

Sprocket Central Pty Ltd

Data analytics approach

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Agenda:

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

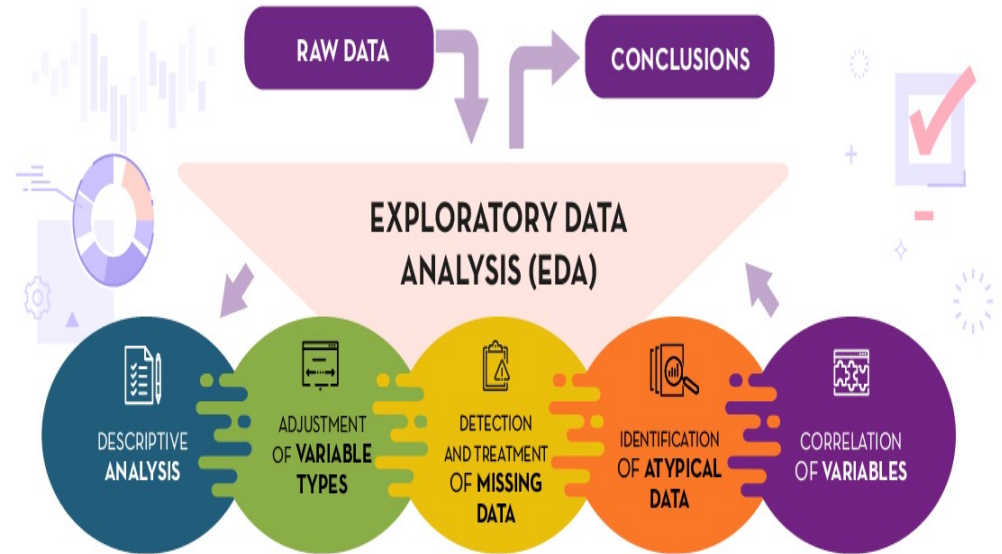
Introduction:

Unlocking Business Success: Why Customer Segmentation is Crucial to understand and Meet the Diverse Needs of Your Customer base.

- Assists in the identification of profitable consumer categories.
- Provides insights for product development.
- Allows for customised customer experiences.
- Increases consumer satisfaction.

Data Exploration:

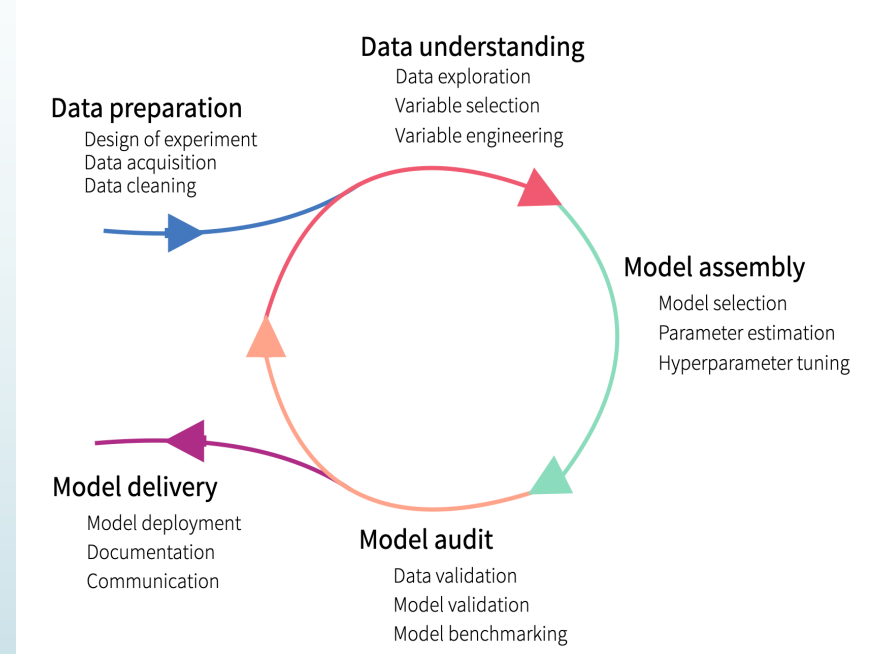
- To enable unexpected discoveries in the data
- To foster a deep understanding of the data as an important fundament for successful and efficient data science projects.



Model Development:

Model development is an iterative process in which several models are produced, tested, and built upon until a model that meets the necessary criteria is created.

- The first stage is to develop a hypothesis that questions the issue statement, and then conduct statistical testing to assess whether or not the hypothesis is valid.
- Evaluate the performance of the models using factors such as ROC Curves, Precision, Recall, AUC Curve, Accuracy, F1-score etc.
- Finally, deploy and document the best model's performance, assumptions and certain limitations.



Interpretation:

Data interpretation is the process of reviewing data and arriving at relevant conclusions using various analytical research methods.

- Gather the data.
- Select the appropriate metrics.
- Develop your discoveries.
- Draw conclusions.
- Interpret the results.

