

TheAnalyticsTeam

# Sprocket Central Pty Ltd

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# Agenda

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

# Introduction

## Problem Statement:

Sprocket Central Pty Ltd , a medium size bikes & cycling accessories organisation, has given us a new list of 1000 potential customers with their demographics and attributes. *(However, these customers do not have prior transaction history with the organisation.)*

## Our goal:

The marketing team at Sprocket Central Pty Ltd want to know about useful customer insights which could help optimise resource allocation for targeted marketing. Hence, improve performance by focusing on high value customers.

## About Dataset:

Sprocket Central Pty Ltd provided us 3 datasets:

- Customer Demographic
- Customer Addresses
- Transactions data
- New Customer List *(which is the target data)*

## Steps Taken:

- Data Cleaning → Cleaned for better quality
- Data Transformation → Merged the *transactions, customer demographic, customer address*
- Data Exploration → Explore the data to reveal insights

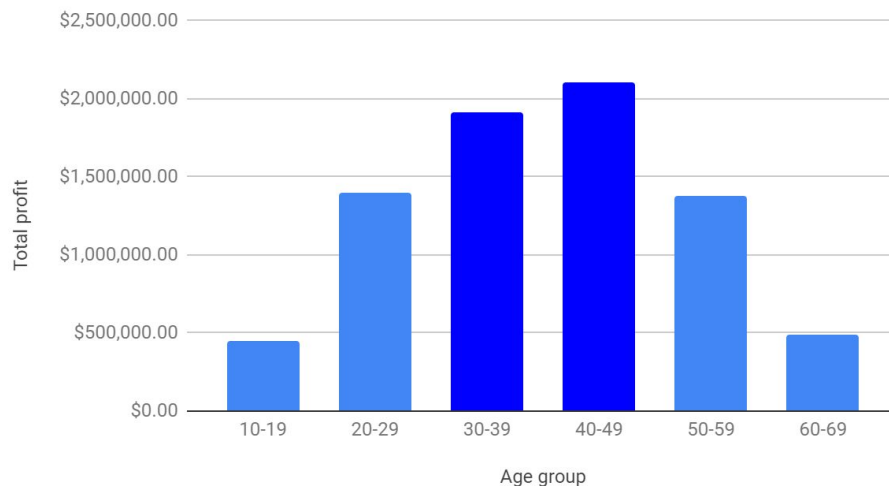
# Data Exploration

## Total Profit based on different Age Groups

### Insights:

The customers between 30 to 49 age are the most profitable in terms of recent transaction history with more than 19 lacs profit.

Total Profit based on Age Group



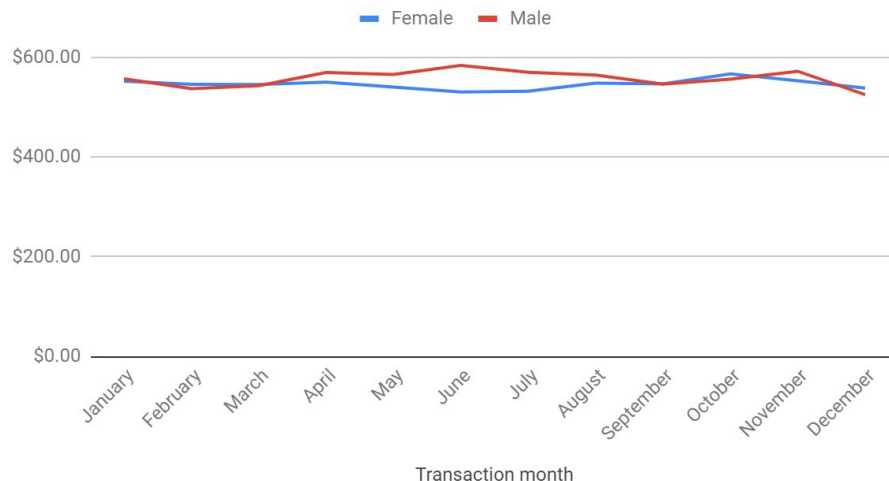
# Data Exploration

## Average Profit in the year 2017 by Gender

### Insights:

Male customers are more profitable in the between the mid year i.e. April - July while female customers are showing slight peak around october.

Avg. Profit in 2017 based on Gender



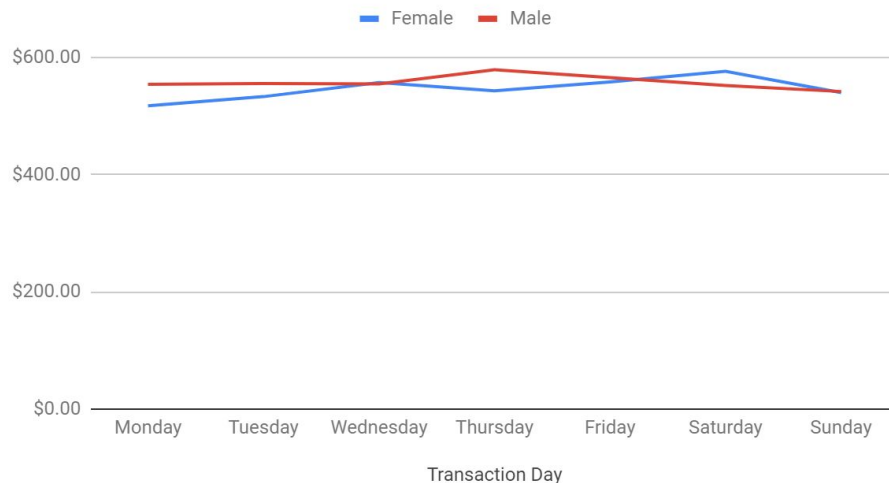
# Data Exploration

## Average Profit by Week based on Gender

### Insights:

Male customers do more transactions in mid-week i.e. around **thursday** while female customers are showing more **profit during Saturday**.

Avg. Profit by Weeks based on Gender



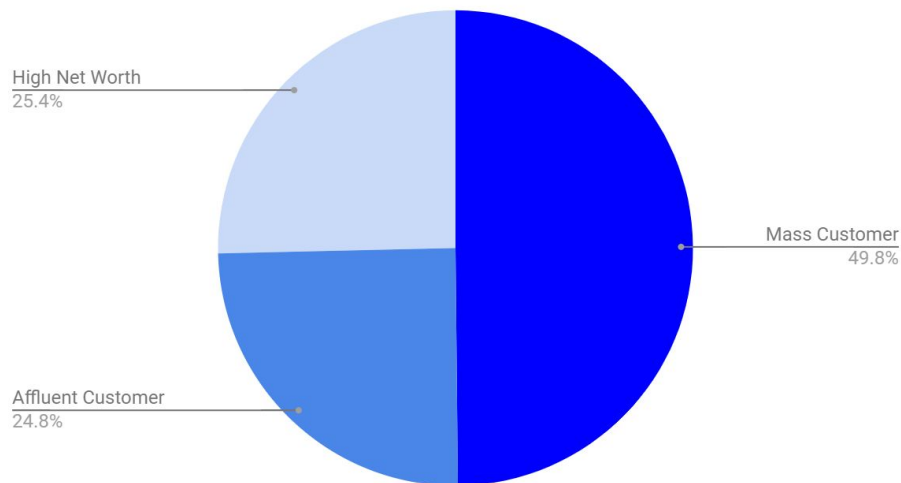
# Data Exploration

## 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.

Total Profit based on Wealth Segment

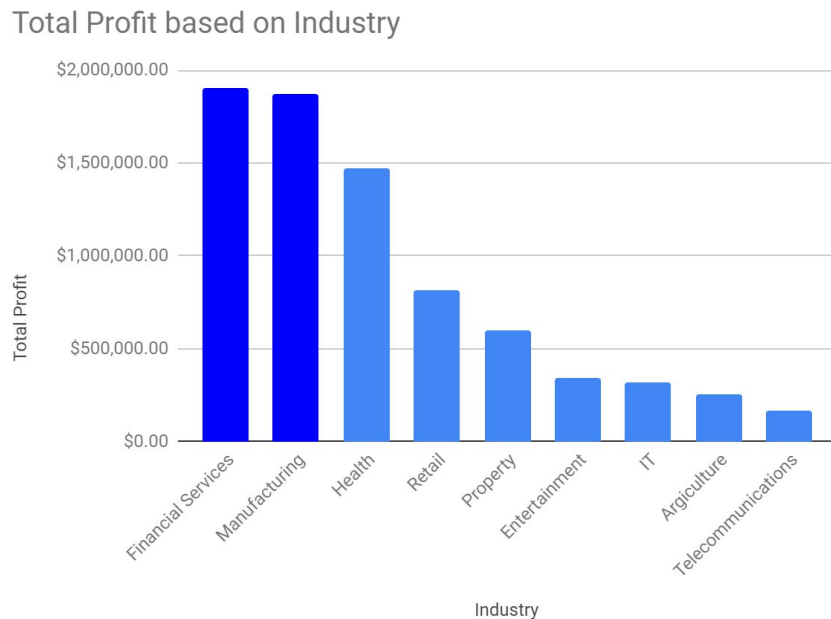


# Data Exploration

## Total Profit based on customers Industry

### Insights:

The customers related to [Financial Service](#) and [Manufacturing](#) showing most profit with 18 lacs + profit.





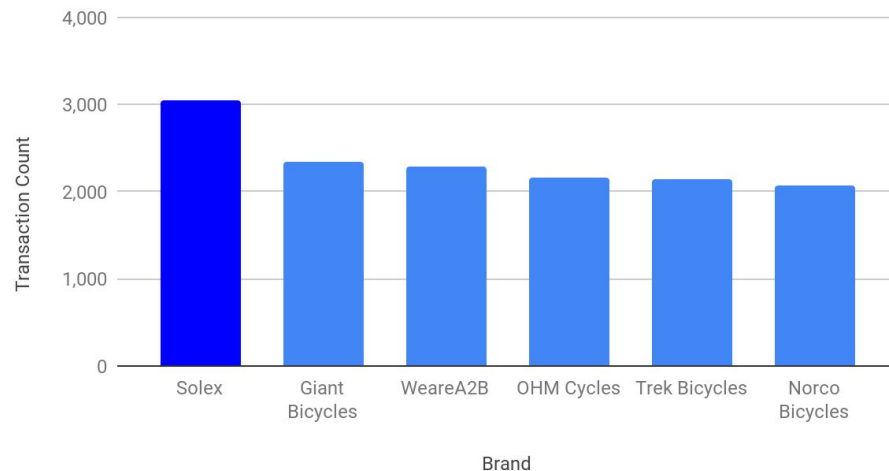
# Data Exploration

## Most purchased brands among customers

### Insights:

Customers buy more **Solex brand** among the other brands with transaction count of more than 3000.

Most purchased Brand among customers



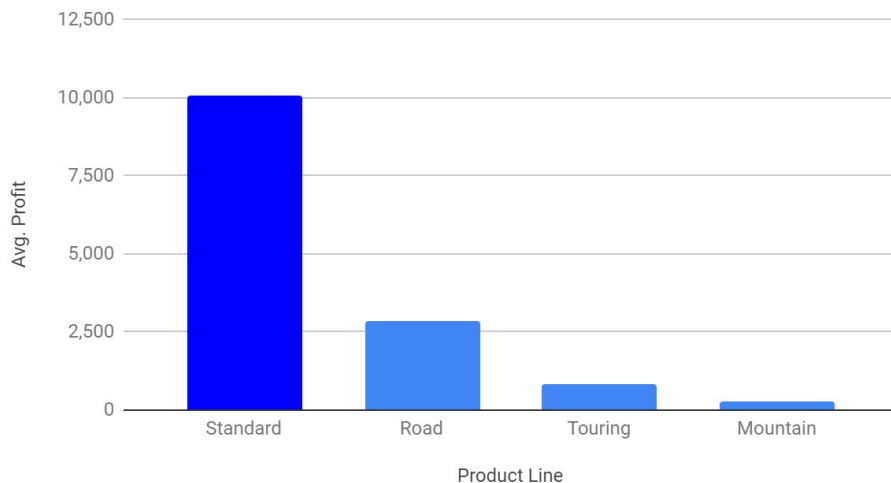
# Data Exploration

## Most purchased products among customers

### Insights:

**Standard product** are most buyable products by customers among the other product with **more than 10000 +** transactions took place

Most purchased Products



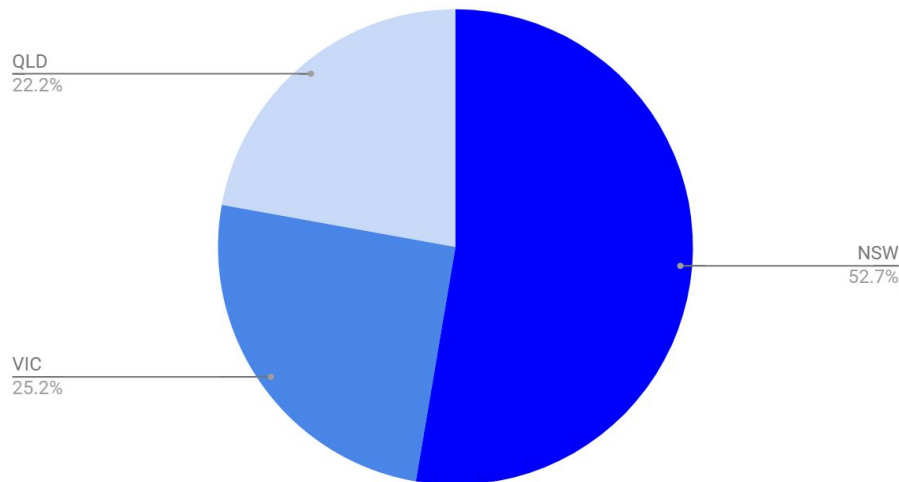
# Data Exploration

## Total Profit based on States in Australia

### Insights:

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

Total Profit based on States



# Model Development

**Marketing team should deploy the targeted model based on -**

- Customer between **age 30 to 49**.
- Male customers in the **mid-year between April - July** and in midweek around **Thursday**.
- Female customers **around october** and in the start of the weekend, **Saturday**.
- Customers in the **Mass Consumer** Segment.
- Customers related to **Financial Services** and **Manufacturing Industries**.
- **Solex** brand and **Standard** product as the top priority.
- Customers living in **New South Wales**.

# Interpretation

**After filtering the targeted customers from the New Customer List, it will look like below**

gender	Age	job_title	job_industry	wealth_segr	state	country
Male	41	Compensation A	Financial Service	Mass Customer	NSW	Australia
Male	45	Speech Patholog	Manufacturing	Mass Customer	NSW	Australia
Male	49	Programmer I	Manufacturing	Mass Customer	NSW	Australia
Female	30	Paralegal	Financial Service	Mass Customer	NSW	Australia
Female	36	Marketing Assist	Manufacturing	Mass Customer	NSW	Australia
Female	45	Computer System	Manufacturing	Mass Customer	NSW	Australia
Male	42	Civil Engineer	Manufacturing	Mass Customer	NSW	Australia
Female	38	Community Outr	Financial Service	Mass Customer	NSW	Australia
Male	48	VP Sales	Financial Service	Mass Customer	NSW	Australia

# Appendix

# Appendix

You can check the [Cleaned Dataset Here](#)

***Thank You***