

TheAnalyticsTeam

# Sprocket Central Pty Ltd

Data analytics approach

*by Lazaros Panagiotoulas / Data Analyst*

# Agenda

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

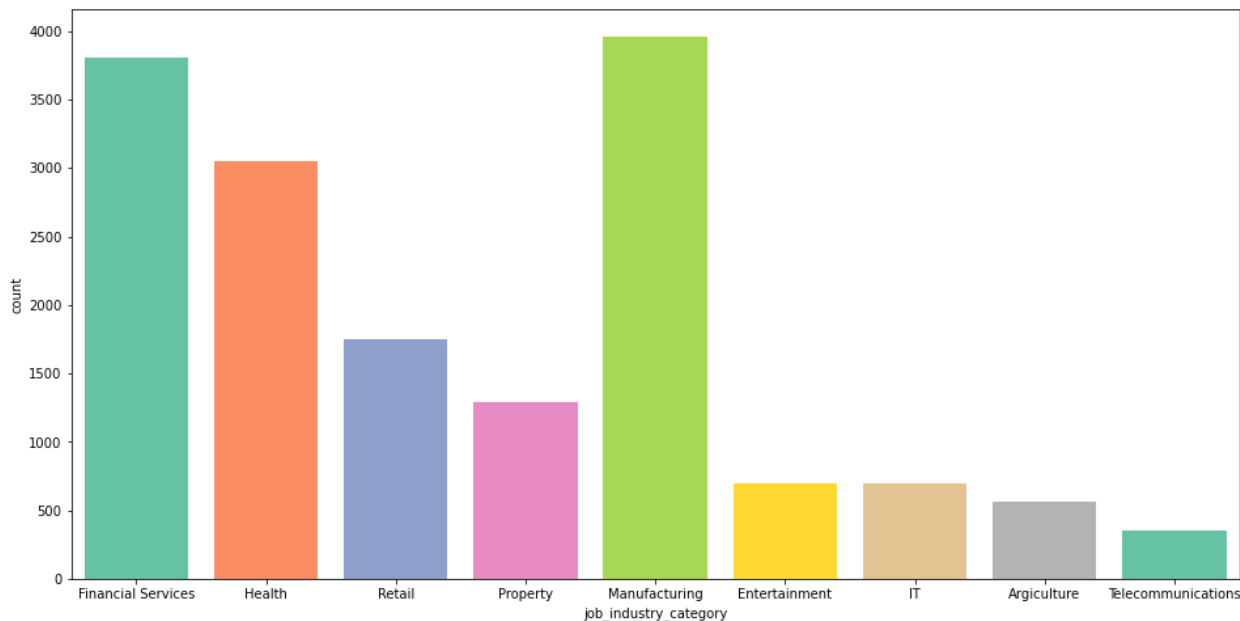
# 1. Introduction

**After clearing the three datasets, we made an exploratory data analysis.**

- **There is strong correlation between the job of the customer and the profit**
- **New South Wales customers seem to buy more**
- **Age group 40-50 spends more**

## 2. Data Exploration

### Job Industry that works each customer

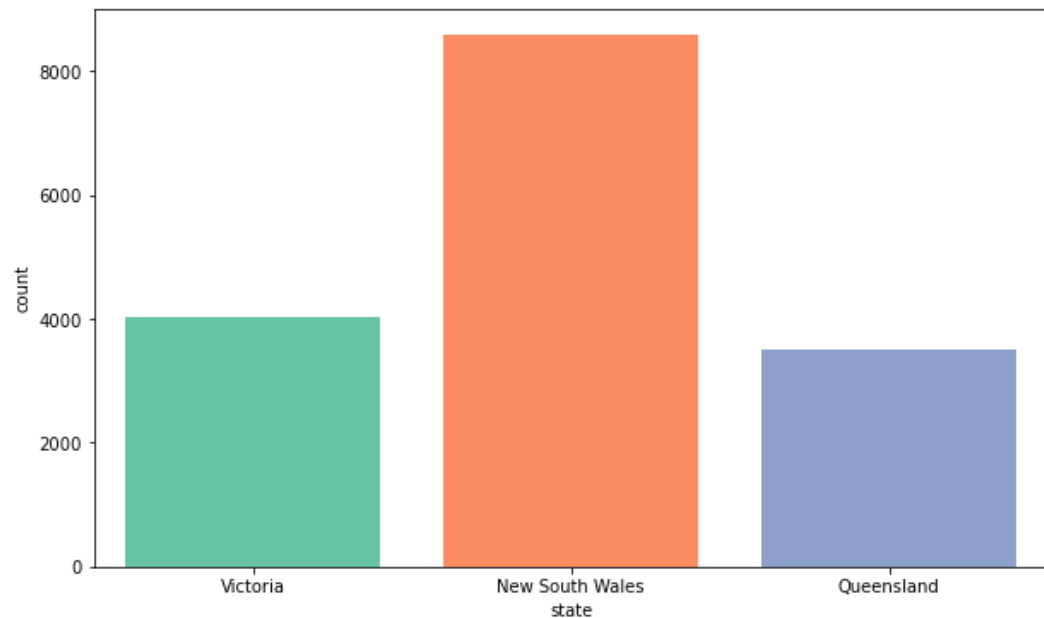


**Most of the transactions made by customers in:**

- **Manufacturing**
- **Financial Services**
- **Health**

## 2. Data Exploration

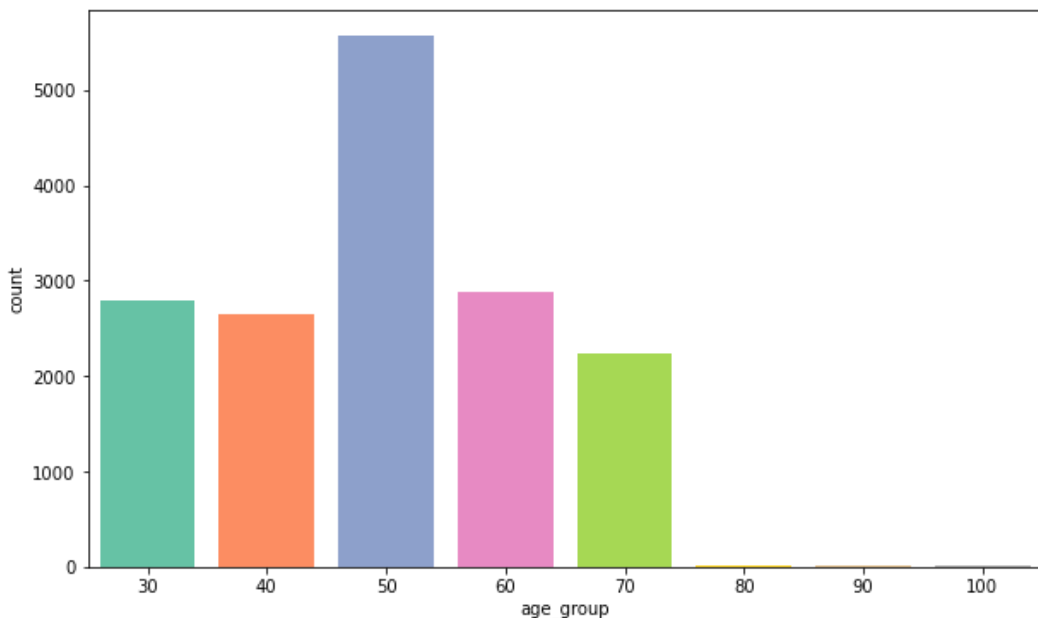
### Transactions by the state



- **People from New South Wales seem to buy more.**

## 2. Data Exploration

### Age Groups

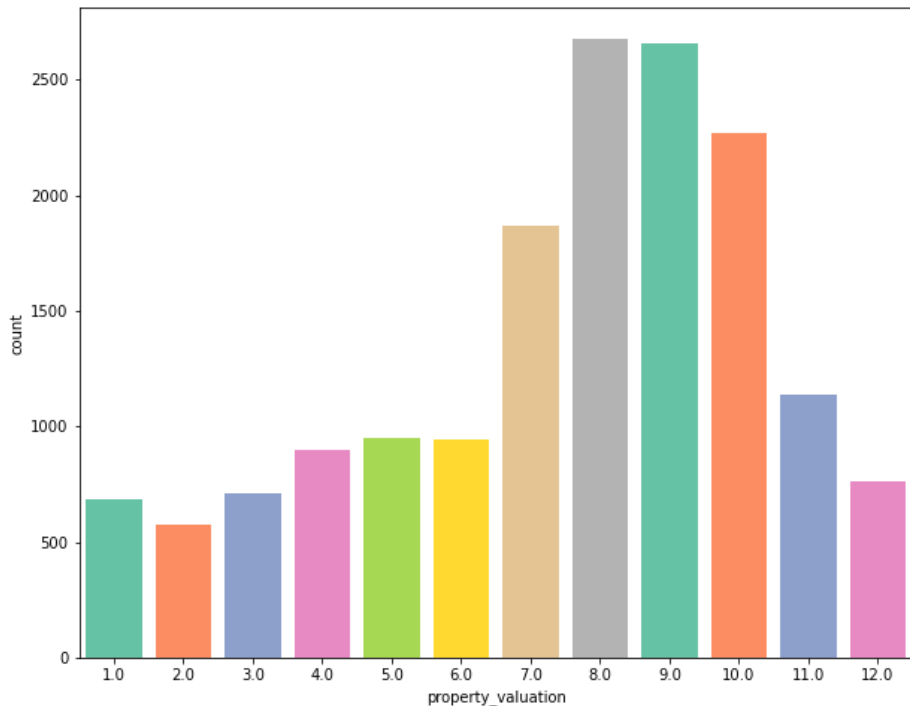


*From 20 to 30 age is represented with 30, from 30 to 40 with 40 and so on.*

- **Customers in the ages between 40 and 50 buy a lot of more than the other age groups.**

## 2. Data Exploration

### Property Valuation

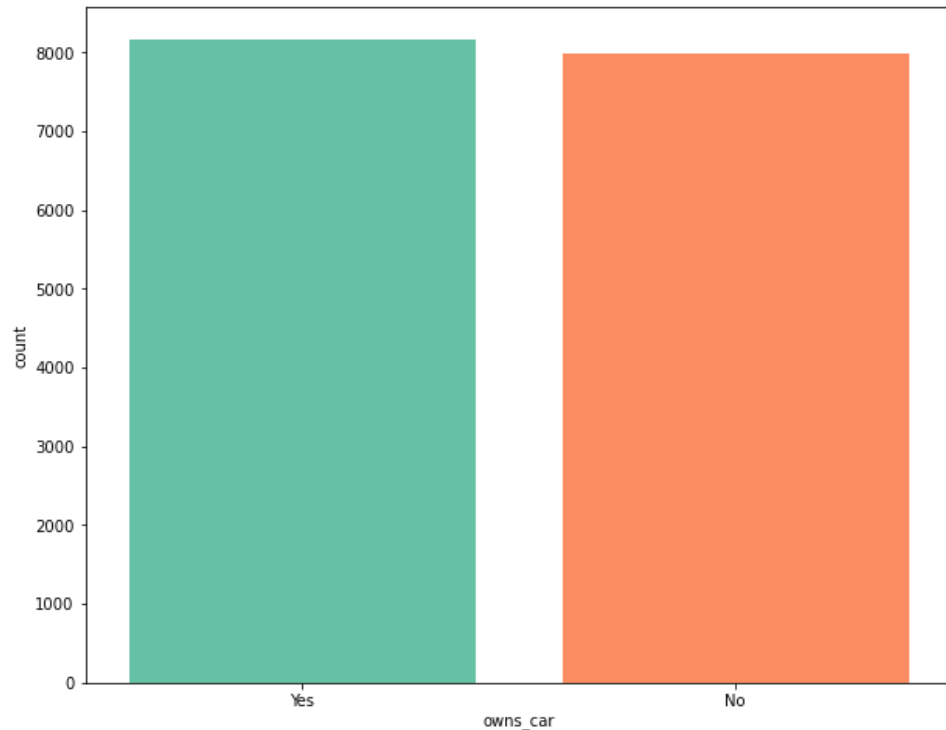


- **Customers with property valuation from 7.0 to 11.0 have more transactions.**

## 2. Data Exploration

### Car owners transactions

- **Car owners have a little bit more transactions but the difference is insignificant.**

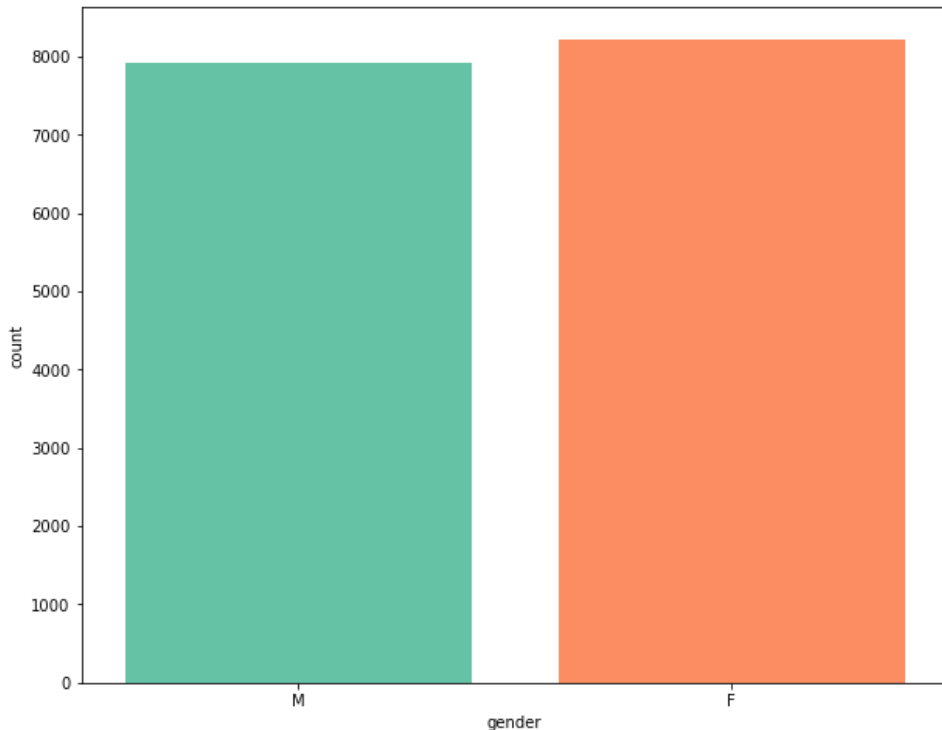




## 2. Data Exploration

### Gender Transactions

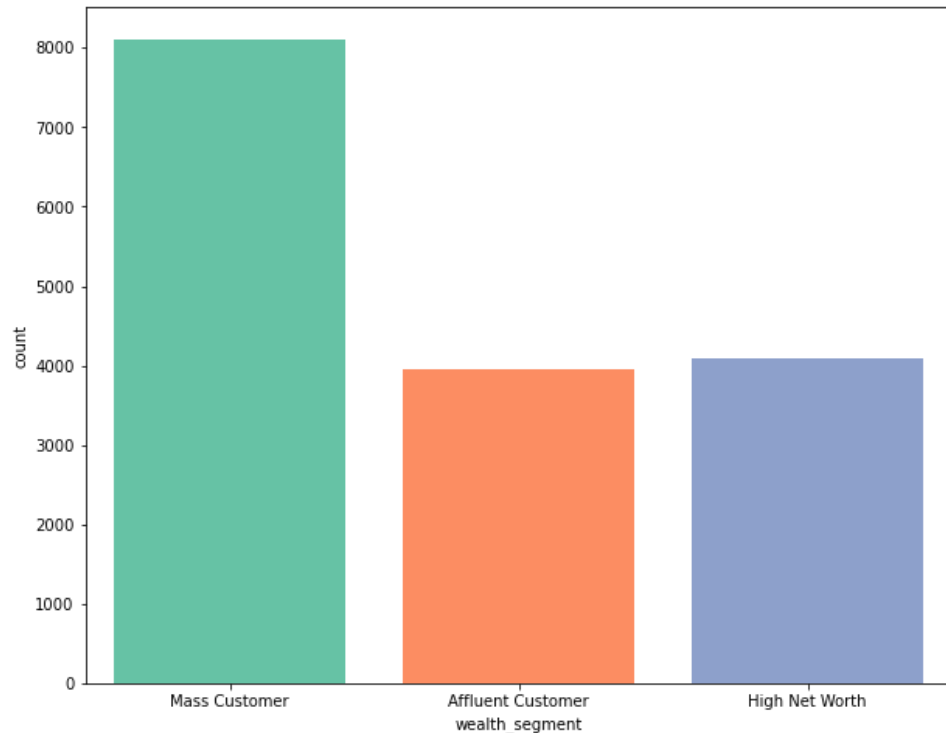
- **Female customers have more transactions, but the difference is insignificant**



## 2. Data Exploration

### Wealth segment transactions

- **Most transactions were made by Mass Customers**



## 3. Model Development

### Recommendations

- ❖ Sprocket Central Pty Ltd's marketing team should be targeting customers aged between 20 and 70 years old
- ❖ Their property valuation should be 7.0, 8.0, 9.0, 10.0 or 11.0
- ❖ They must work on the Manufacturing, Financial Services, Health, Retail or Property Industry

## 4. Interpretation

- ❖ **86% of the customers work in Manufacturing, Financial Services, Health, Retail or Property Industry**
- ❖ **67% of the property valuation is 7.0, 8.0, 9.0, 10.0 or 11.0**
- ❖ **Almost all the transactions became from customers aged from 20 to 70 years old**

**Thank you for your time!**