

Task 6

KPMG Data Analysis Using Excel

Key Findings

1. Customer Segmentation

- The “Mass Customer” Wealth Segment has higher number of customers as compared to other but the average tenure of “High Net Worth” wealth segment is more that means customer with High Net worth stays for a longer period of time as compared to other.
- Though Female customers are more in number but average past 3 years bike related purchases in Males is greater than the other two classes.
- Health holds a share of 18% with 720 customers which is the highest among all categories and is driven by mass customers with 377 customers.
- Telecommunication has just 1.05% share with just 42 customers.
- Most of the segments are ruled by mass customers occupying for 50% of total share

2. Transaction Analysis

- Total Sales in October is the highest with the value of 1.92M which is 6% more than total average.
- July and September accounts for the lowest sales value with 1.72M which is 9% less than the total average.
- A sudden dip in sales can be observed in July and September.
- Solex is ruling the market by having 20% share of total sales with a value of 4.50M.
- The average number of purchases per customer is just 5.67
- Jillie Fyndon is the most profitable customer with total transaction value of 19.07K

3. New Customer Insights

- Manufacturing and Financial services rules the market having more than 48% of total shares of total customers with a balance share in all 3 segments
- Agriculture and telecommunication have the lowest customer count and they are majorly ruled by the Mass Customers.
- The Average past 3 years bike related purchase for all customers is 98.2 with the highest being 99 and 97 being the lowest.
- 51% of new customers comes from New South Wales while the remaining 49% are from Victoria and Queensland
- A positive correlation can be seen among wealth segment and property valuation where affluent customer have a value of 1.73K while mass have a value of 3.77K
- The average estimated revenue per new customer is 43.98 but Rockwell Matson has generated a total revenue of 154.22 Rs.

4. CLV Analysis

- The Mass Customers have 50% share in the CLV value with the net CLV value as 134.42M.
- Affluent Customers have the least value with just 64.9M as the CLV value.
- The Financials services generates the maximum CLV with a value is 29.02M having a very strong contribution from the Mass segment customers where as the telecom services generates the least.
- Overall Males and Females contribute evenly but females contribution is slightly higher than that of males.

Recommendations

1. Provide recommendations for marketing strategies targeting high-value customer segments.

- Should focus on launching loyalty programmes along with providing personalized offers for the high – value segment customers
- Launch special offers for Mass consumers to maintain their laoyalty
- Should focus on improving male customers participations
- Provide attractive deals on bike to males and on health, fashion to female.

2. Suggest potential areas for business expansion based on new customer location analysis.

- Should focus on expanding business to Queensland and Victoria in order get more market share.
- Also launch specific campaigns to New South Wales since we have majority of the population from it.

3. Recommend improvements in product offerings based on transaction analysis.

- Launch offers or provide discount in order to express the sales dips that are occurring in July and September.
- Since bikes are top selling products, provide related accessories to the customers in order to increase sales and revenue.
- Launch some premium segment products and offers to cater mass customers as they are the biggest players.