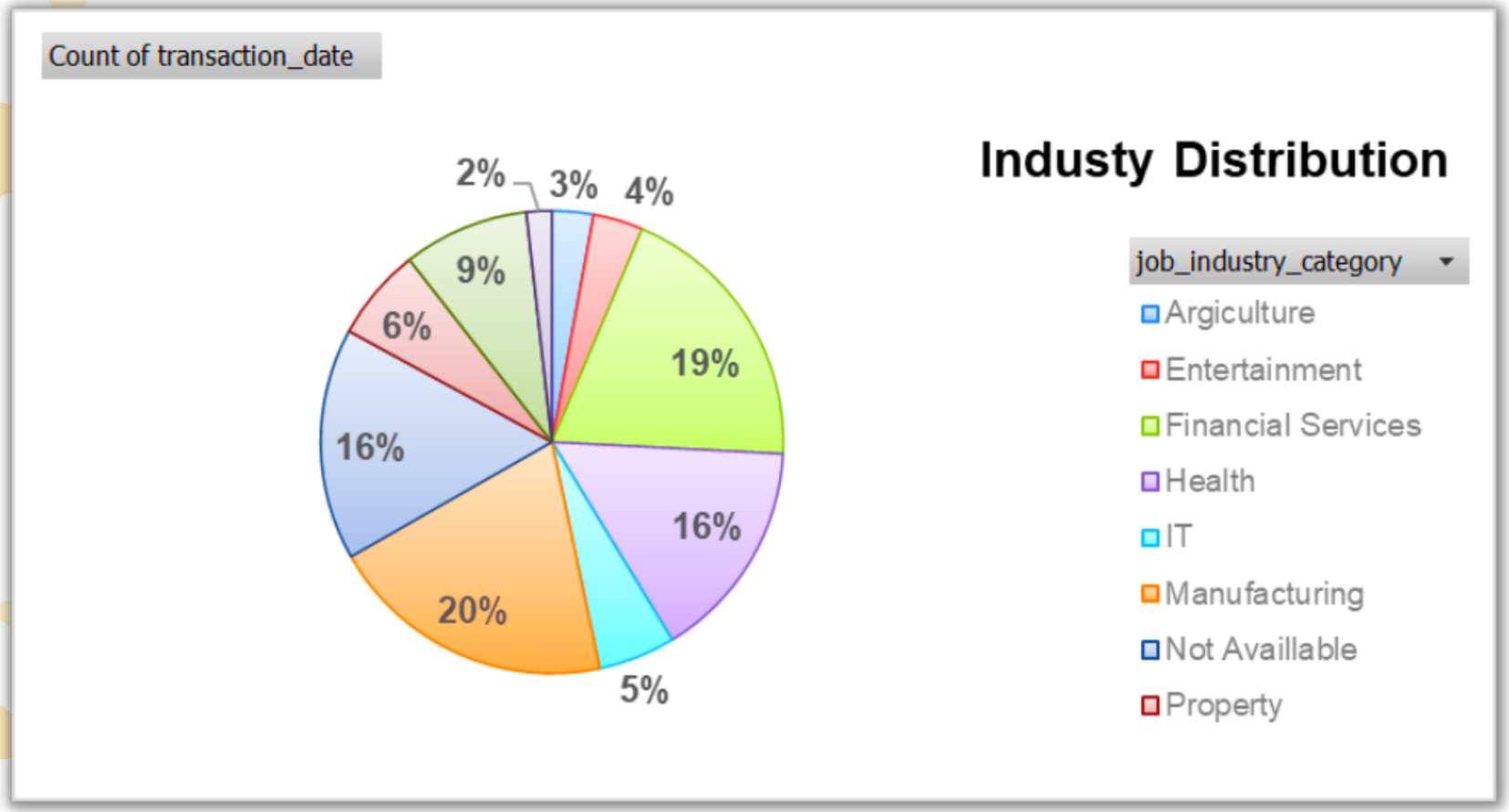


From the graph, we can see that most of the customers or the most transactions come from the **Middle Adults** and following by **Young adults** as the second of the most

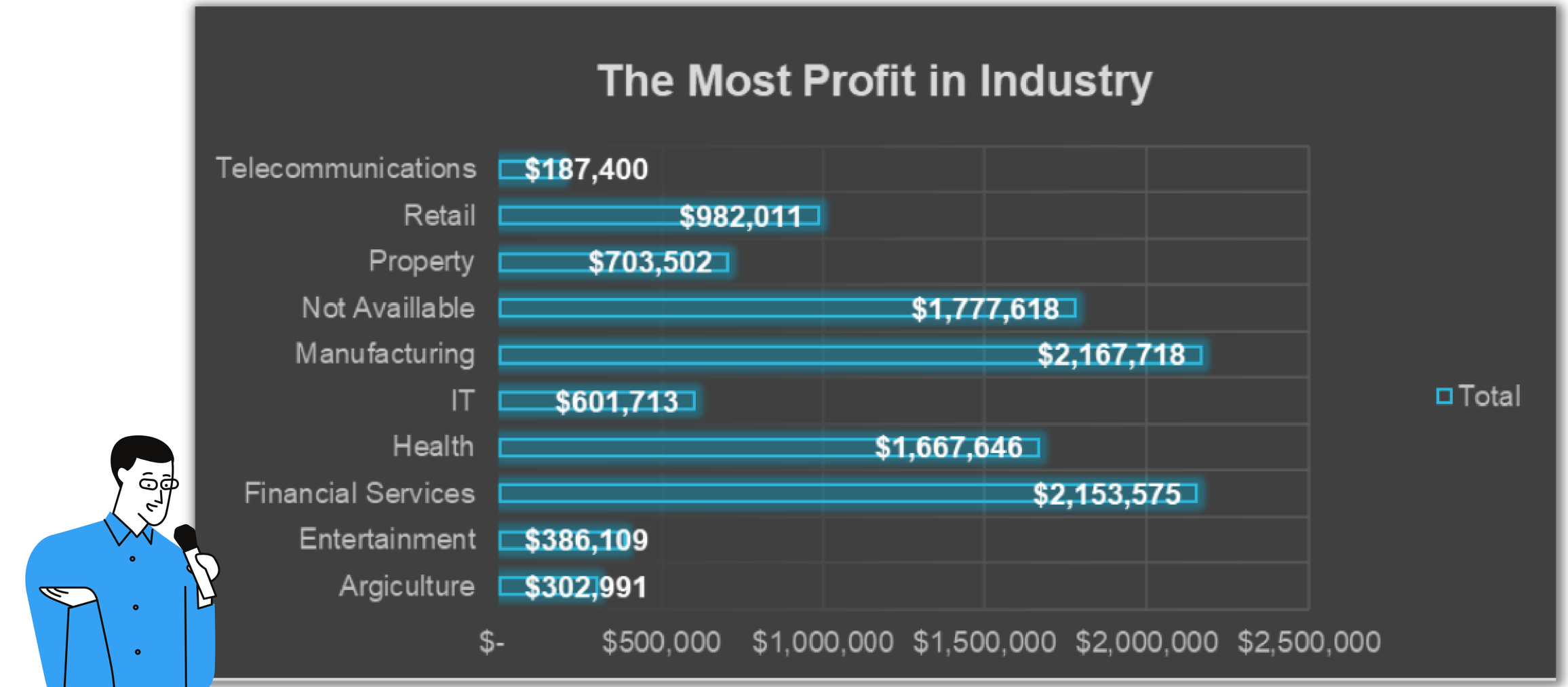
From gender pov, both gender Female and Male are **almost the same**, or **slightly different**, **Female customers make more transactions**, and followed by male customers with a difference only 500 transactions

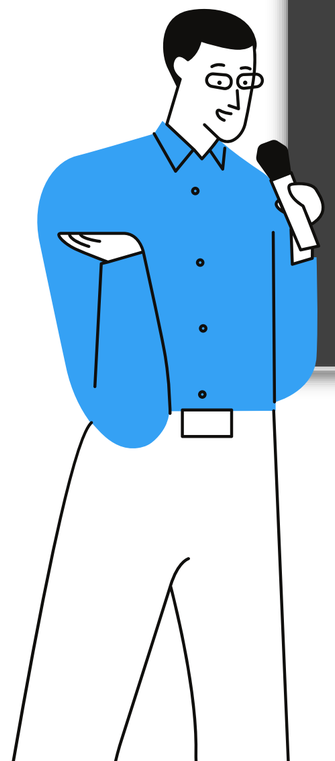


Segment	Age
Young Adults	20-39
Middle Adults	40-59
Old Adults	60-99



From the graph, we can see that most of the customers or the most transactions is lead by **Manufactioring Industry with 20% and followed** by **Financial Services with 19%** as the second of the most





Also the most profit are come from **Manufactioring Industry** and got followed by **Financial Services** and the least is from **Telecommunications**

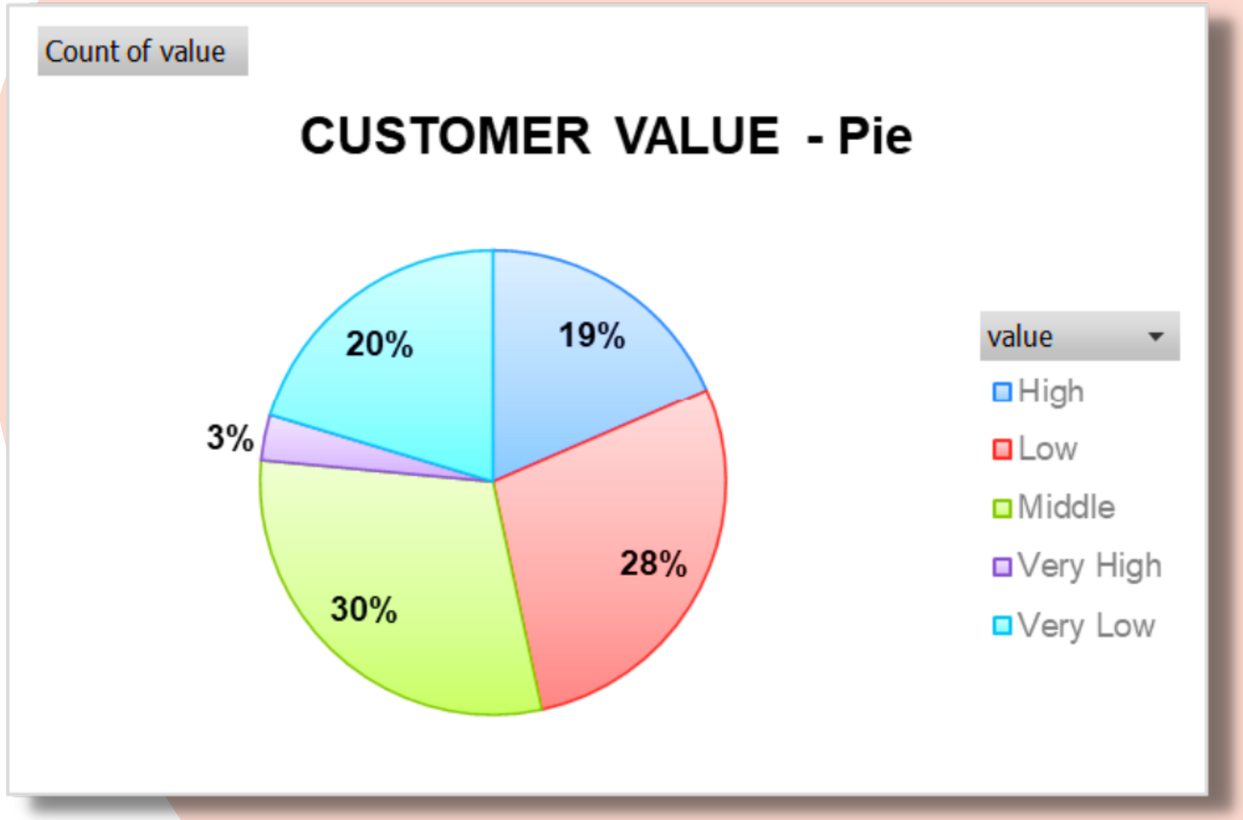
RFM – SEGMENTATION

from our new segmentation which is define the our customer value or loyalties

from 100% of our customer..

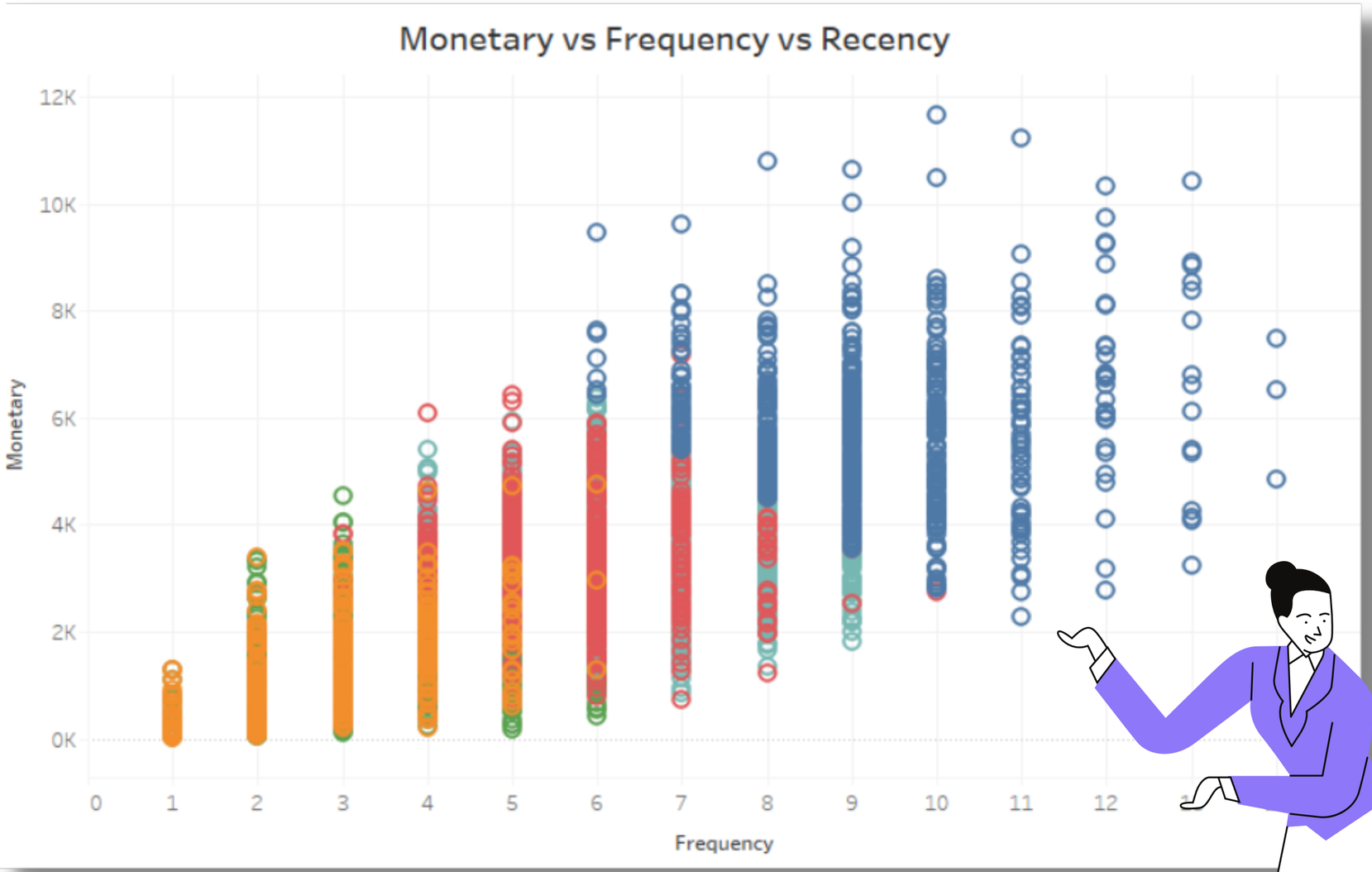
customer with value **Middle are leading with 30%** and followed by Customer with **Low Value with 28%**

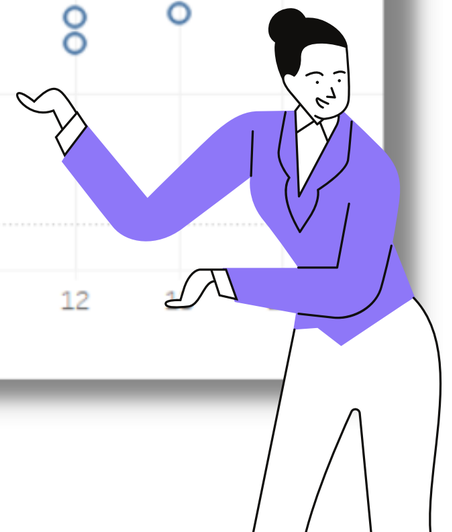
Meanwhile our lovely customer which is Customer with **Very High Value is the least with only 3% customer**



Data Exploration

when customers oftenly visit the store, our profit number will also increase





The Most in Each Field

STATE

NSW
with
(>50%)

WEALTH

Mass Customer
with
(>50%)

GENDER

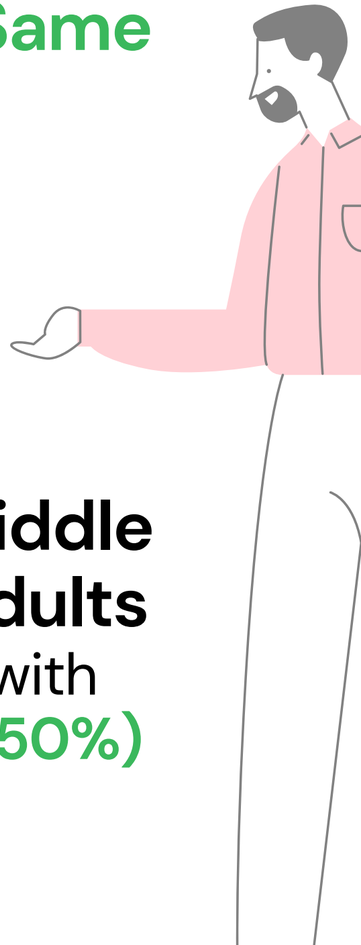
Slightly the Same

INDUSTRY

Manufacturing Industry
with
4014 Transaction

VALUE

Customer with Value "Middle"
1042 Customer

AGE

Middle Adults
with
(>50%)