TheAnalyticsTeam

Sprocket Central Pty Ltd

Data analytics approach

NITHIN.S

The approach will be implemented in three stages :
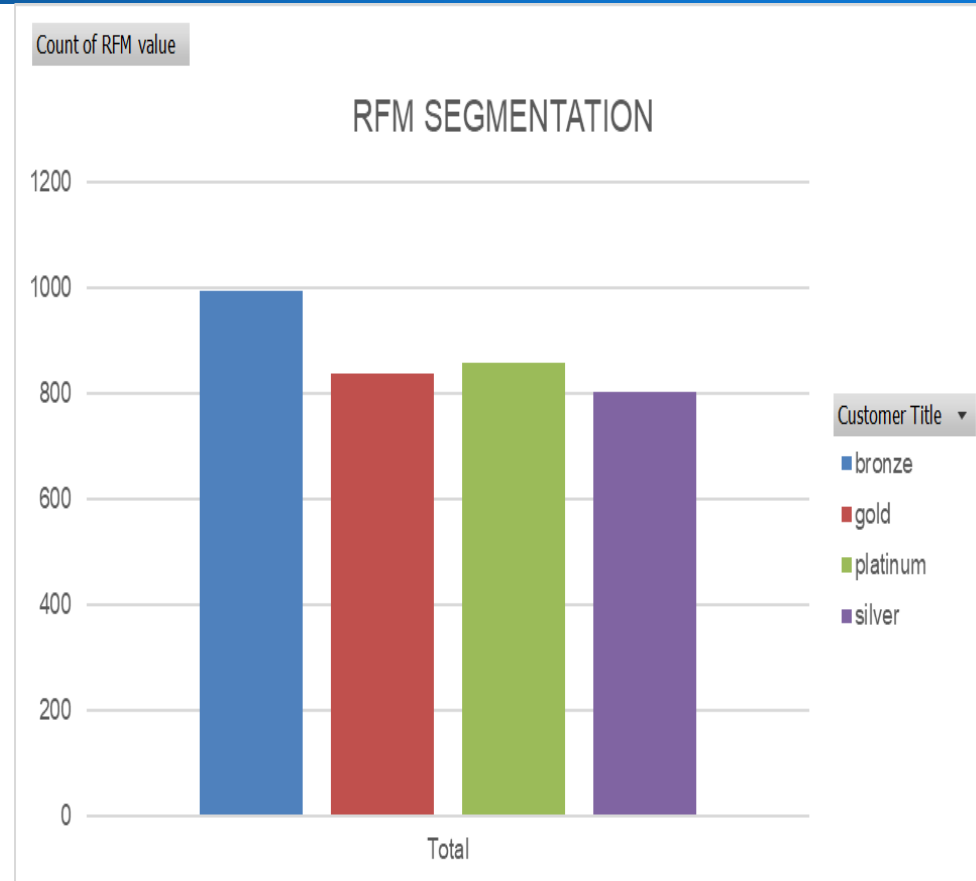
❏ Data Exploration

❏ Model Development

❏ Interpretation

Approach for New Customer Data analysis :

- ❏ Age distribution

- ❏ Bike purchase

- ❏ Job industry

- ❏ Number of cars owned

Data Exploration : RFM Analysis of old customers

❑ More customers are in Bronze category.

❑ Platinum customers with more high RFM value is not that much significantly higher than gold and silver.

Data Exploration : Age Distribution & Bike Purchases

❑ New customers are more from the age group of 40-49 , followed by 50-59 & 60-69.

❑ Fewer customer are from 10-19 & 90-99 for obvious reasons.

❑ Data shows age group **40-50** has high count in terms of bike purchased in last 3 years with a slightly greater female ratio.

❑ The target audience for our marketing and advertising should be inclined to provide focus on females than males.

Count of AGE CATEGORY

New Customer Age Count

AGE CATEGORY ▾

Bike Purchased w.r.t Gender - Subcategory: Age Group
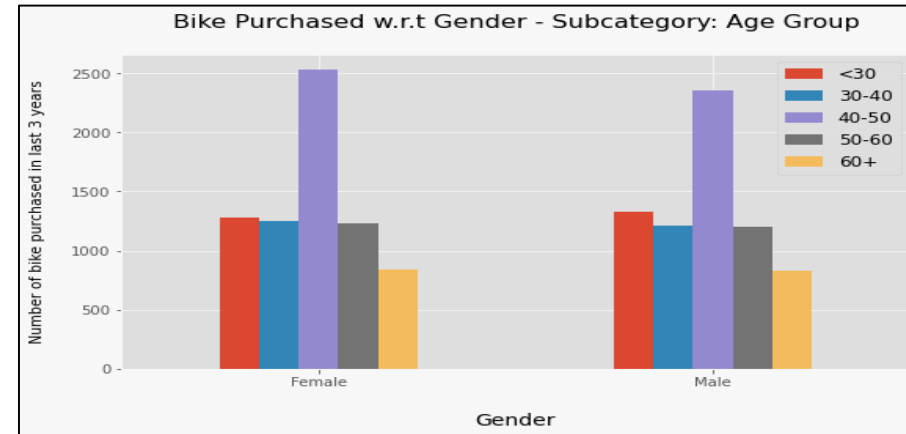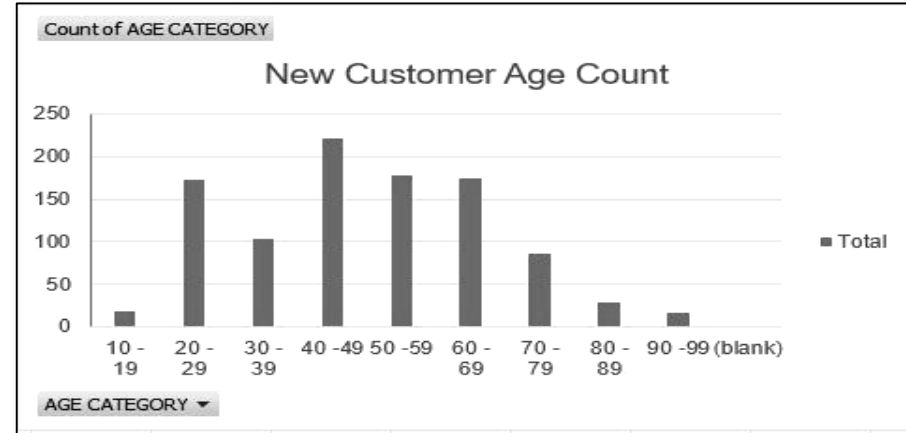
Data Exploration : Job Industry

❏ Financial Services, Manufacturing, and Health are the top three profit-generating industries, followed by retail and property.

❏ The highest profits are also Financial Services, Manufacturing, and Health as seen in the second chart.

Bike Related Purchases Based on industry

Profit in terms of Job Industry
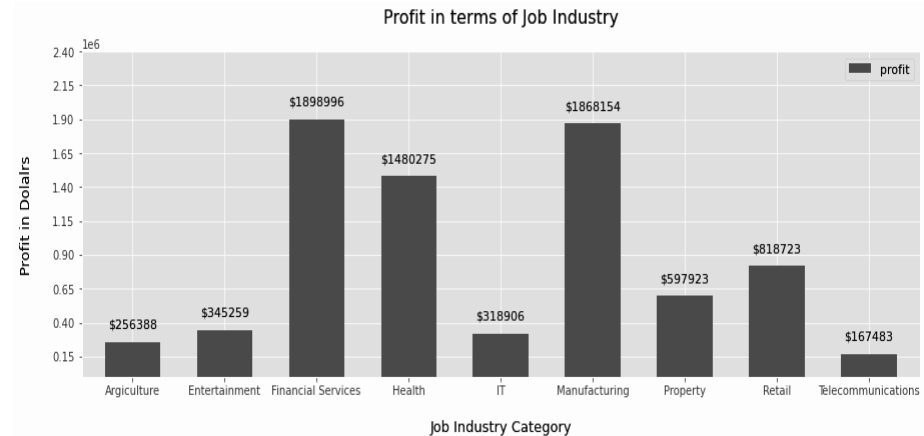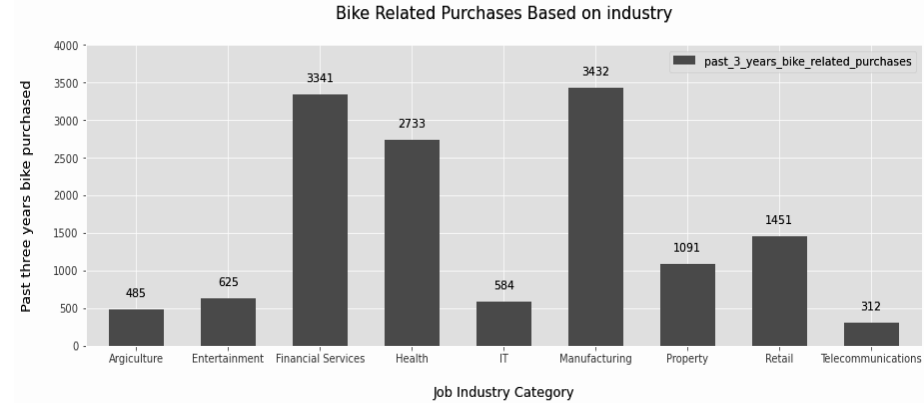
Data Exploration : Number of cars owned

❏ Out of three states, New South Wales, could be potential market opportunities for the company.

❏ New South Wales has the biggest potential since the number of people who own vehicles is nearly equal to the number of individuals who do not own cars, indicating that there is room for value customers there.

❏ VIC and QLD has more customers that own car that who don't but we can try to have something so that those owns car will buy bikes.
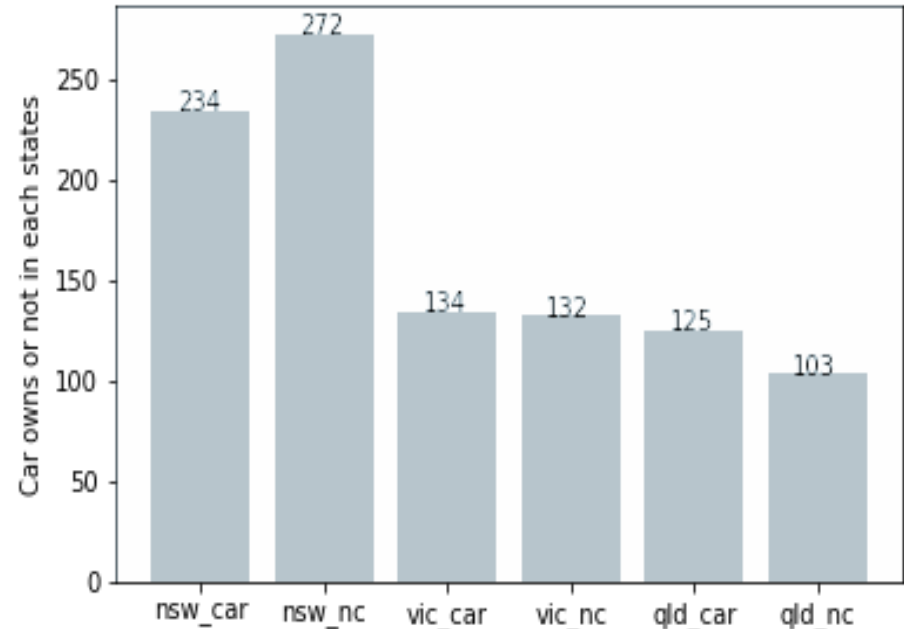
CUSTOMER CLASSIFICATION – *Targeting High Value Customers*

The following are the high-value clients to target from the new list :

- ❑ Aged between 40 – 50.

- ❑ Most of the high value customers are female compared to male

- ❑ Working in Financial Service, Manufacturing and Health.

- ❑ Who are currently living in New South Wales and Victoria.

HIGH-VALUE CUSTOMER SUMMARY TABLE

Customer ID	Bike Related Purchases for the last 3 years	Age	Job Industry	Wealth Segment	Owns Cars	State
1842	445	44	Financial Services	Mass Customer	No	New South Wales
2001	168	44	Manufacturing	Mass Customer	Yes	New South Wales
650	486	44	Health	Mass Customer	No	New South Wales
3297	234	46	Manufacturing	Mass Customer	No	Victoria
50	266	41	Manufacturing	Mass Customer	Yes	New South Wales

THANK YOU