

TheAnalyticsTeam

Sprocket Central Pty Ltd

Data analytics approach

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Agenda

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

Introduction

Identify & Recommending High Value Customers

Outline of the Problem:

Sprocket Central is the Company that specializes in high quality bike and accessories.

The Marketing team is looking to boost Sales.

Provided 1000 new customers, target them will bring the highest value to the business.

Approach to solve the Problem:

Bike related Purchases for the last 3 years
based on Gender
Top Industries contributing the maximum
profit and bike related sales

Wealth Segment by Age Category

Number of Cars owned in each state

Customer Satisfaction

Data Exploration

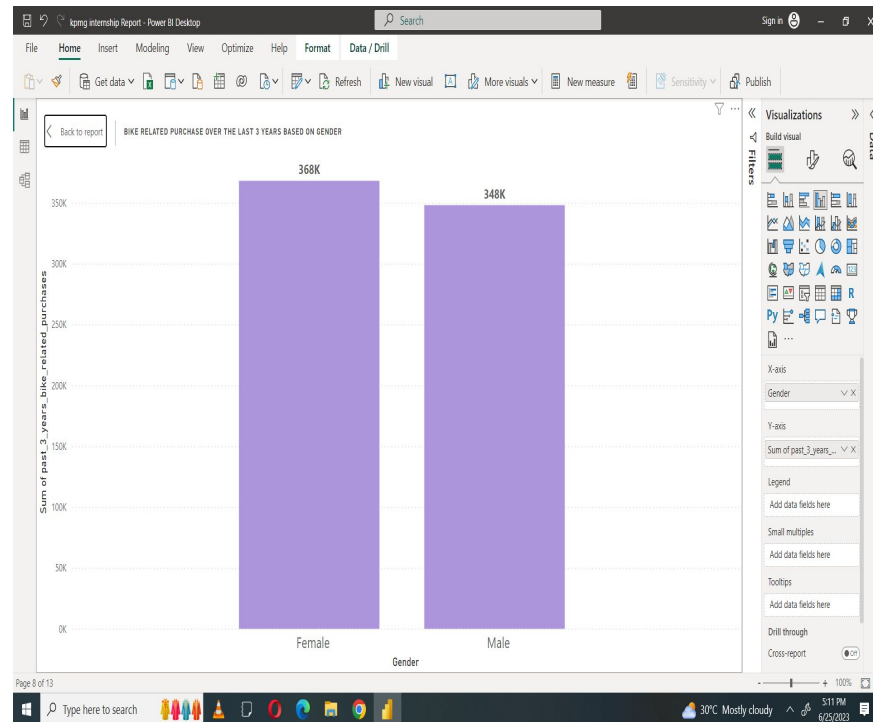
Data Quality Assessment

	Accuracy	Completeness	Consistency	Currency	Relevance	Validity	Unique ness
Customer demographic	DOB: Inaccurate Age: missing	Job title: Blanks Job Industry: Blanks	Gender.: Inconsistency.		Default column: delete	Deceas ed custom er: Filter out.	
Customer address		Last Name: Null Values	States.: Inconsistency.				
Transactions	Profit: missing	Online order: Blanks. Brand: Blanks.				Product first sold date: Format .	

Data Exploration

Bike Related Purchase over the last 3 years Based on Gender

On an average females have made more bike related purchases in the last 3 years which is around 0.36M compared to males around 0.34M

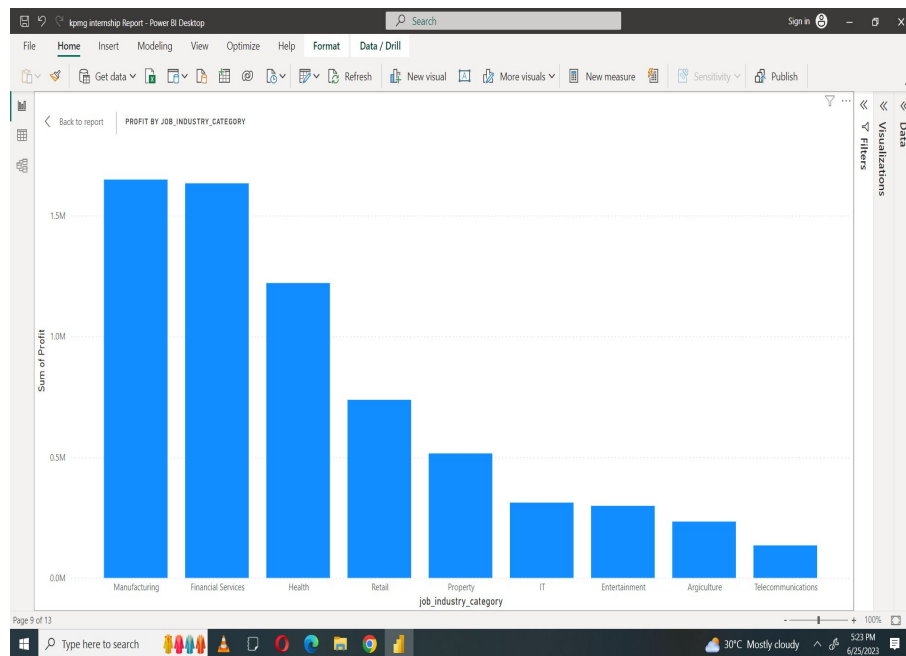


Data Exploration

Top Job Industry contributing to maximum profit & Bike related purchases

The top priority in industry sector by profits : Manufacturing services, Financial & Health Services.

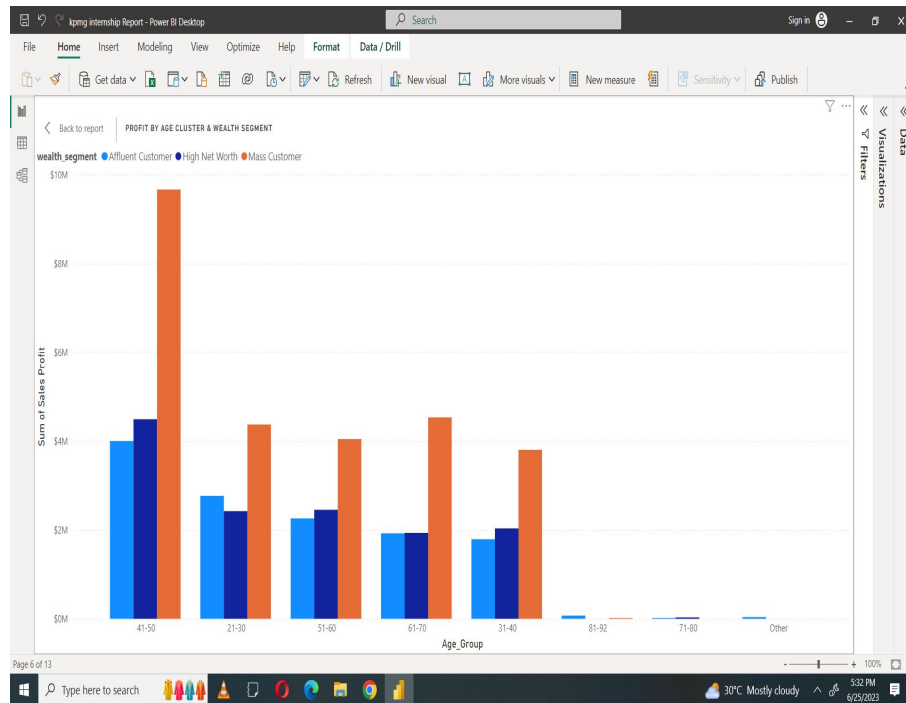
Most of the Industry Sectors Have returned less than 0.5M in Profits.



Data Exploration

Profit of Wealth Segment By Age Cluster

Mass Customer aged between 41-50 are likely to bring more target for the company. So, Overall the Age Clusters from 21-50 should be targeted based on different marketing campaigns to the targeted age customers to bring high profits for company.

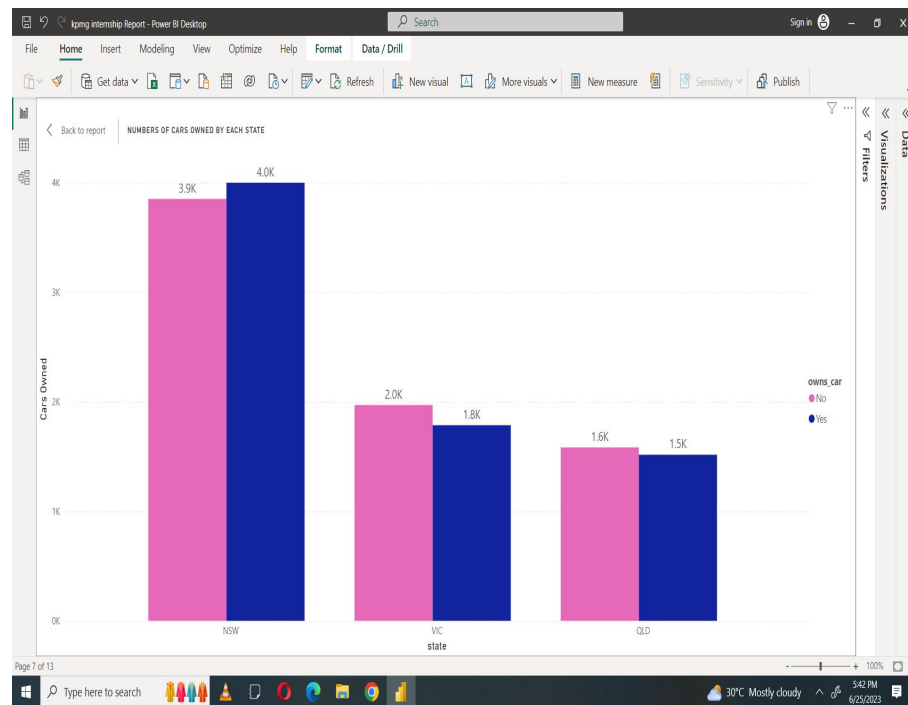


Data Exploration

Profit by Customer who owns Car by State

NSW, QLD & VIC could be potential market opportunities for the company.

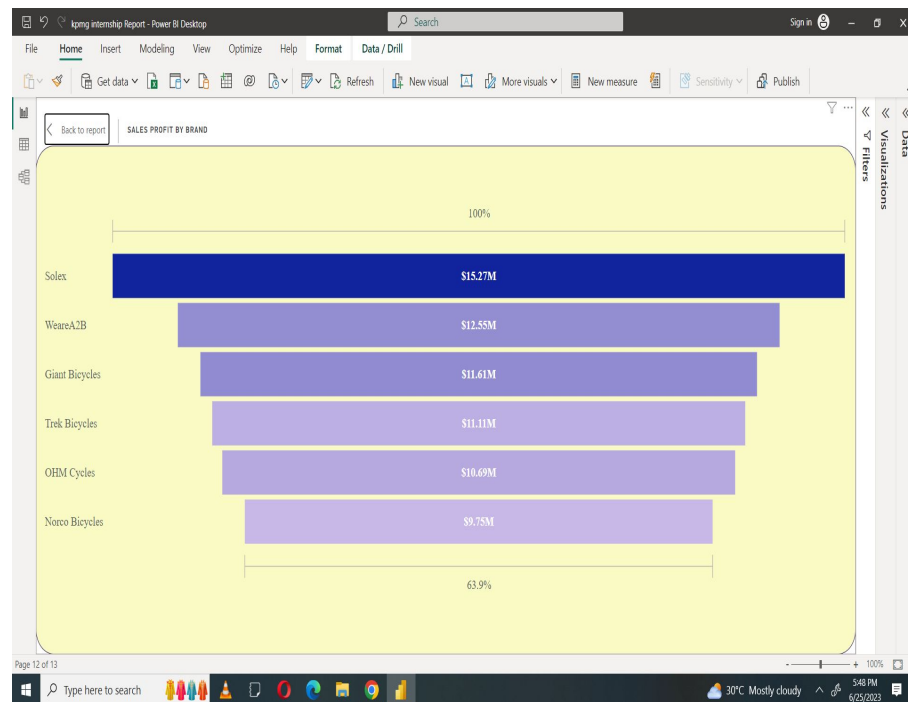
NSW, has the highest potential as the number of people own car is almost equal to the people who don't own cars which shows that there is opportunity to find value customers there.



Data Exploration

Profit by brand, Product Line & Product Size

The Top Priority of the brand should be Solex followed by WearA2B, under Standard Product Line on a Medium Product Size.



Model Development

Customer Classification- Targeting High Value Customers

The Marketing team should focus on the below high value customers from the new list:

Customers aged between 41-50, who are Mass Customers in wealth segment, living in New South Wales & Victoria.

Customers related to Manufacturing Industries, Financial services and Healthcare.

The Top priority should be Solex brand and Standard Product_line

Specifically, Female should be targeted in Months of August and October , mostly Sunday and Monday.

Male should be targeted in February and April, mostly on weekends Sunday, Saturday.

For Overall Customers, Follow the Start of weekdays Sunday and Monday, in August and October.

Interpretation

Summary Table for High Value Customers

First Name	Age	Bike Related purchases	Job industry	Wealth Segment	Owns Car	State
Carl	41	51	Manufacturing	Mass Customer	No	VIC
Shay	42	91	Health	Mass Cus	No	VIC
Guenna	43	74	Financial	Mass Cus	No	NSW
Hallsy	43	22	Manufacturing	Mass Cus	No	VIC
Damain	44	47	Health	Mass Cus	No	NSW
Dimitri	44	29	Manufacturing	Mass Cus	Yes	VIC
Gardiner	45	86	Financial	Mass Cus	Yes	NSW

Thank You