**Action Plan for Sprocket Model Building**

1. Identify the Necessary columns for model from the new CUSTOMERS data
   1. `PROPERTY VALUATION
   2. JOB Industry
   3. State
   4. Wealth segment
   5. Age
2. Assign Weights and Values
   1. PROPERTY VALUATION –

|  |  |
| --- | --- |
| PROPERTY VALUATION | Property Level |
| 8 AND 9 | 10 |
| 7 | 8 |
| 10 | 6 |
| 11 | 4 |
| 4, 5 and 6 | 2 |
| 1 to 3 and 12 | 0 |
|  |  |
| WEIGHT | 2 |

* 1. Age

|  |  |
| --- | --- |
| Age | Age level |
| 37-44 | 2 |
| 16-36 and 45-63 | 1 |
| <16 and >63 | 0 |
|  |  |
| WEIGHT | 1 |

* 1. STATE

|  |  |
| --- | --- |
| State | State Level |
| NSW | 1 |
| VIC | 0 |
| QLD | 0 |
|  |  |
| WEIGHT | 1 |

* 1. Wealth Segment

|  |  |
| --- | --- |
| Wealth Segment | Wealth Level |
| Mass Customer | 1 |
| High net worth | 0 |
| Affluent | 0 |
|  |  |
| WEIGHT | 1 |

* 1. Job Industry

|  |  |
| --- | --- |
| Job Industry | Job Industry Level |
| Manufacturing | 8 |
| Financial Services | 7 |
| Health | 6 |
| Retail | 5 |
| Property | 4 |
| IT | 3 |
| Entertainment | 2 |
| Agriculture | 1 |
| Telecommunications | 0 |
|  |  |
| WEIGHT | 1 |

1. Create new columns in the demographics data with values based on the levels above.
2. Add the sum of the values in all “Levels” columns.
3. Sort data according to total “Levels”, in descending order. The index in this way, is the rank.