

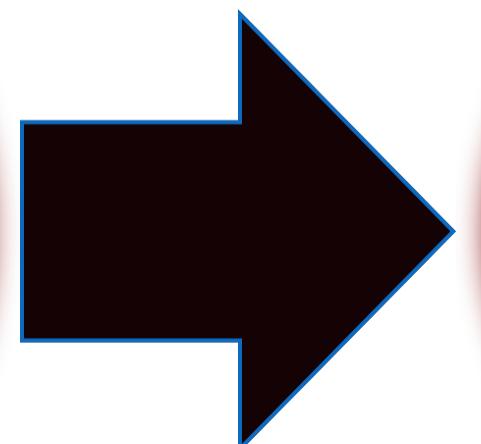
# SPROCKET CENTRAL



SPROCKET CENTRAL PTY LTD

*This is the demonstration of my work during the virtual internship at KPMG provided by Insidesherpa.*

**DATASETS  
USING**



Customer Demographic,  
Customer Addresses,  
Transactions



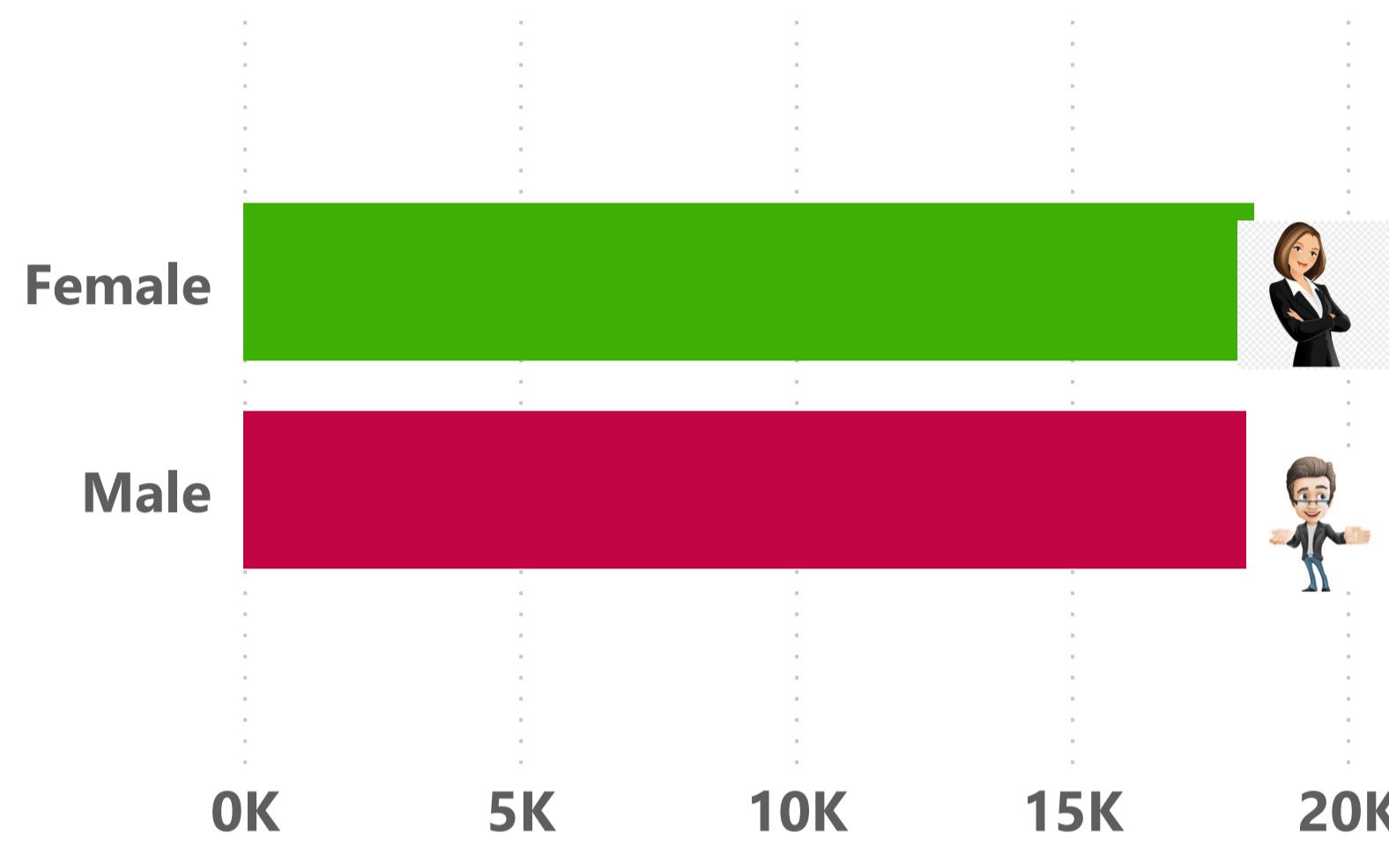
NAME: JYOTI MANOJ MANDAL



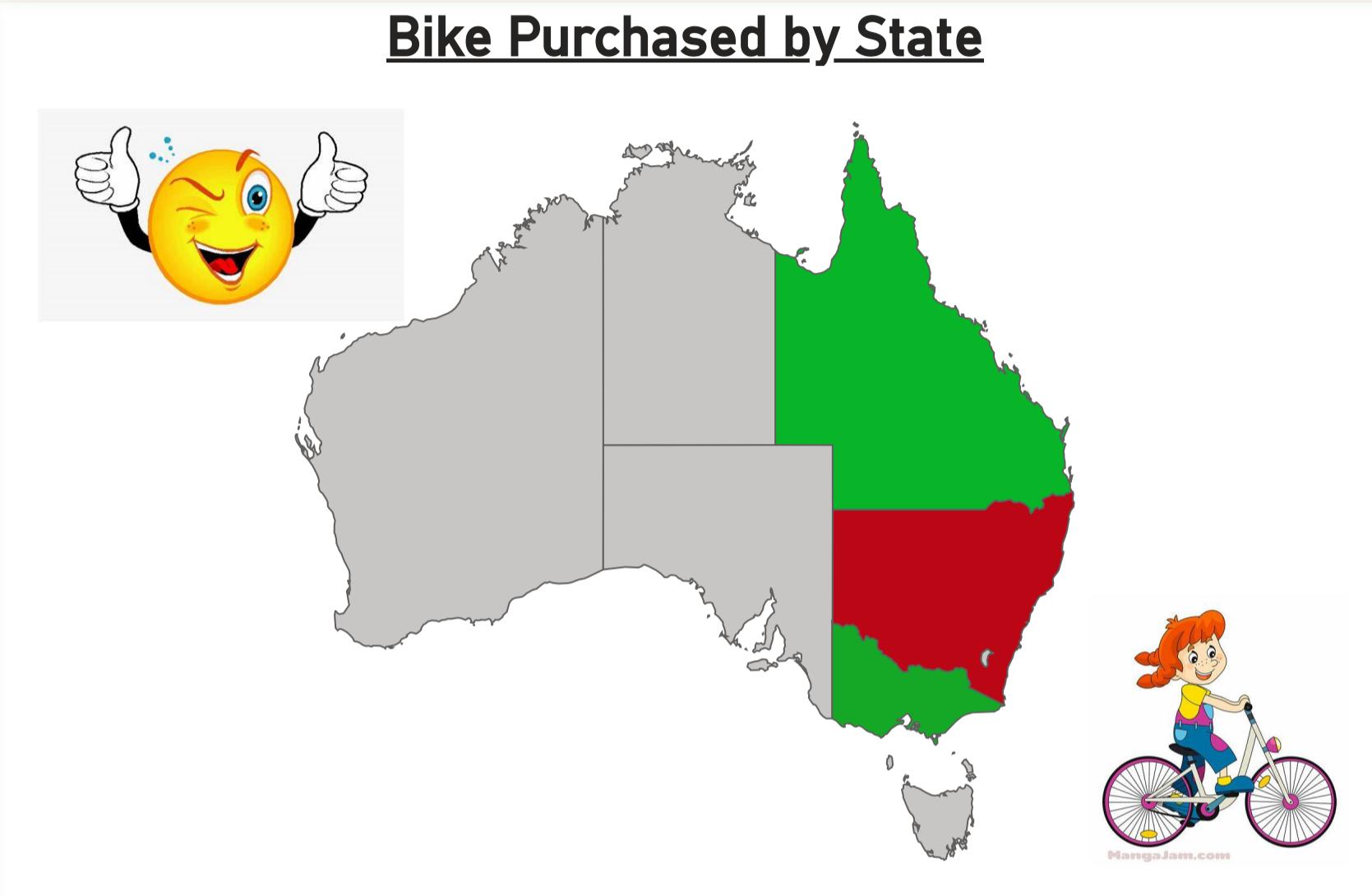
# BUSINESS INSIGHTS



Bike purchased by Gender Wise



Bike Purchased by State



Job Categories

- Agriculture
- Entertainment
- Financial Services
- Health
- IT
- Manufacturing
- Property
- Retail
- Telecommunications

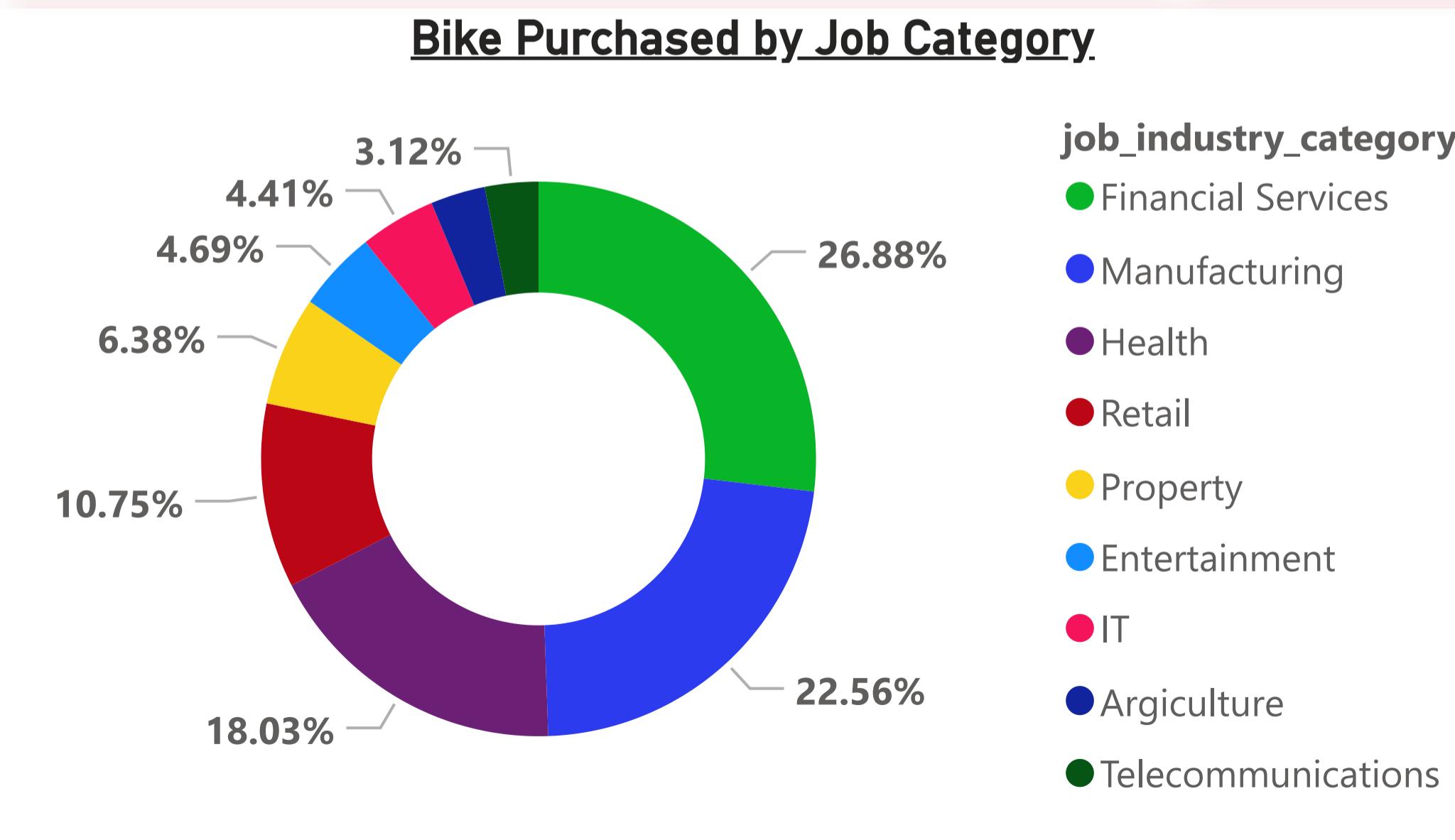
Total Rank

373K

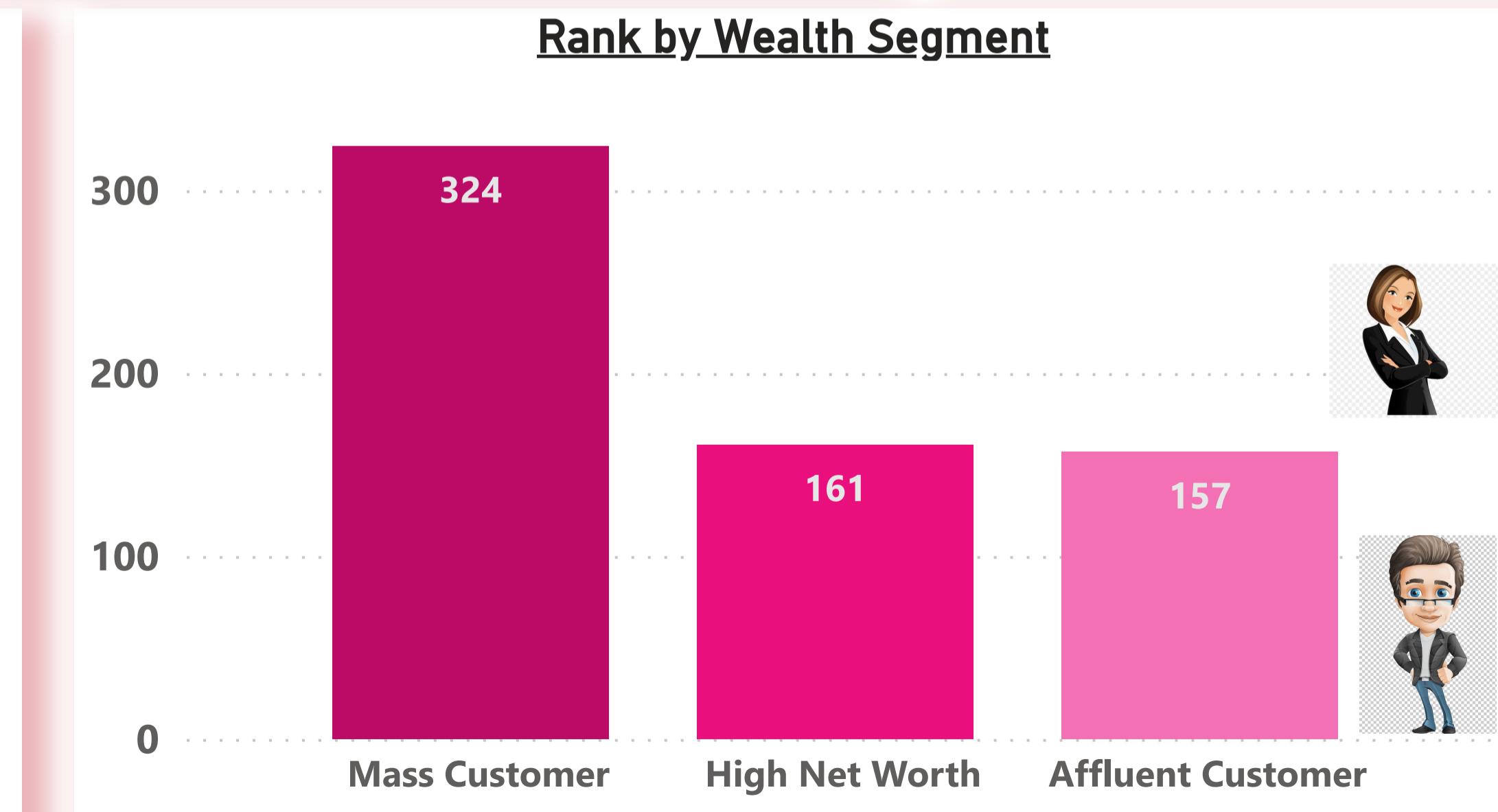
Total Values

0.64K

Bike Purchased by Job Category



Rank by Wealth Segment



Total Postcode

2M

Total Bike Purchased

37K

# INSIGHTS FOR MARKETING GROWTH STRATEGIES



SPROCKET  
CENTRAL

Total Products sold  
on 1st Date

1bn

Total Transaction ID

194M

Total Price List

22M

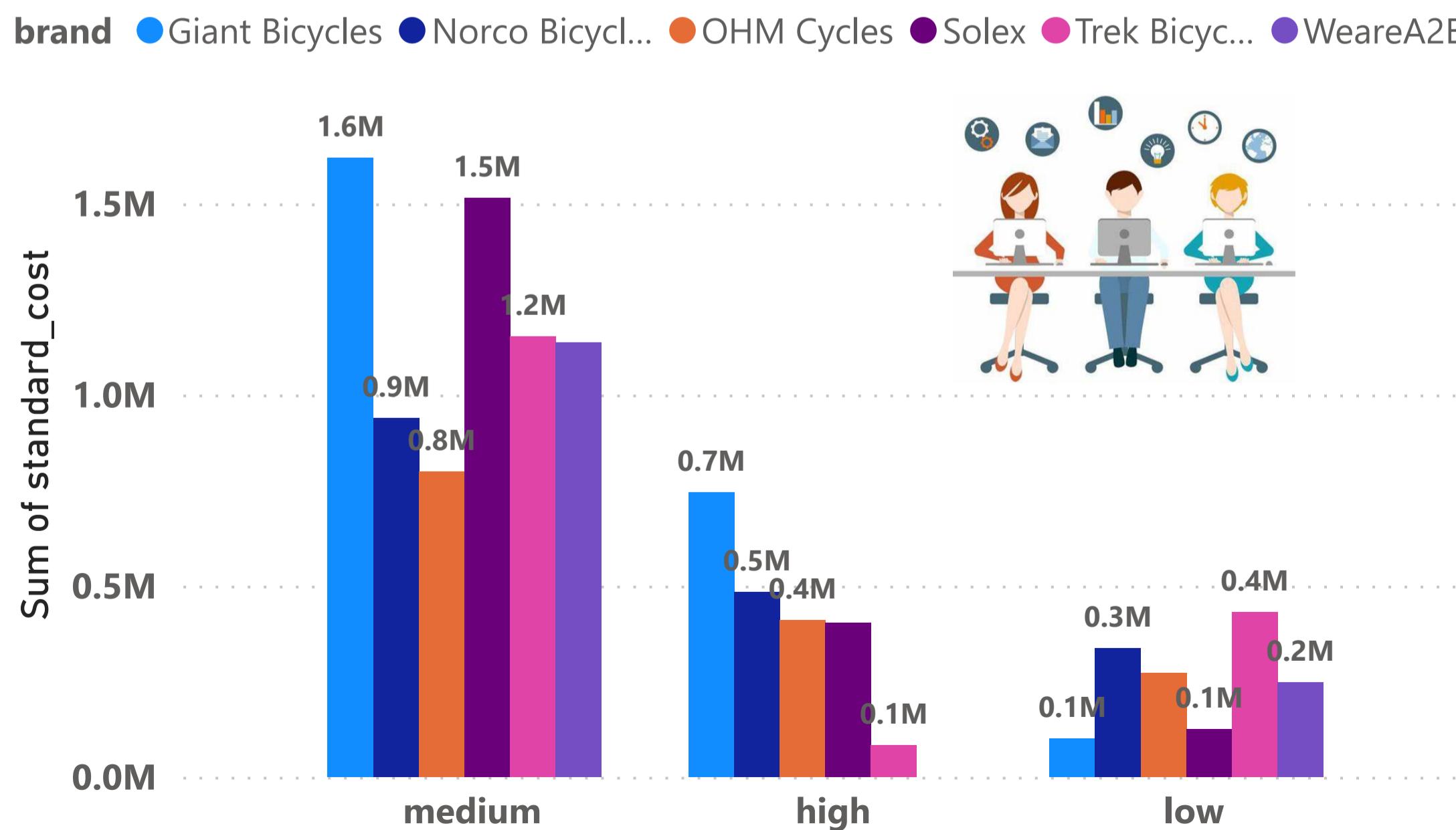
Total Standard Cost

10.8M

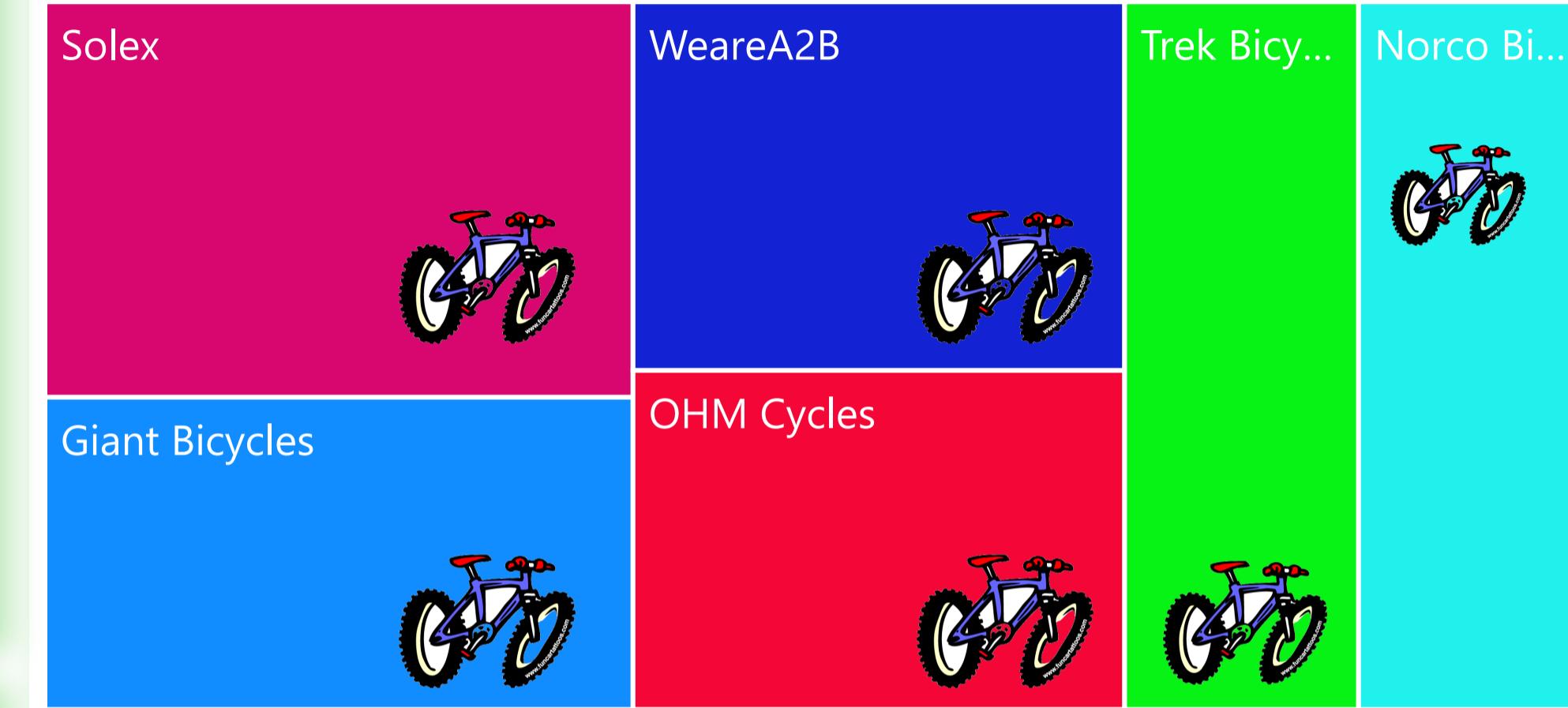
BRANDS

- brand
- Giant Bicycles
  - Norco Bicycles
  - OHM Cycles
  - Solex
  - Trek Bicycles
  - WeareA2B

Standard\_Cost by Product class and Brand



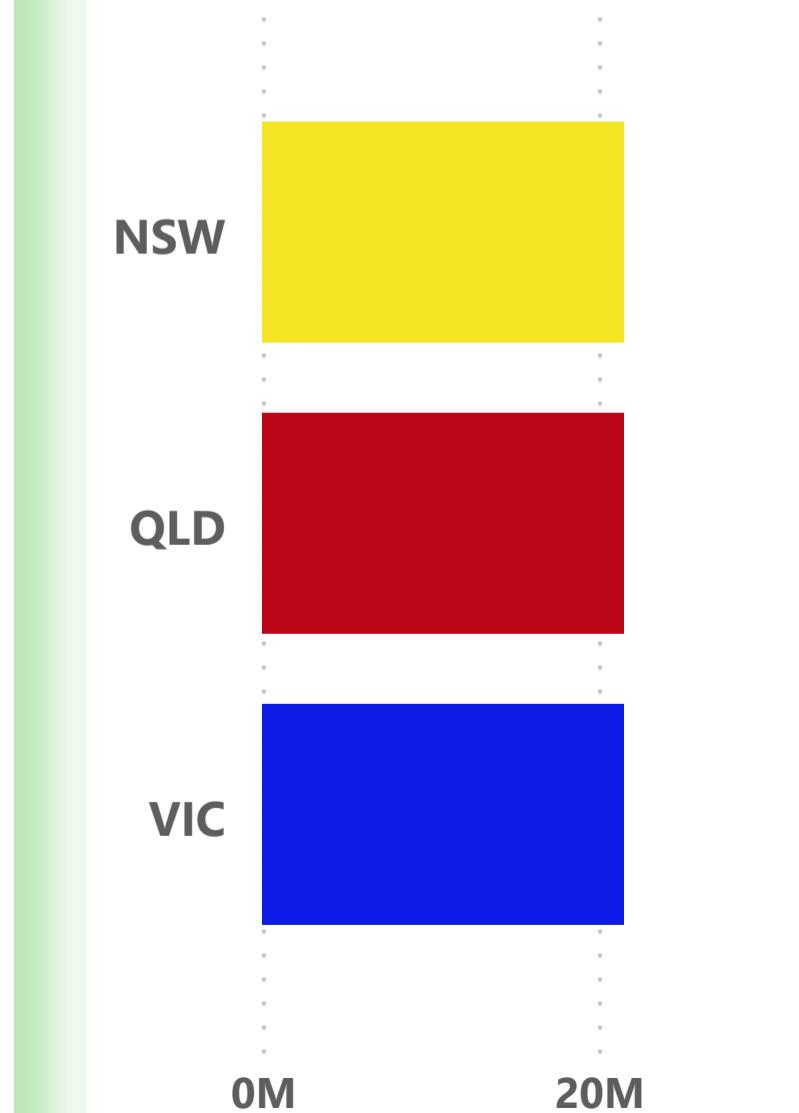
Product first sold date by Brand



product\_class order\_status product\_line

product_class	order_status	product_line
high	Approved	Road
high	Approved	Standard
high	Cancelled	Road
high	Cancelled	Standard
low	Approved	Mountain
low	Approved	Road
low	Approved	Standard
low	Approved	Touring
low	Cancelled	Mountain
low	Cancelled	Road
low	Cancelled	Standard
low	Cancelled	Touring
medium	Approved	Road

List\_price by state



JOB CATEGORY

- Agriculture
- Entertainment
- Financial Services
- Health
- IT
- Manufacturing
- Property
- Retail
- Telecommunicat...