

TheAnalyticsTeam

Sprocket Central Pty Ltd

Data analytics approach

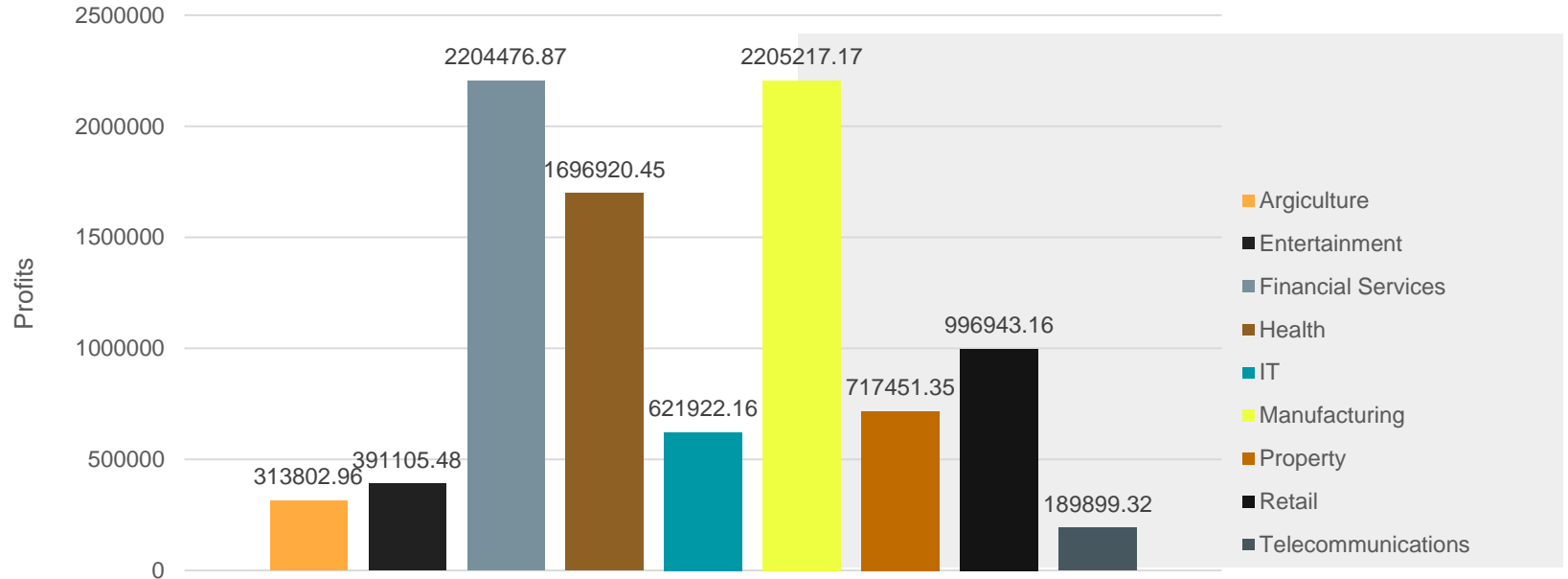
[Division Name] - [Engagement Manager], [Senior Consultant], [Junior Consultant]

Agenda

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

Business Insights

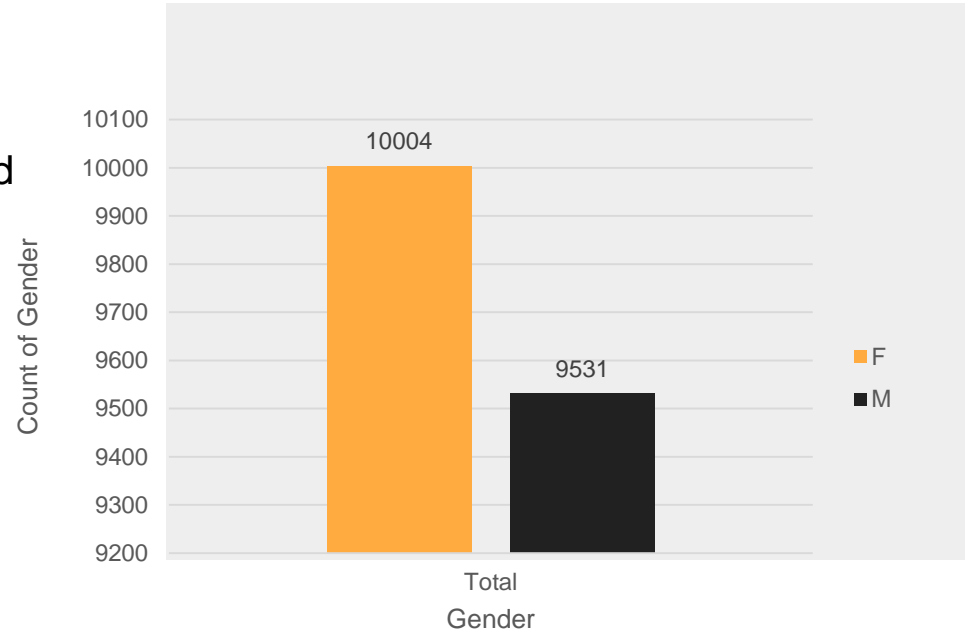
Financial services & Manufacturing sectors is contributing more profits to the Business



Data Exploration

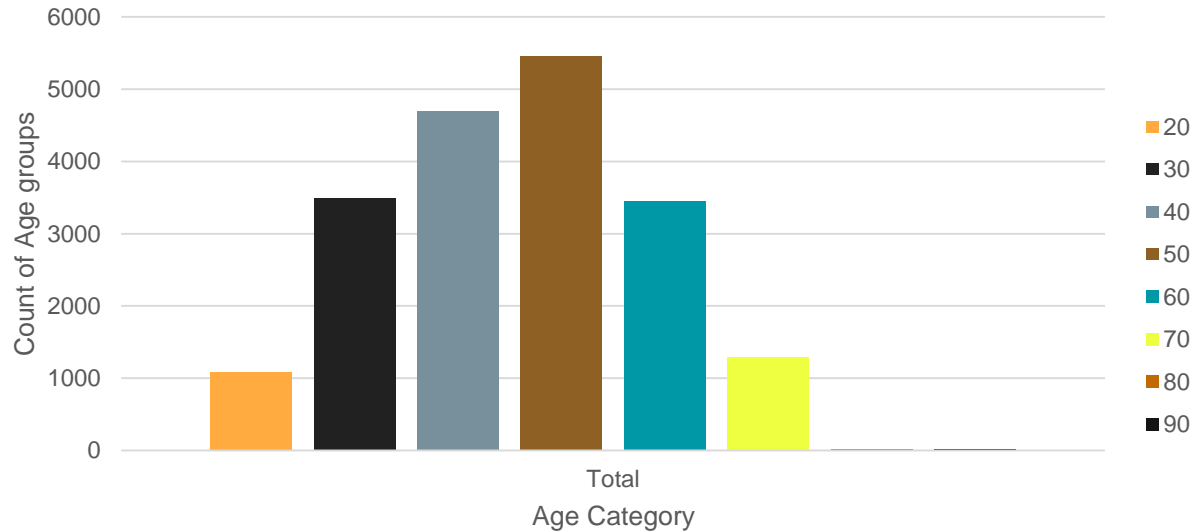
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The number of females buying the Bikes and Bicycles is more than the number of males. So, Targeting females can fetch more sales and profit to the business.



Model Development

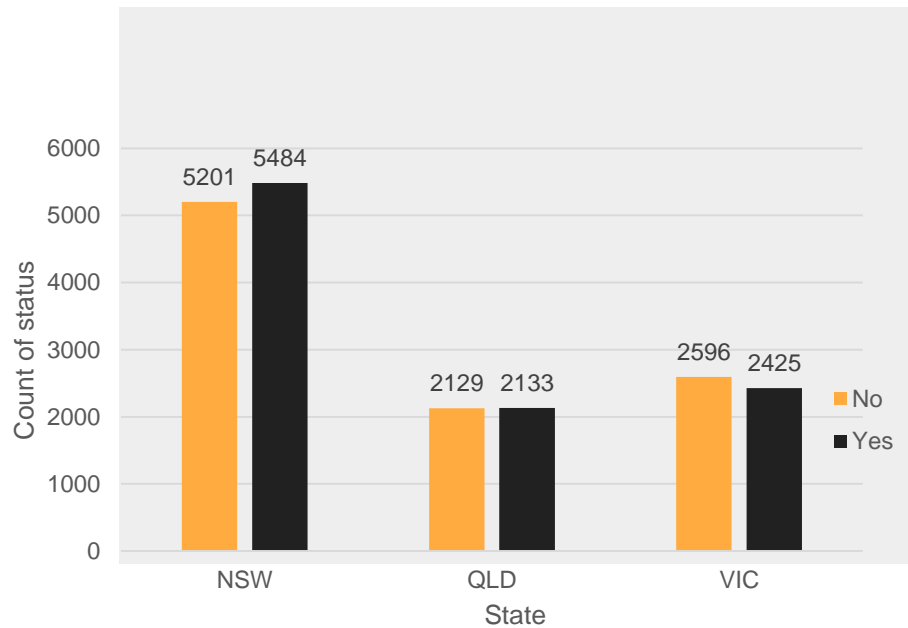
The age group of 30 and 50 are contributing more to the Sales & Profits .This means we can target these age group of people



Interpretation

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New south wales has more people count who have cars and don't have cars



Valuable insights

- Age group between 30 & 50 are contributing more to the sales and profits

Females are purchasing more Bicycles and Bikes than Males. Targetting Females will fetch more sales than targetting Males

People who are living in New South Wales are having high percentage of cars and high percentage of people having no cars. This will help the business to target the people

Financial services and Manufacturing sectors are contributing more sales than other sectors.

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Thank You