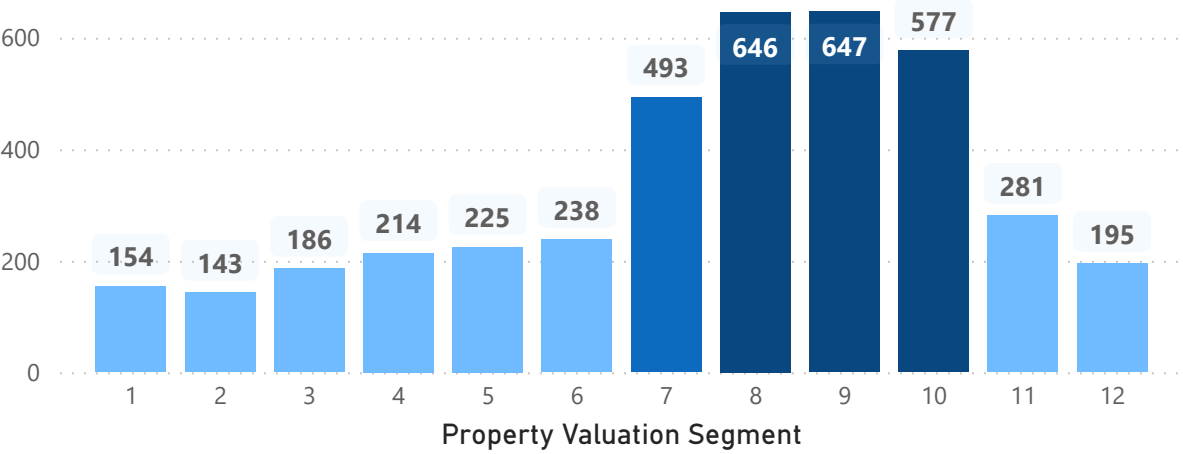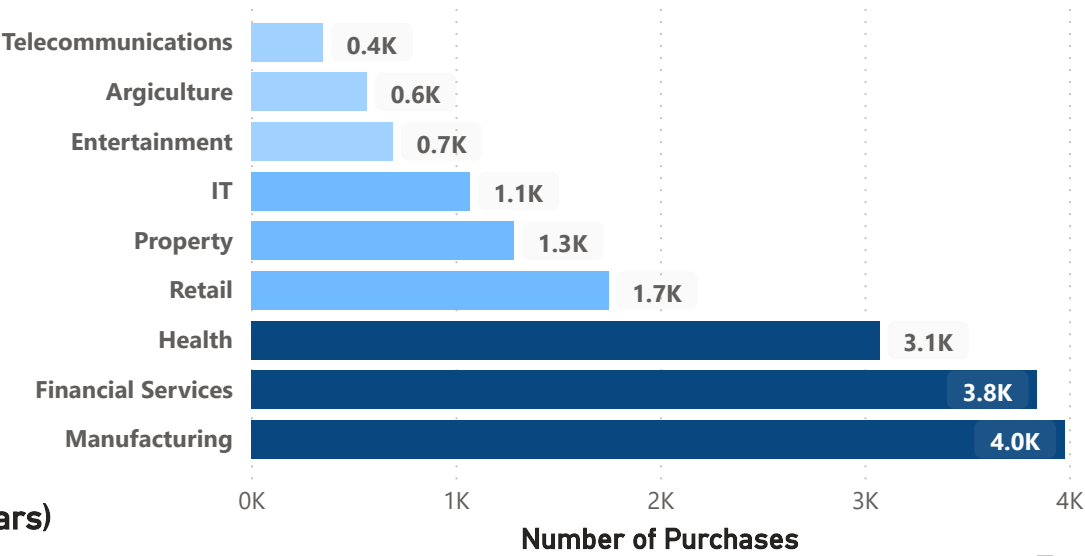# SPROCKET CENTRAL HIGH VALUE CUSTOMER ANALYSIS
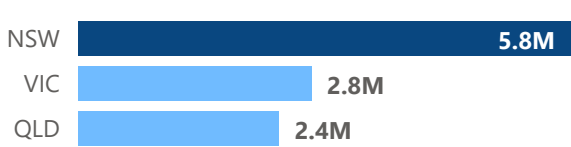
Purchases Count by Property Valuation Segment

Purchases Count by Job Industry

Total Spend by State (Dollars)

NSW 5.8M
VIC 2.8M
QLD 2.4M

Total Spend by Wealth Segment (Dollars)

Mass Customer 5.5M
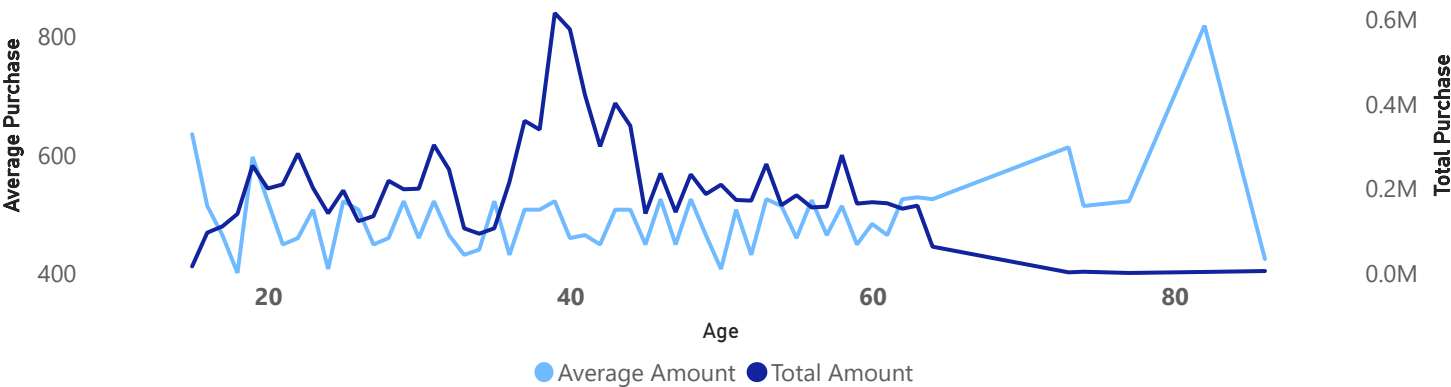High Net Worth 2.8M
Affluent Customer 2.7M

Customers To Target

With Long Term Market Dominance the priority, these are the demographics to target because they drive the greatest revenue.

1. People Within **Ages 37 and 43**
2. People with **property Valuations from 7 to 11**
3. People in the **Manufacturing**, **Financial Services** and **Health industries**
4. People who **live in New South Wales**
5. **Mass Customers**.

A combination of all demographics will give the ideal customer. However, that narrows down the target market too this. Thus, a mixture of 2 of 3 of these should be considered at any given time.
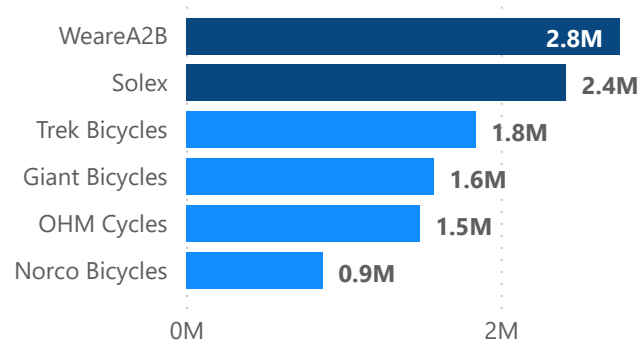
Average and Total Purchase Amount by Age (Dollars)

● Average Amount ● Total Amount
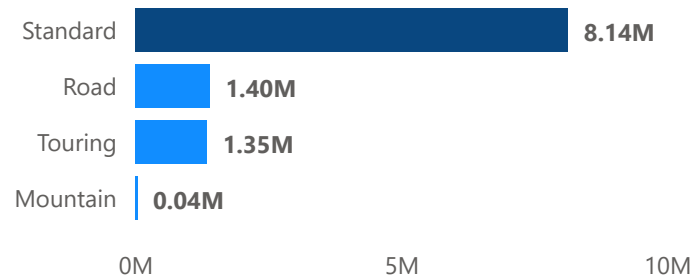
SPROCKET CENTRAL MARKETING SUGGESTIONS

New Customers to target | Sugested Product Categories

Total Profit by brand

Brand	Profit
WeareA2B	2.8M
Solex	2.4M
Trek Bicycles	1.8M
Giant Bicycles	1.6M
OHM Cycles	1.5M
Norco Bicycles	0.9M

0M — 2M

Total Profit by product_size

Size	Profit
medium	6.9M
large	3.6M
small	0.4M

0M — 5M

Total Profit by product_class

1.12M (10.21%)
1.2M (11.02%)
8.61M (78.77%)

product_class
● medium
● low
● high

Total Profit by product_line

Product Line	Profit
Standard	8.14M
Road	1.40M
Touring	1.35M
Mountain	0.04M

0M — 5M — 10M
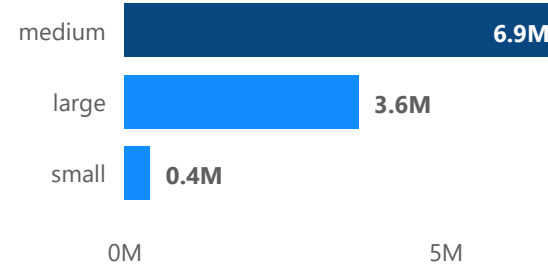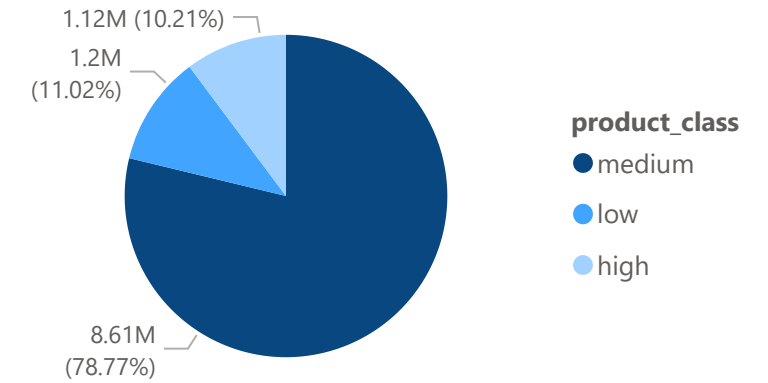
Products To Target

1. **WeareA2B** and **Solex** are the brands bringing in the **highest profit margins**. They should be prioritized in Marketing.

2. Products in the **Medium class**, and again, **medium size**d should also be prioritized. They bring in the highest net profit. So also, products in the **Standard product line.**

3. The **product with ID 3** is the **most sold,** and has the **highest profit margin,** making it the best product.

SPROCKET CENTRAL