



Sprocket Bicycles PTY

Transactional insights

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Discovering Growth Opportunities:

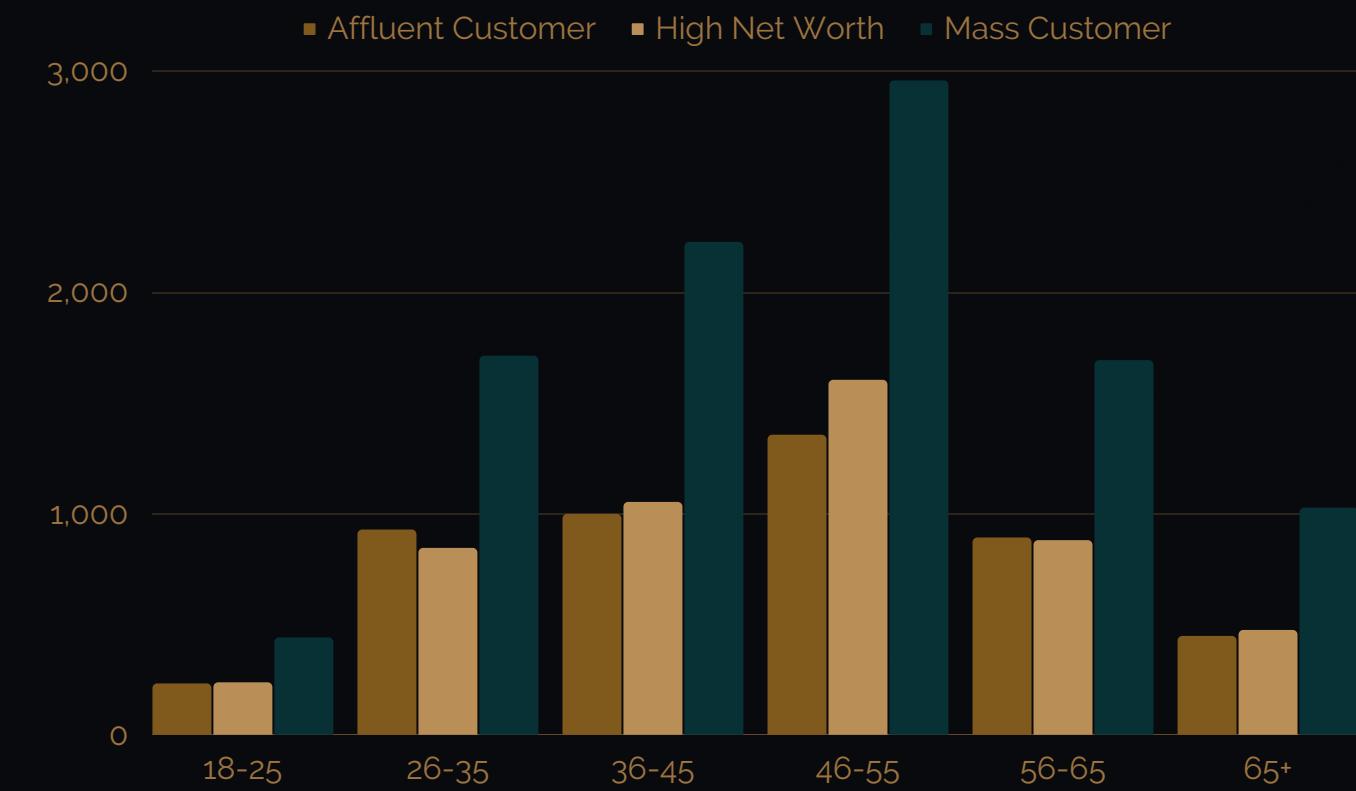
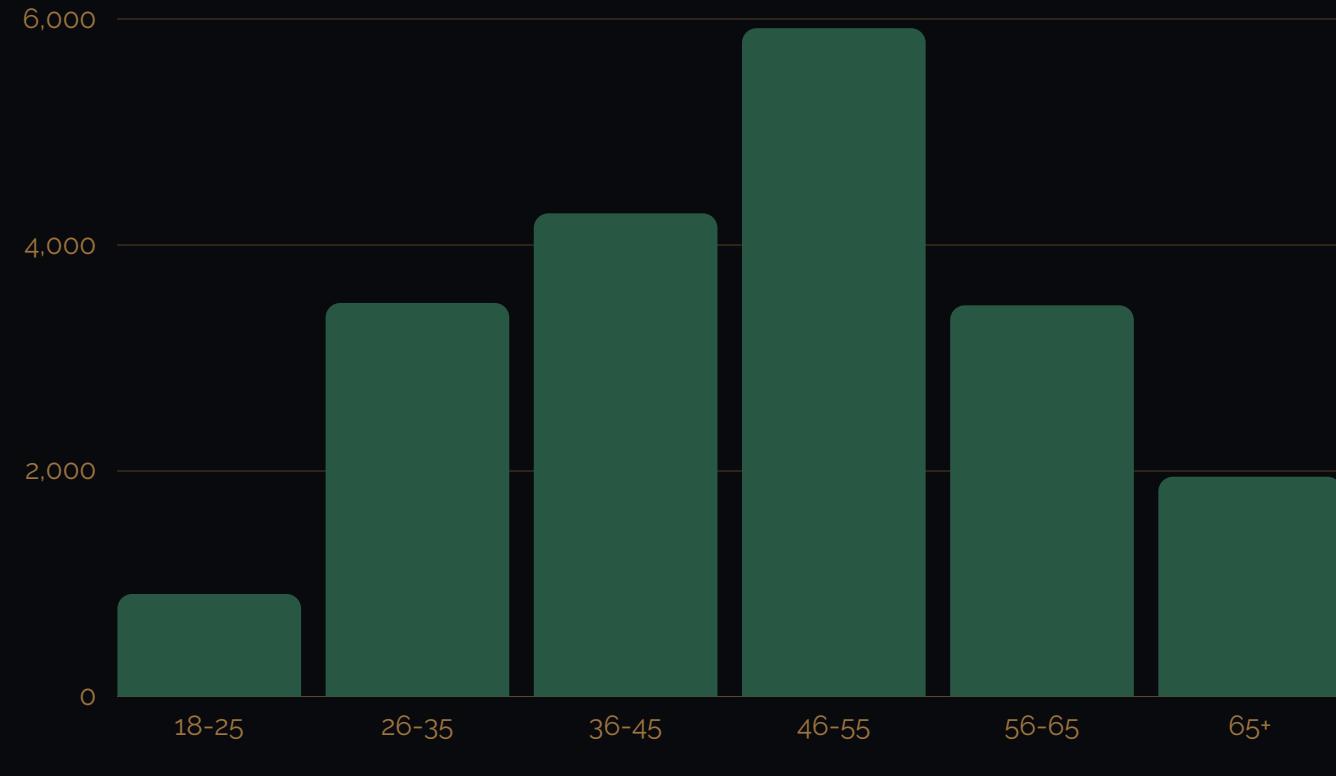
Through an in-depth analysis of Sprocket Bicycles' customer and transactional records, this project aims to unlock valuable insights for targeted marketing strategies, in order to push the company towards future growth.



Age



Sales Distribution by Age



Highest sales

- 46-55 years
- 5917 sales

Lowest sales

- 18-25 years
- 907 sales

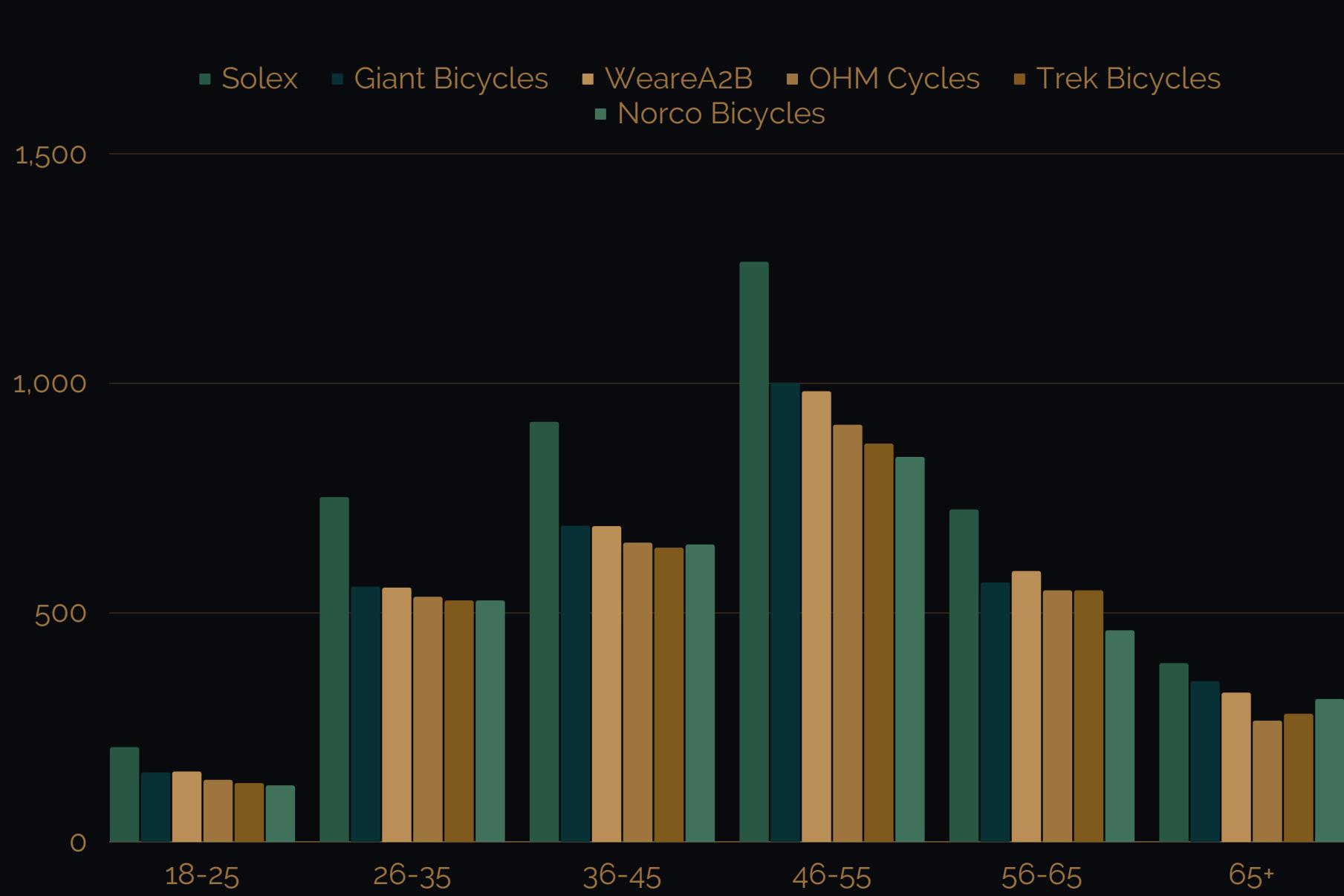
50% of sales

- 36 - 55 years old

High net worth

- The most likely to buy bicycles in any age range

Most Popular Brands by Age Group



Most Popular

- Solex Bicycles were most popular amongst all age groups
- 21% of Total Sales

Least Popular

- Norco Bicycles was the least popular bicycle in almost all age ranges
- 14% of Total Sales

Region

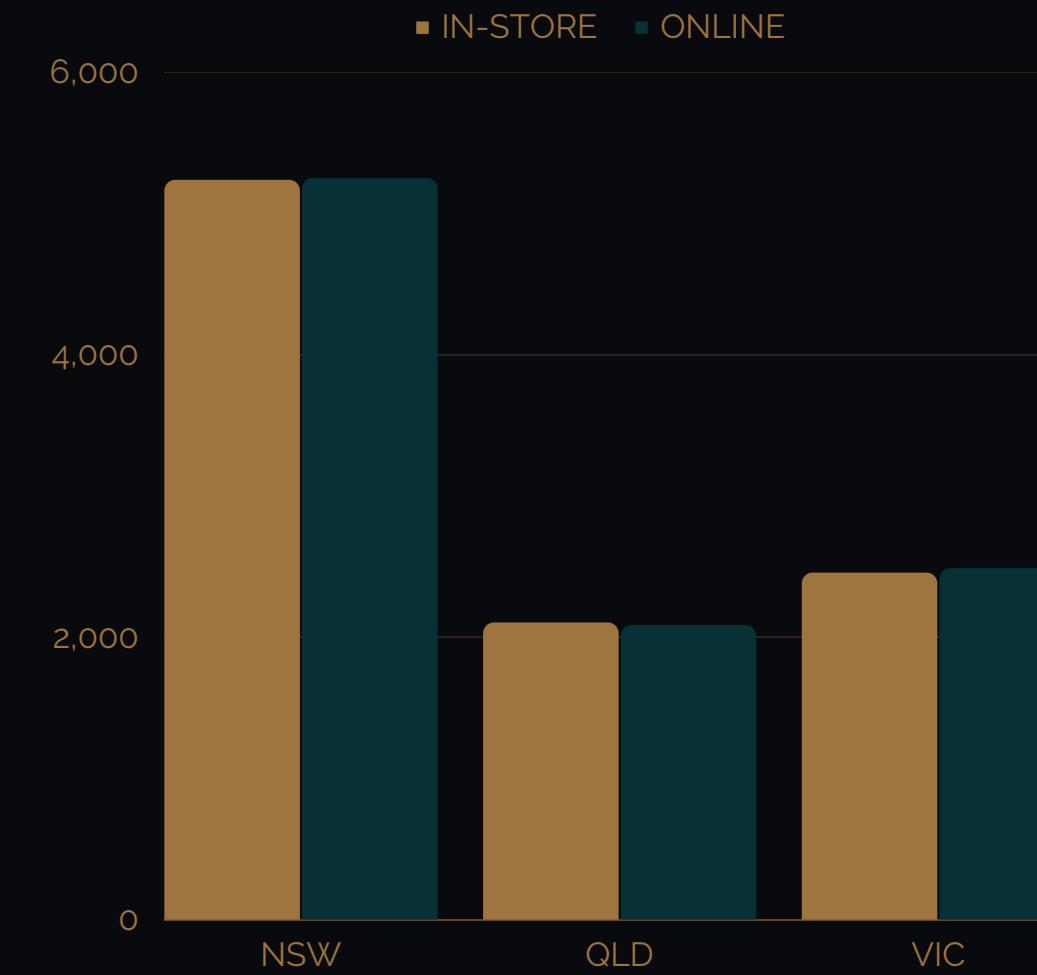


Sales by Region



53% of total sales
• New South Wales

Online Purchases by Region

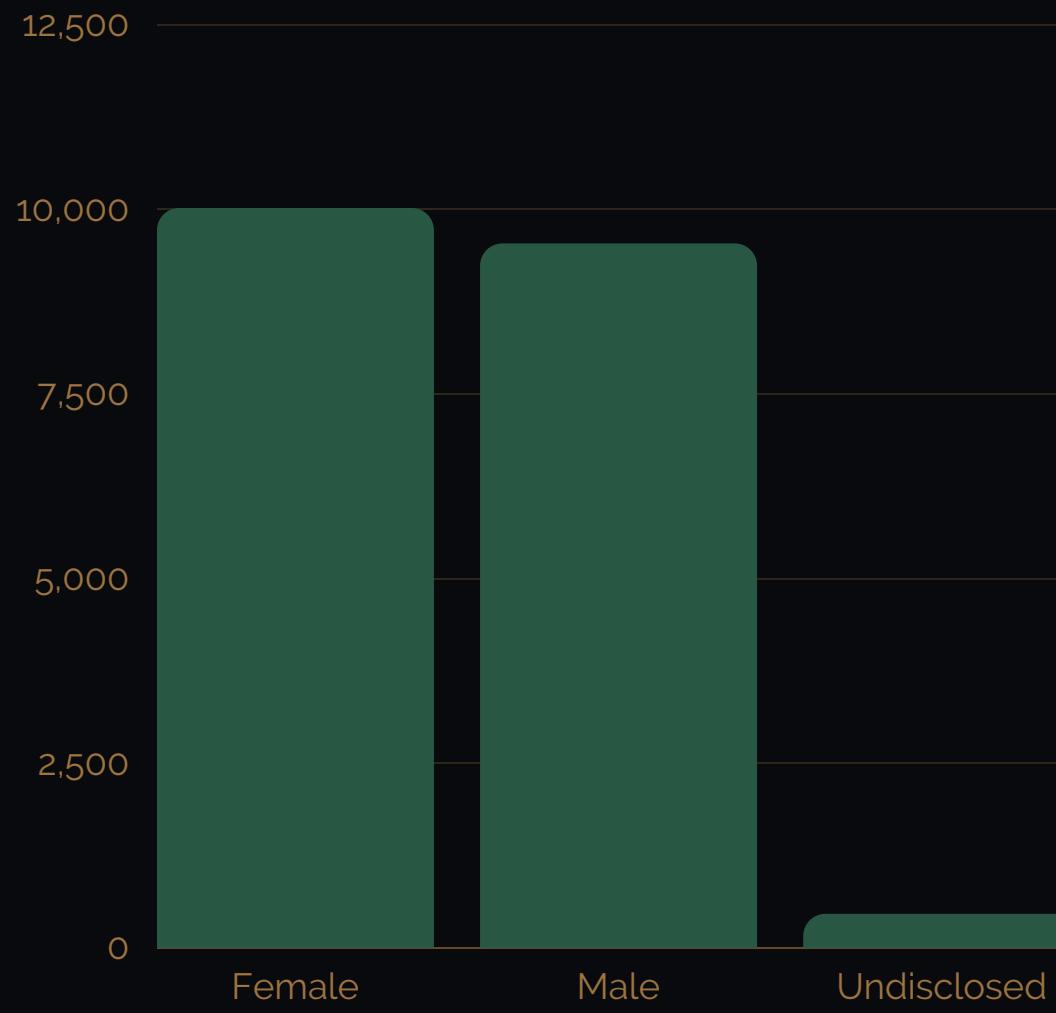


50% of purchases made online
• In all regions

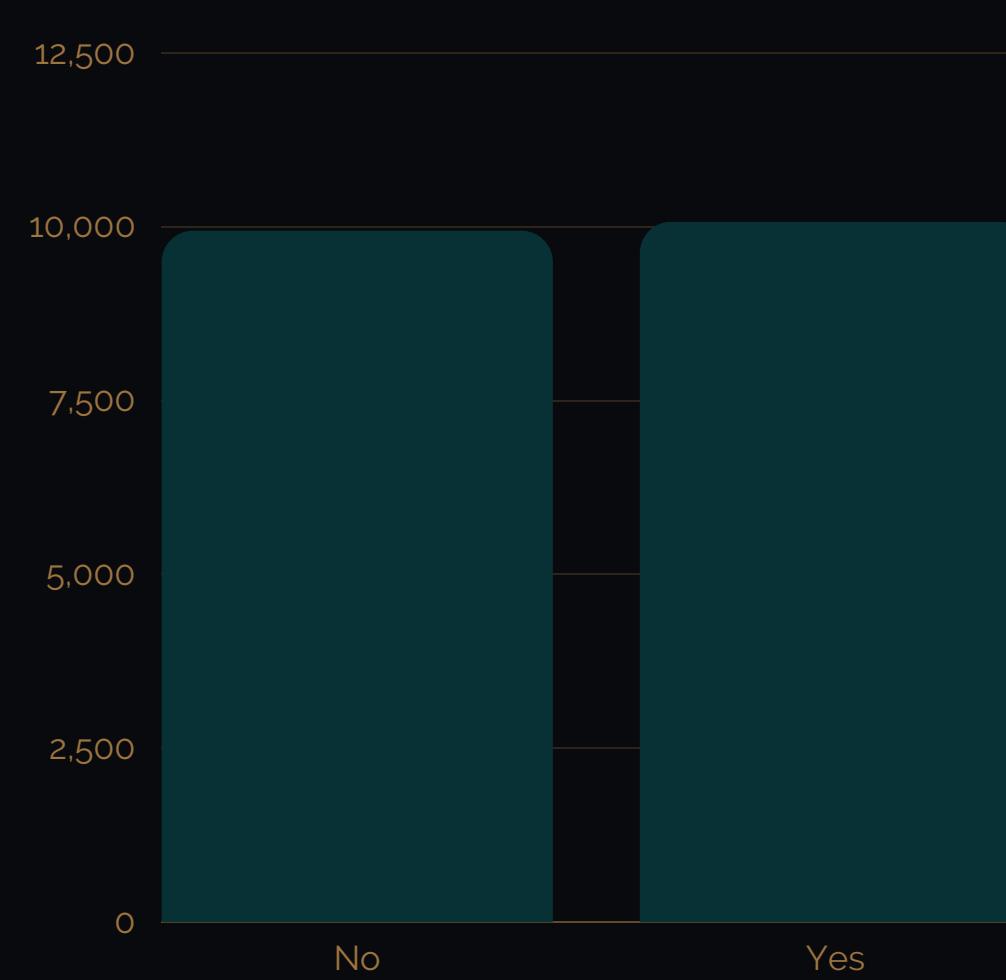
Segmentation



Sales by Gender



Car Owners



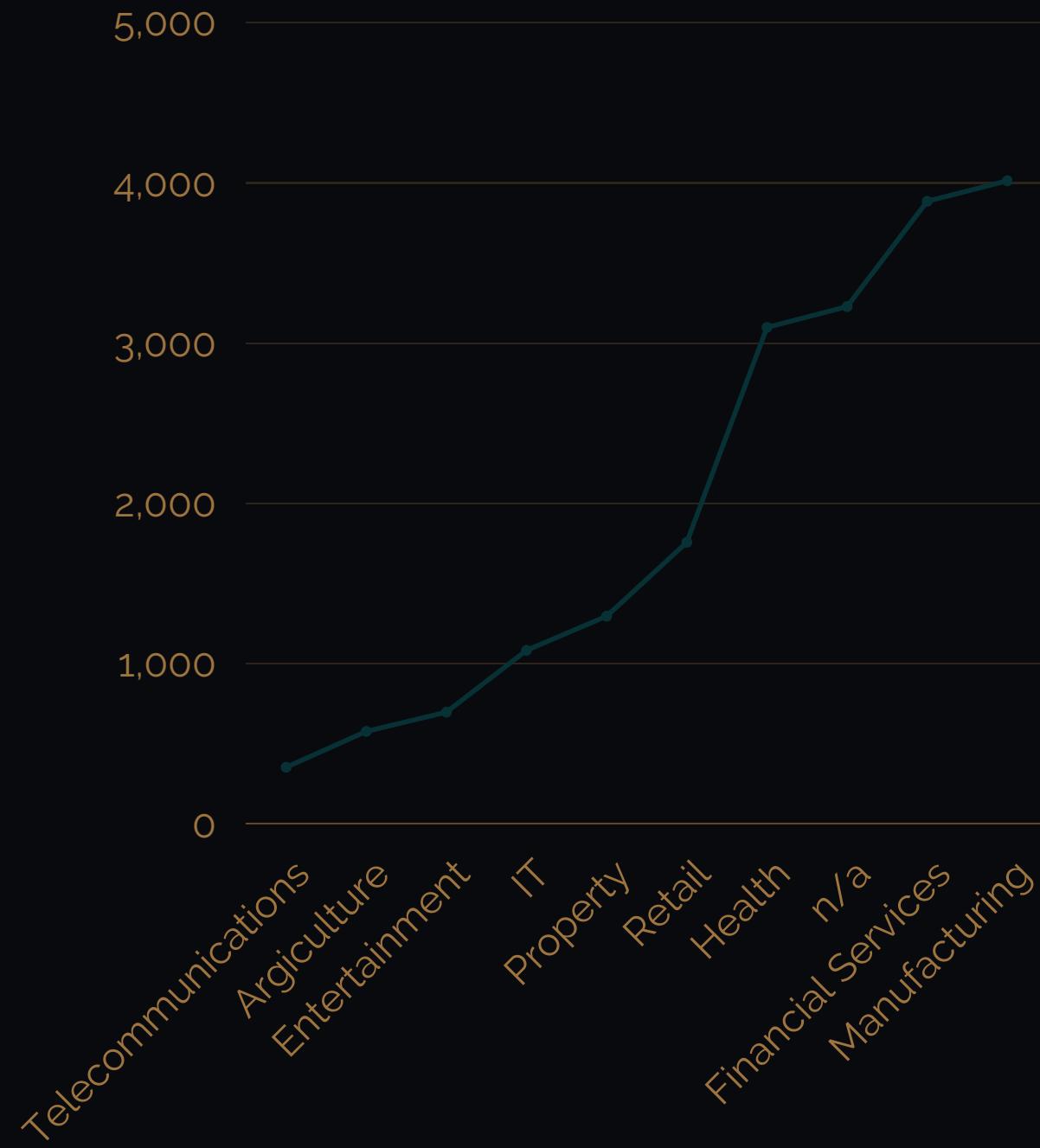
52% of Sales

- Were Women

50% of Sales

- Car Owners

Sales by Job Sector



Most Common Sector

- Manufacturing
- 20% of Total Sales

Least Common Sector

- Telecommunications
- 2% of Total Sales

Customer Rating



Methodology

Each customer was given a score in each category

- Money Spent
- Frequency in which they purchased
- Recency in which they purchased

Methodology

- Each category was weighted based on importance to clients objective
 - Money spent (Lowest weighting)
 - Frequency (middle weighting)
 - Recency (Highest weighting)

Customer Titles

Platinum (4100<)

- Made a purchase between 0-18 days ago
- Frequent the store
- Spend in the upper 25% of sales

Gold (3110 - 4100)

- Made a purchase between 18-45 days ago
- Regulars at store
- Spend in the upper 25% of sales

Silver (2110 - 3100)

- Made a purchase between 45-85 days ago
- Occasional visits
- Spend in the upper 50% of sales

Bronze (<2100)

- Made a purchase more than 86 days ago
- Frequent the store
- Spend in the lower 25% of sales





Notes on Customer scoring

Heavy emphasis was placed on the recency of purchases.

This created brackets with mismatched combinations of customers

Gold for example, would have grouped all customers together who had made a purchase between 18-45 days ago, irrespective of how often they come to the store or how much they spend.

While this scoring system abides by the clients request of creating target groups for a marketing campaign.

There are too many mismatched customers, who are grouped together based solely on recency of their last purchase.

Recomendation

A future scoring system should weight the categories more evenly and give means to score higher based on other factors, such as single instance purchase amount or total purchase amount combined with their frequency.

As it stands now, a customer can only be a platinum member if they purchased in the past 18 days

THANK YOU



RESOURCES

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SPROCKETS SPREADSHEET