

TheAnalyticsTeam



# Sprocket Central Pty Ltd

Data Analytics Approach  
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# Agenda

Introduction

Model  
Development

Data  
Exploration

Interpretation



# Introduction

## Problem Statement:

Sprocket Central Pty Ltd, a medium-sized bikes & cycling accessories organization, has provided a new list of 1000 potential customers along with their demographic information. However, these customers do not have any prior transaction history with the organization.

## Our Goal:

The marketing team at Sprocket Central Pty Ltd aims to gain valuable customer insights that can optimize resource allocation for targeted marketing efforts. By focusing on high-value customers, they seek to improve overall business performance.

# Introduction

## Dataset Overview:

We have been provided with three datasets:

- Customer Demographic: Contains information about customer demographics.
- Customer Addresses: Includes customer address details.
- Transactions Data: Provides data on past transactions.

## Steps Taken:

To address the task, we have performed the following steps:

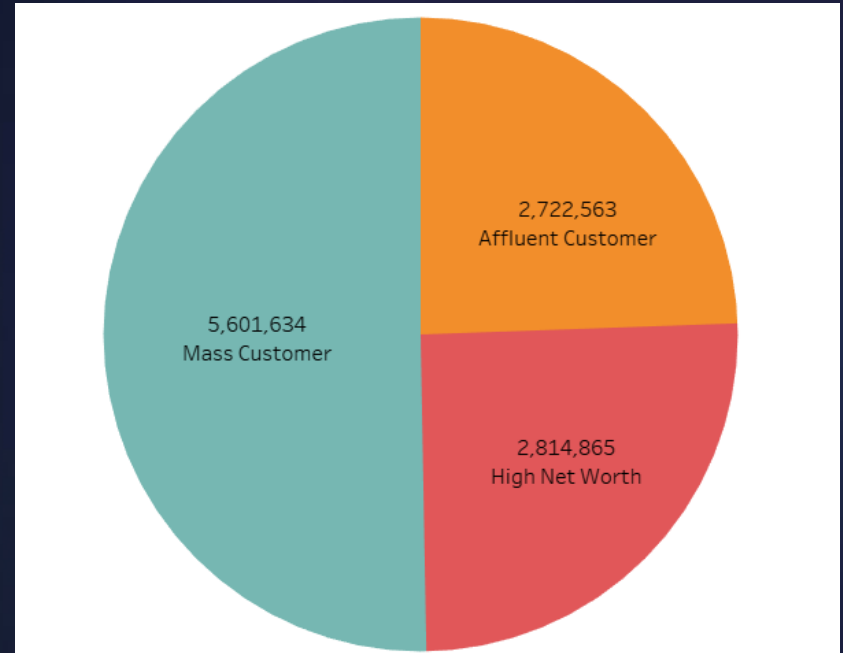
- Data Cleaning: Ensured data quality by cleaning and removing any inconsistencies.
- Data Transformation: Combined the transactions, customer demographic, and customer address data for comprehensive analysis.
- Data Exploration: Explored the data to uncover meaningful insights and patterns

# Data Exploration

## Total Profit based on Wealth Segment of customers

### Insights:

The mass customer are the most profitable segment among the three segments as nearly 50% of the profit is made by this segment.

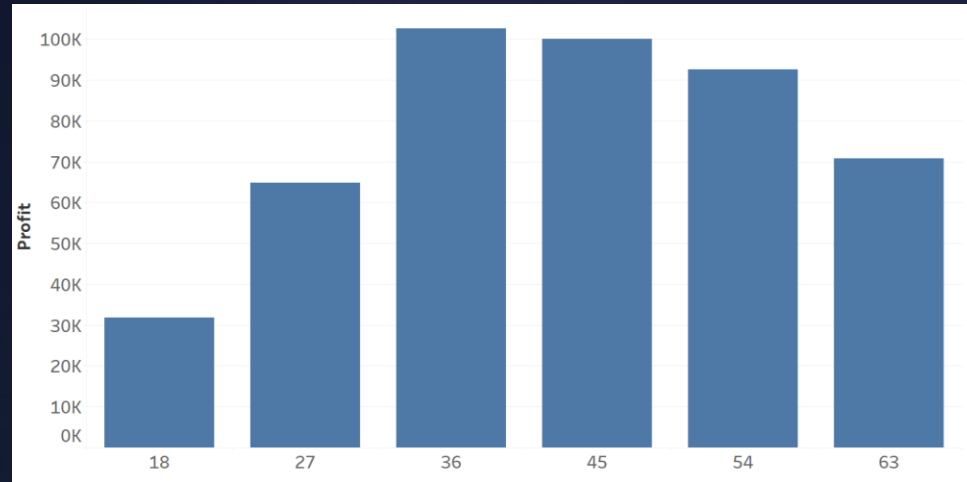


# Data Exploration

## Total Profit based on different Age Groups

### Insights:

The customers between 27 to 54 age are the most profitable in terms of recent transaction history with more than 80k profit.

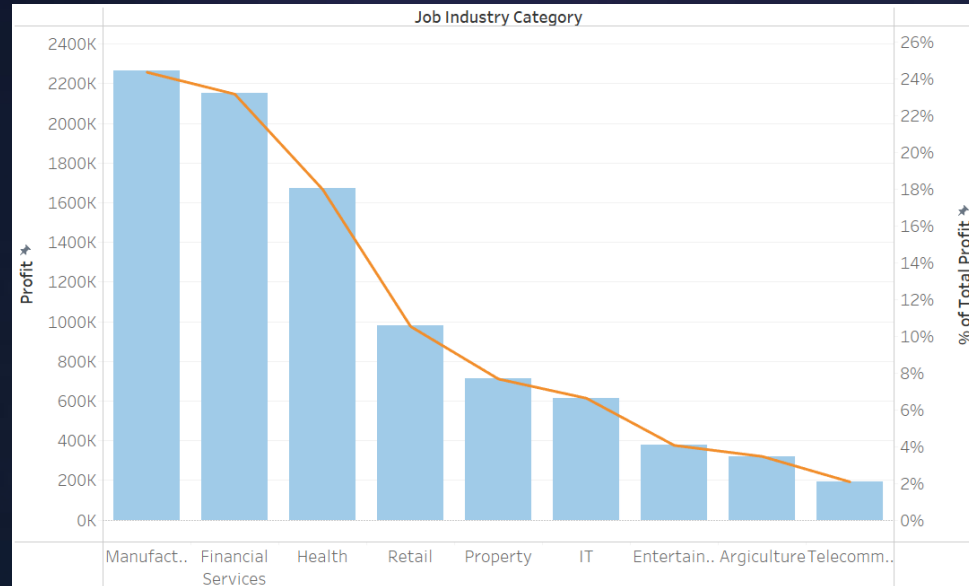


# Data Exploration

## Total Profit based on customers Industry

### Insights:

The customers related to Financial Service and Manufacturing showing most profit with 20 lacs + profit.

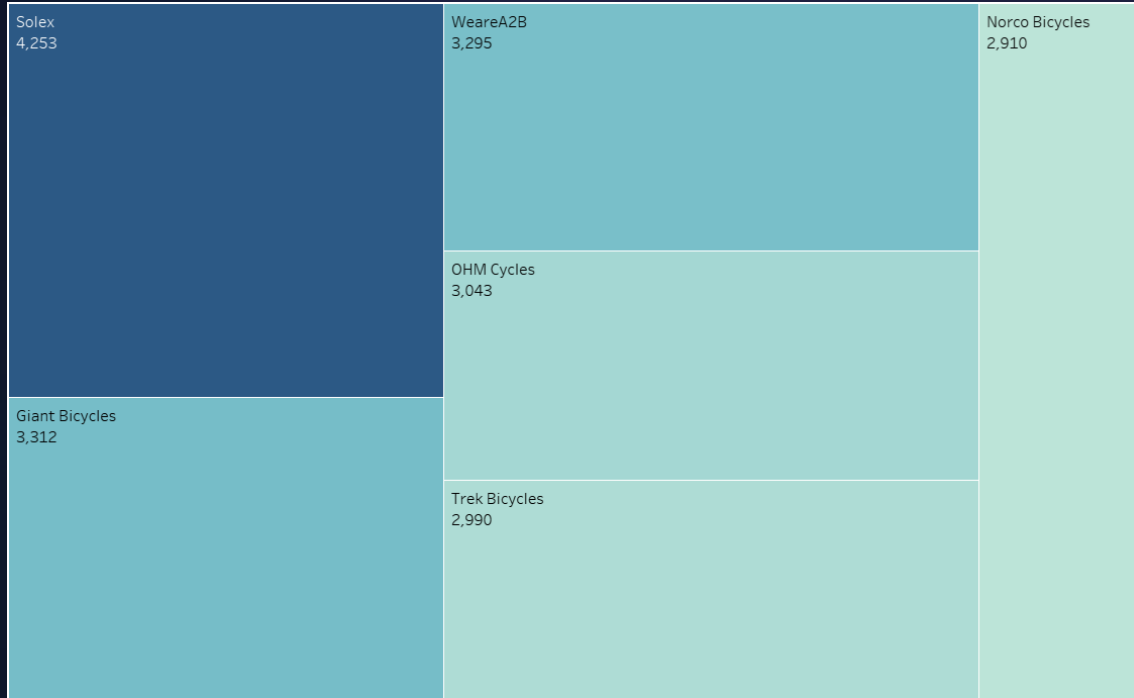


# Data Exploration

## Most purchased brands among customers

### Insights:

Customers buys more  
Solex brand among the  
other brands with  
transaction count of more  
than 4000.



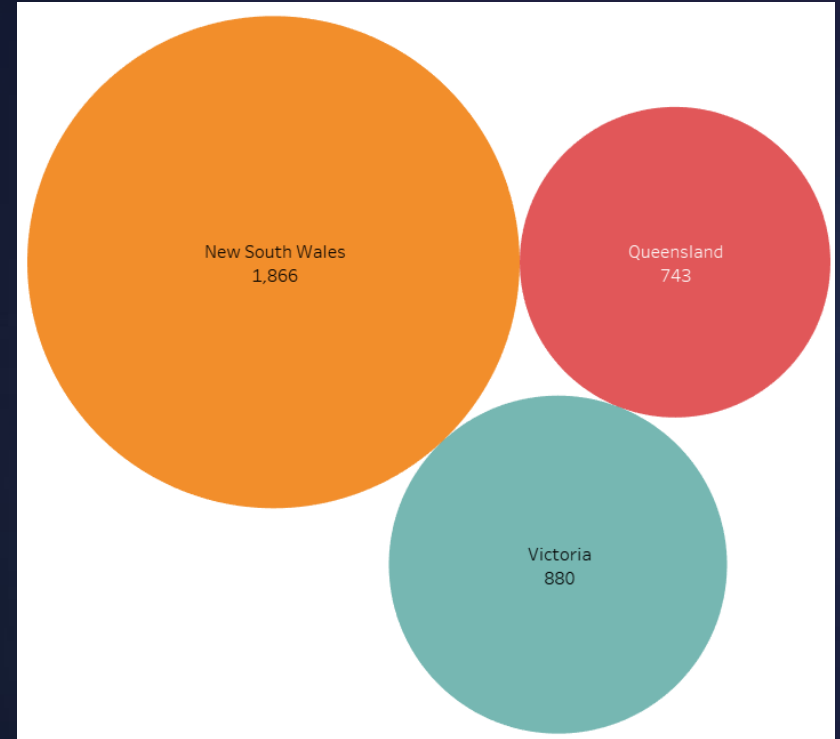


# Data Exploration

## Total Profit based on customers Industry

### Insights:

Customers living in New South Wales are the most profitable customers with more than 50% profit among the other States.



Thank you for your time