

TheAnalyticsTeam

# Sprocket Central Pty Ltd

Data analytics approach

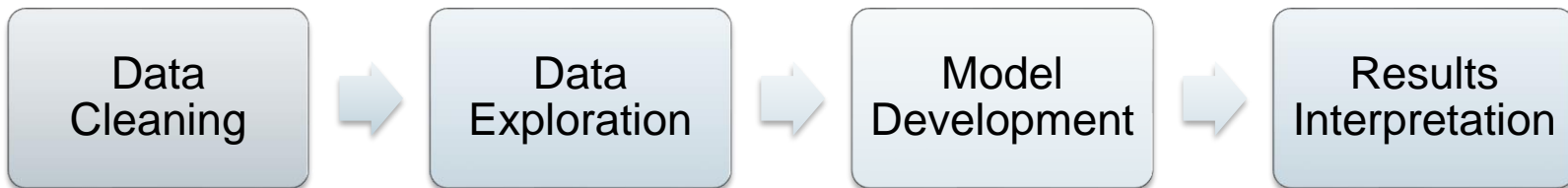
Information & Modelling Division – Kashish Saxena, Junior Consultant

# Agenda

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

# Introduction

**The objective of this phase is to identify target customers from a list of potential new customers to bring onboard.**



Project timeline: 3 weeks

# Data Exploration

**Analyze data to identify trends and patterns, so that a model can be built for the purpose of the project.**

Understand current customer demographics such as:

- Gender
- Age group
- How frequently bike is purchased
- Location
- Wealth segment
- Job industry
- Car ownership status

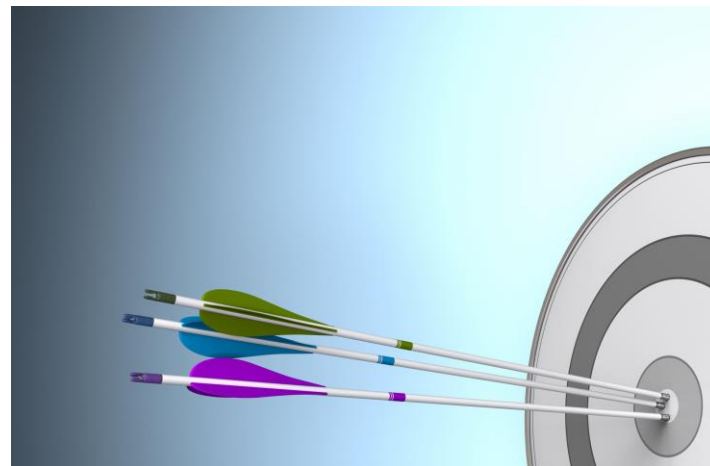


Image source – Stock images

# Data Exploration

## Significance:

- Provides better data understanding
- Identifies outliers and anomalies, resulting in accurate analysis and model development
- Allows to assess the quality of the dataset. It helps identify missing values, inconsistencies, and data entry errors, which can be addressed during data preprocessing. High-quality data is essential for reliable analysis and modeling
- Understanding the relationships between variables in the dataset helps in feature selection. It can help identify which features are most relevant to the analysis
- Helps reduce bias and assumptions

# Model Development

**Based on the demographics identified, build a model that selects customers that need to be targeted.**

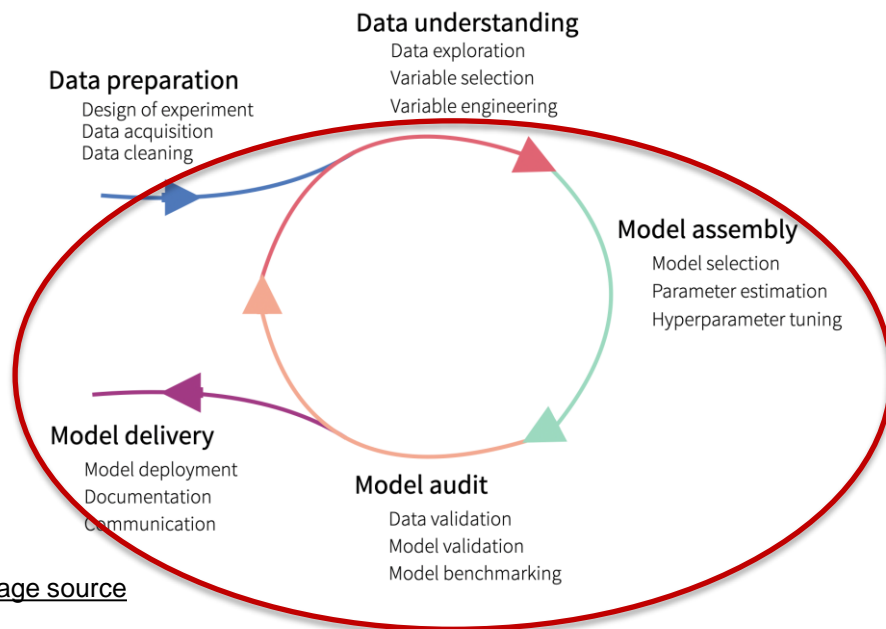


Image source

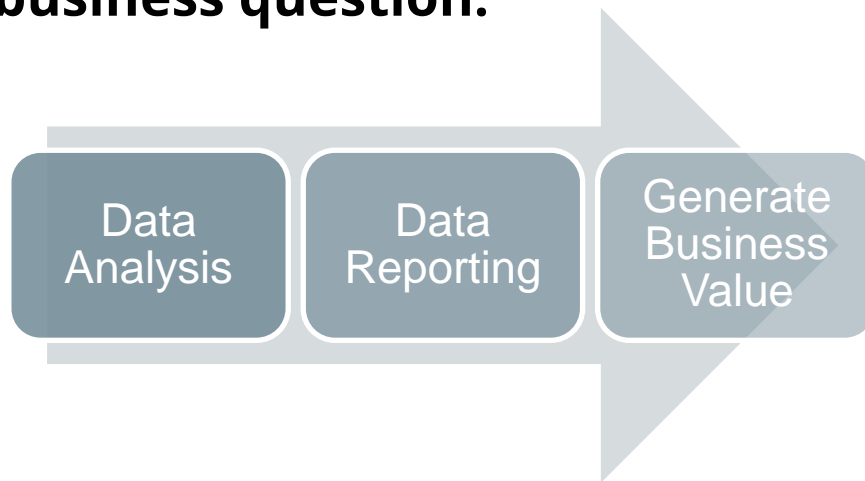
1. Develop a hypothesis that answers the business question
2. Create calculated fields based on existing data, for example, convert the D.O.B into an age bracket.
3. Use the variables identified to select customers from the new customers list that meet the requirements. These will be the customers most willing to purchase from the company.
4. Select as many customers as possible to maximize revenue while accounting for costs.

# Interpretation

**Final step of the project where the results will be interpreted to extract meaningful insights for business question.**

Answers the questions:

- What characteristics does an ideal customer have?
- Based on the features identified, which of the 1000 customers should be selected for targeted marketing and how many



We will present the findings through a detailed dashboard that combines quantitative and qualitative data. This dashboard will include Customer Demographics, Target Customers, and more to aid in an informed business decision.

# Thank you