

Sprocket Central Pty Ltd

Data analytics approach

Agenda

The approach will be implemented in three stages :

- ❑ Data Exploration
- ❑ Model Development
- ❑ Interpretation

Agenda

Approach for New Customer Data analysis :

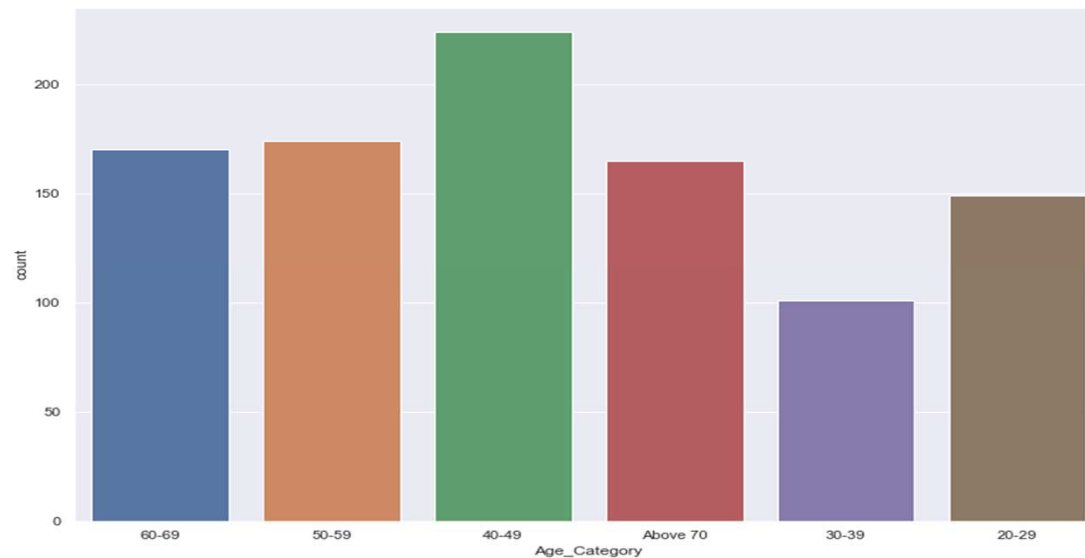
- ☐ Age distribution
- ☐ Bike purchase
- ☐ Job industry
- ☐ Number of cars owned

Data Exploration : Age Distribution & Bike Purchases

- ❑ New customers are more from the age group of 40-49 , followed by 50-59 & 60-69.
- ❑ Fewer customer are from 10-19 & 90-99 for obvious reasons.
- ❑ Data shows age group **40-50** has high count in terms of bike purchased in last 3 years with a slightly greater female ratio.
- ❑ The target audience for our marketing and advertising should be inclined to provide focus on females than males.

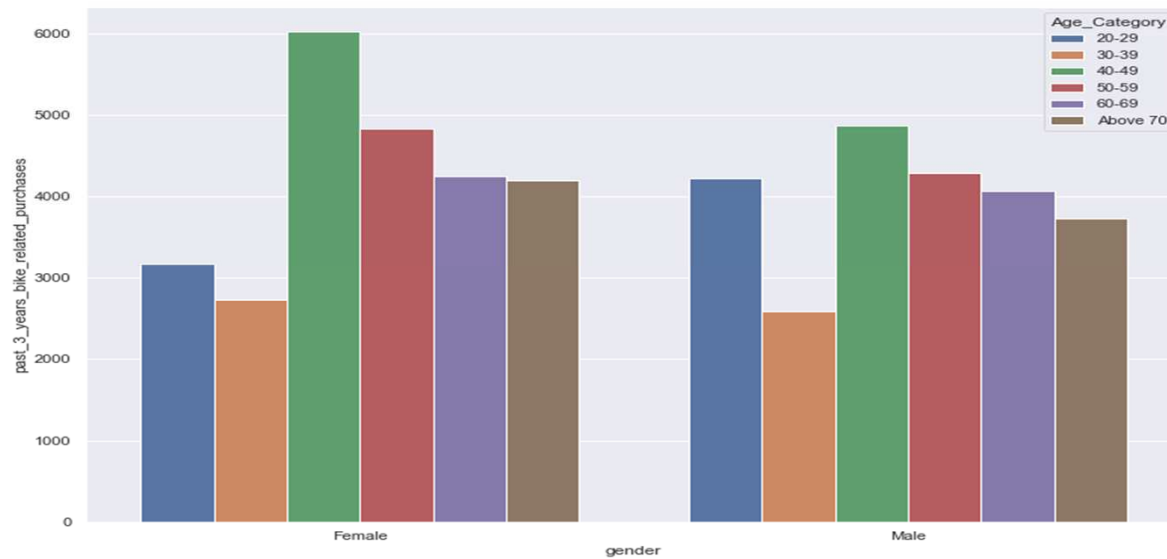
Data Exploration: Age Distribution and Bike Purchases

Age Distribution:



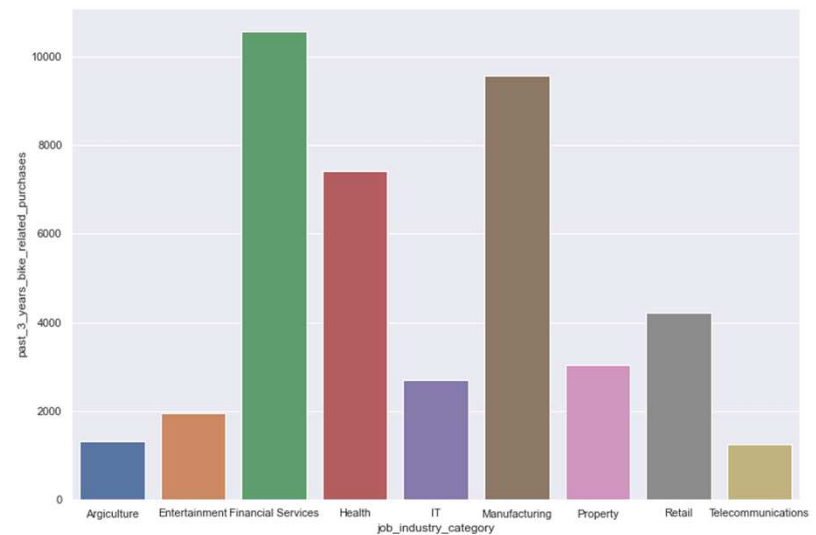
Data Exploration: Age Distribution and Bike Purchases

Bike Purchases:



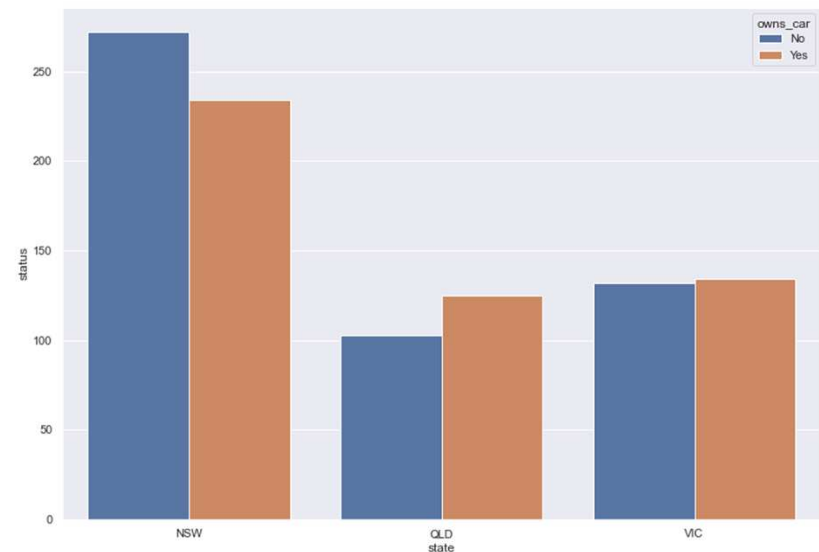
Data Exploration : Job Industry

Financial Services, Manufacturing, and Health are the top three profit-generating industries, followed by retail and property



Data Exploration : Number of cars owned

- ❑ Out of three states, New South Wales, could be potential market opportunities for the company.
- ❑ New South Wales has the biggest potential since the number of people who own vehicles is nearly equal to the number of individuals who do not own cars, indicating that there is room for value customers there.
- ❑ VIC and QLD has more customers that own car than who don't but we can try to have something so that those own car will buy bikes.



Model Development

CUSTOMER CLASSIFICATION – *Targeting High Value Customers*

The following are the high-value clients to target from the new list :

- ☐ Aged between 40 – 50.
- ☐ Most of the high value customers are female compared to male
- ☐ Working in Financial Service, Manufacturing and Health.
- ☐ Who are currently living in New South Wales and Victoria.

Interpretation

HIGH-VALUE CUSTOMER SUMMARY TABLE

	first_name	last_name	gender	job_industry_category	state	owns_car
82	Esther	Rooson	Female	Financial Services	NSW	No
166	Elvira	Kurten	Female	Financial Services	NSW	No
250	Sunny	Christescu	Female	Financial Services	NSW	No
542	Elvira	Darthe	Female	Financial Services	NSW	No
960	Sonia	Dunstall	Female	Financial Services	NSW	No

Note: The data and information in this document is reflective of a hypothetical situation and client. This document is to be used for KPMG Virtual Internship purposes only.

THANK YOU