

TheAnalyticsTeam

# Sprocket Central Pty Ltd

Data analytics approach

Oluwaseun Talabi : Entry-Level Data Analyst

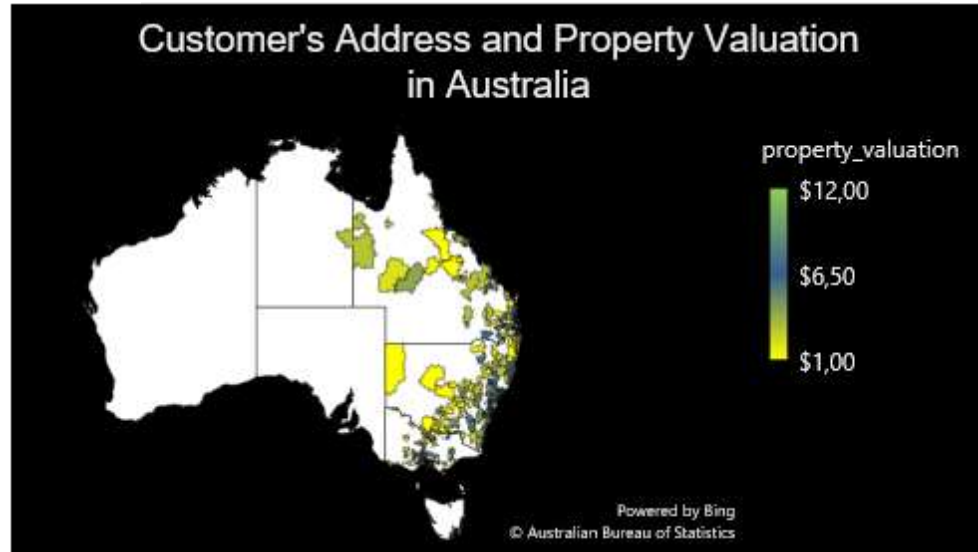
# Agenda

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

# Introduction

## Sprocket Central Pty Ltd Bicycle customers in Australia.

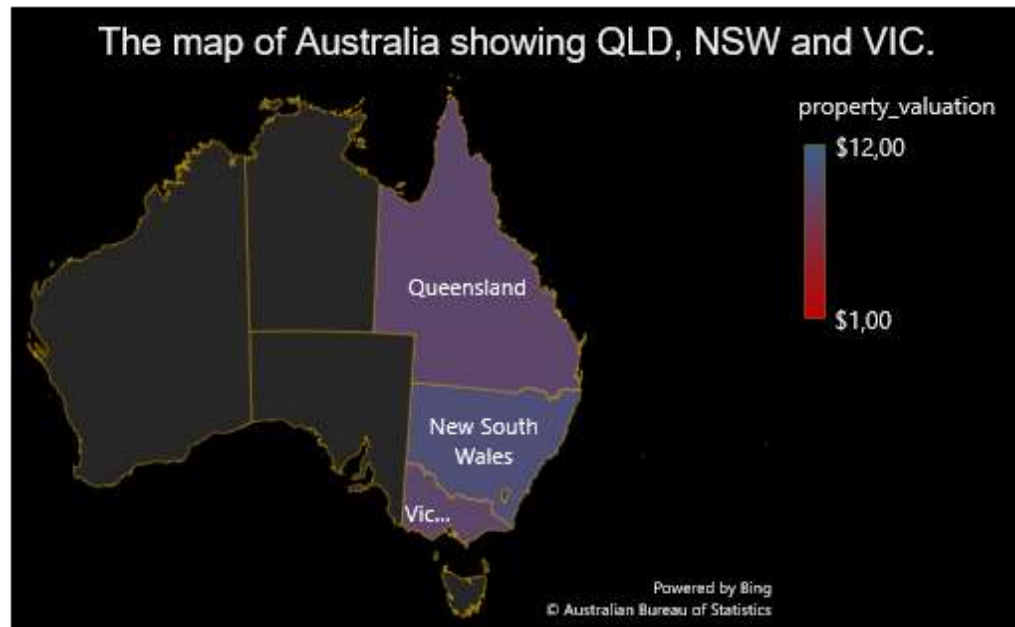
The map shows the customer's of Sprocket Central with their postcodes. It also depicts the major market for their service.



# Introduction

To further buttress the introduction,

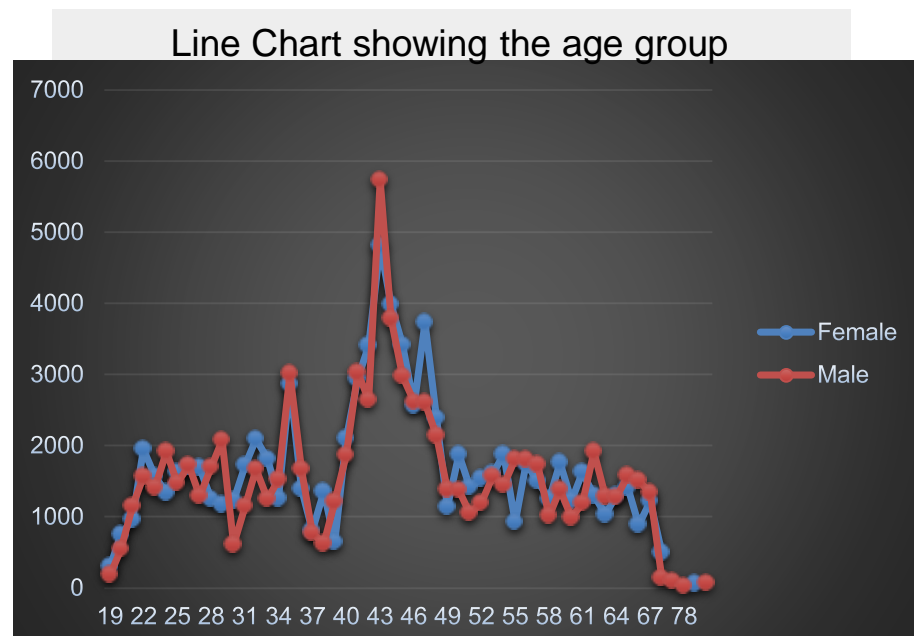
The map shows the 3 major states in Australia where Sprocket Central Pty customer's lives. This would make them understand their major markets for their service in the country instead of focusing where they are not wanted.



# Data Exploration

## Age group according to Gender.

The Line chart with markers depicts that the age group from 40-46 are the actual age the business has to focus mostly on. From age 40 there was an increase in the purchases of bicycles.



# Model Development

## The number of bikes that are purchase

The great insight here is to see that most of the customer prefer the Solex Bicycles than any other bikes that are being sold by Sprocket Central and also the success rate of them purchasing it online. More of Solex bicycles would earn the company a huge lot of profit.

Row Labels	Count of brand bikes	Count of online_order
Giant Bicycles	3244	16,68%
Norco Bicycles	2863	14,72%
OHM Cycles	2993	15,39%
Solex	4169	21,44%
Trek Bicycles	2931	15,07%
WeareA2B	3245	16,69%
Grand Total	19445	100,00%

# Interpretation

## Total sum of Bicycles purchase in the last 3 years

The Table depicts that Female are the higher buyers of bicycles than their Male counterparts. And 2,986 is the difference in the sum total of bicycles ordered in the past 3 years by the two genders.

Sum of		
Gender	Count of gender past_3_years_bike_related_purchases	
Female	1771	86050
Male	1645	83064
Grand Total	3416	169114

# Appendix



# Appendix

**This is an optional slide where you may place any supporting items.**