

Insights from Sprocket Central Pty Ltd Customer Analysis

Tableau dashboard: <https://tinyurl.com/5n6dav7w>

After careful analysis of the three datasets given, we have concluded on the following insights based on:

Product

1. The *Solex*, *WeareA2B*, and *Giant Bicycles* brand are the top three brands of the year.
2. The *Standard* product line is the most purchased product line.
3. *Touring* product line has zero purchases in *Narco Bicycles* and *Trek Bicycles* brand.
4. Mountain product line has zero purchases in *OHM Cycles*, *Giant Bicycles*, *WeareA2B*, and *Solex* brand.

Recommendation: The brand with zero product line purchases could be stopped from production. Also, the top three brands and the standard product line should receive more attention.

State

1. New South Wales has the highest sale price more than combined that of Victoria and Queensland.

Recommendation: New South Wales should be the focus of next year's campaign.

Job Industry

1. Workers in Manufacturing, Financial services and Health industry have the highest patronage.
2. More than 2 million sale prices came from customers who didn't document their job industry.

Recommendation: The state with more Manufacturing, Financial services and Health industry should be the focus of next year's campaign. Data collection should be more complete next year for proper analysis.

Wealth segment

1. Mass Customer has the most patronage which doubles the Affluent and High Net Worth customers.

Recommendation: They make up half of the customer base. A good referral bonus system could make them an indirect agent for your company.