KPMN’s Virtual Internship Challenge Planning

**1. Business Acumen (KPMN)**

1. The company’s **business strategy**
2. The **goals and objectives** of the company
3. The **financial metrics** of the company
4. The size of the company’s **potential market**
5. The **customer segmen**ts that make up a market
6. How the company **markets** itself to create awareness
7. How the company **sells its products / services**
8. How the company **produces its products / services**
9. How the company **get its products / services to its customers**
10. How the company **receives the cash for the value**
11. How the company adjusts its strategy and moves forward

**Customer’s Acumen (Sprocket Central Pty Ltd)**

1. My customer’s **business strategy**
2. My customer’s **goals and objectives**
3. What are my customer’s **financial metrics**
4. The size of my customer’s **potential market**
5. My customer’s **customer segments** that make up their markets
6. How my customer **markets** itself to create awareness
7. How my customer **sells its products / services**
8. How my customer **produces its products / services**
9. How my customer **get its products / services to its customers**
10. How my customer **receives the cash for the value**
11. How my customer adjusts its strategy and moves forward

Module 1

- Data Quality Assessment

- Dashboard Building

Module 2

- Build recommendations for the client’s marketing strategy

* Prepare a presentation to show client the methodologies and process moving forward. Presentation includes 3 components:
  + Data Exploration
  + Model Development
  + Interpretation
* Get approval to move on to analysis stage
* Look at additional dataset (ABS - postcodes of customers)
* Categorize and classify Age into discrete Age buckets

- Segmentation examples:

* Geographics (based on address - cities, urban, suburban, rural)
  + Target region with better climate or cities with more bike lanes
  + Target neighborhoods with more wealthier residents
* Demographics (Age, Income, Family Size, Gender, Education)
  + Target younger ages ranging from 18 - 30
  + Segment by generation
    - [Gen Z](https://genhq.com/annual-gen-z-research-study/), iGen, or Centennials: Born 1996 – 2015
    - [Millennials](https://genhq.com/Millennials-Gen-Y-Generation-Y-info/) or Gen Y: Born 1977 – 1995
    - Generation X: Born 1965 – 1976
    - Baby Boomers: Born 1946 – 1964
    - Traditionalists or Silent Generation: Born 1945 and before
  + Target by Life stage as people at different stage of life needs different things:
    - Going to college
    - Getting marriage
    - Having children
    - Singles as they are likely to commute by bike than spending more for driving a car
* Psychographics (Interests, personality, lifestyle, social status, activities, opinions, attitudes)
* Behavioral (online or in store, like promotions, occasional buyers, loyalty, buyer readiness)
  + Timing-based behaviours: Monthly and annually buying patterns and frequency, buying during what occasions or holidays, seasons, time of year
  + Buying method: online or ins-tore
  + Shopping habit: a user’s online shopping habits across all sites may correlate with the likelihood they will purchase on your site (actions taken on a website like how long someone stays on your site, weather they read articles all the way to the end, types of content they click on, more)
  + Benefits sought: customers’ need when buying a product
  + Usage: how much a customer use your product
  + Loyalty: Buying frequency (use past\_3\_years\_bike\_related\_purchases column)
  + New or old customer (first\_purchased\_date column)
  + Product reviews/ feedback: sentiment analysis on you product and competitors products
* Persona (who, what, why, where)
* Who and When
  + Uncover hidden buying clusters of customers
* Value:
  + Spit up market based on “transactional worth” or how much customers are likely to spend on a product (list price or standard\_cost or past\_3\_years\_bike\_related\_purchases column)
* Firmographic:
  + B2B divides businesses in a market, look at characteristics of the companies (industry, revenue, number of employees, location, public or private, buying patterns, etc)