

TheAnalyticsTeam

Sprocket Central Pty Ltd

Data analytics approach

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Agenda

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

Introduction

'Old' and 'New' Customer Analysis

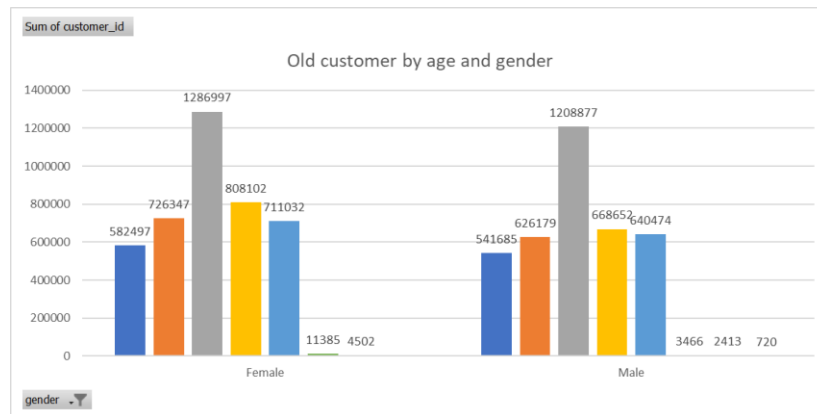
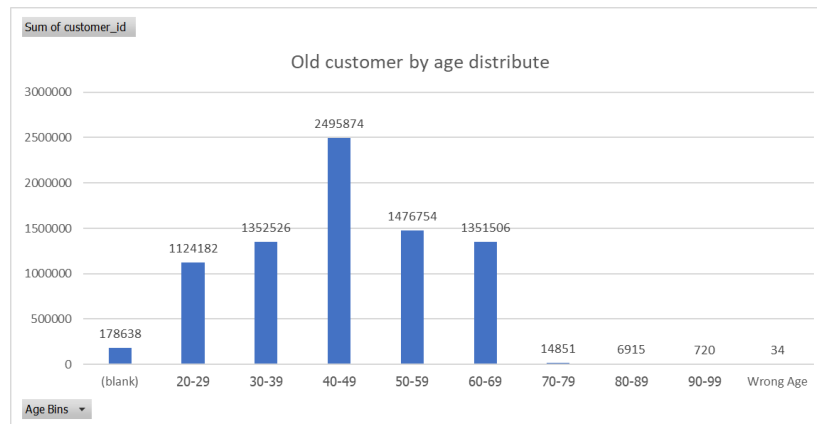
Look into these factors in old and new customers dataset:

- Customer's gender
- Customer's age
- Number of bike purchases in 3 years
- Job industry category
- Customer's state
- Cars owned
- Wealth segment
- Average of tenure by age

Data Exploration

Count 'Old' Customer by age and gender

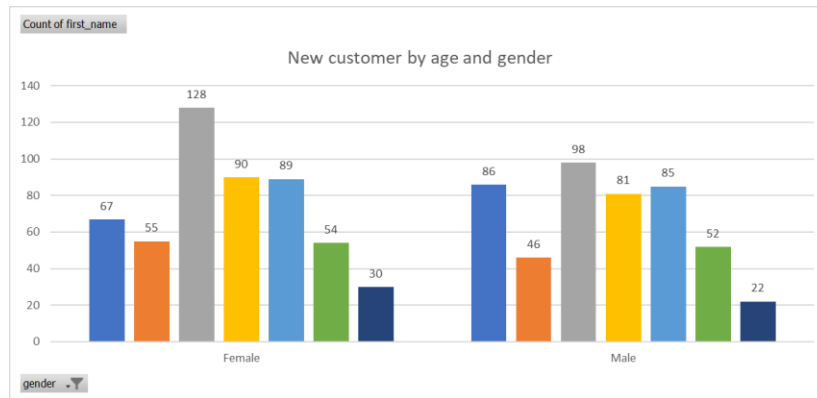
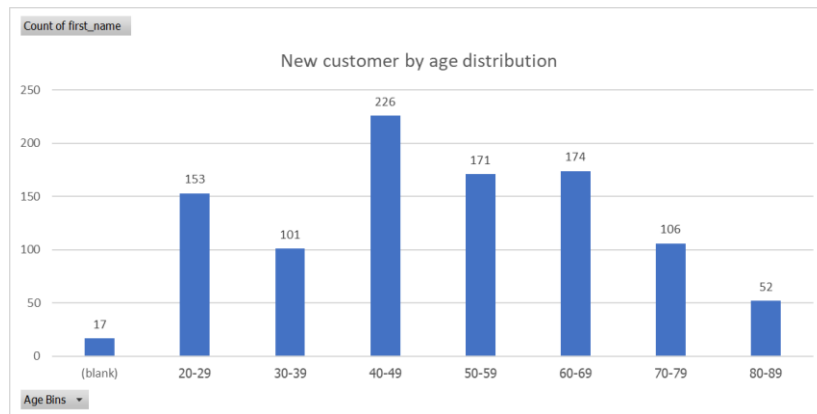
- Data shows existing customers are mostly from the age group 40-49, followed by 50-59 and 60-69.
- The second graph shows that there are more female customers than male customers.



Data Exploration

Count 'New' Customer by age and gender

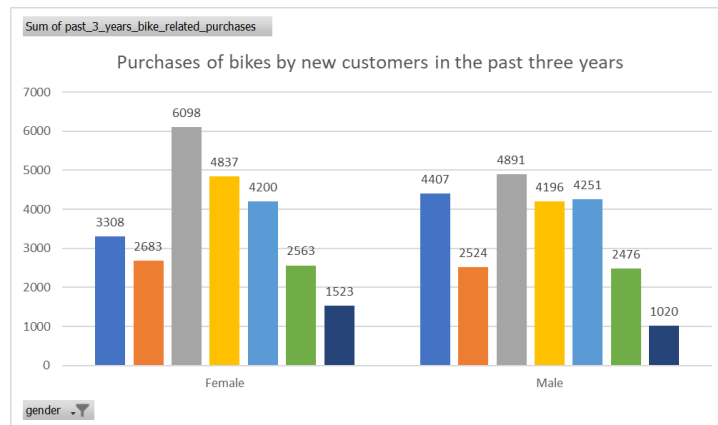
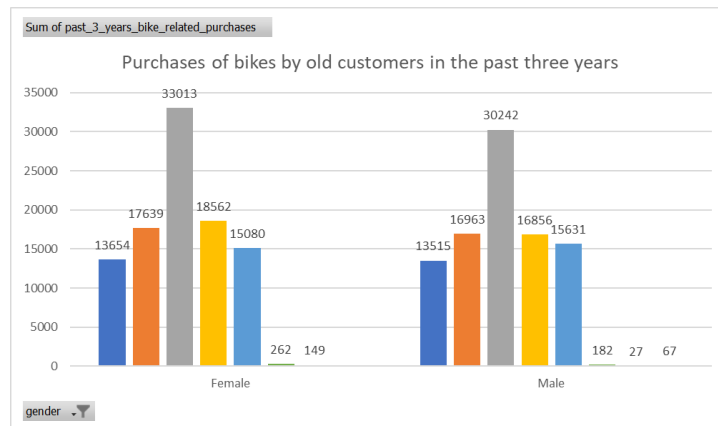
- Similar to the data from existing customers, new customers are mostly from the age group 41-50, followed by 51-60 and 61-70.
- The second graph shows that there are more female customers than male customers.



Data Exploration

Bike purchase in last 3 years of 'Old' and 'New' Customer

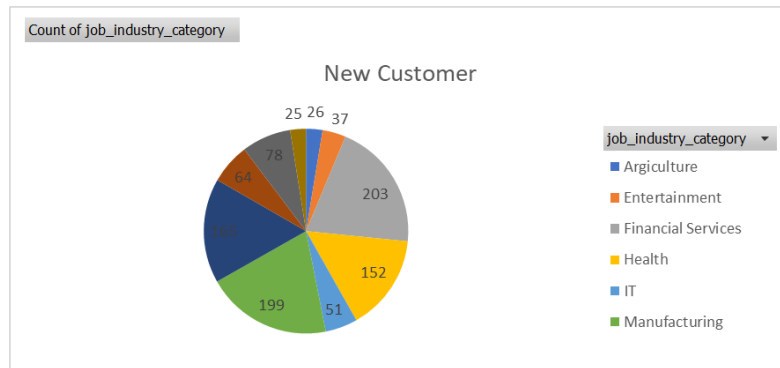
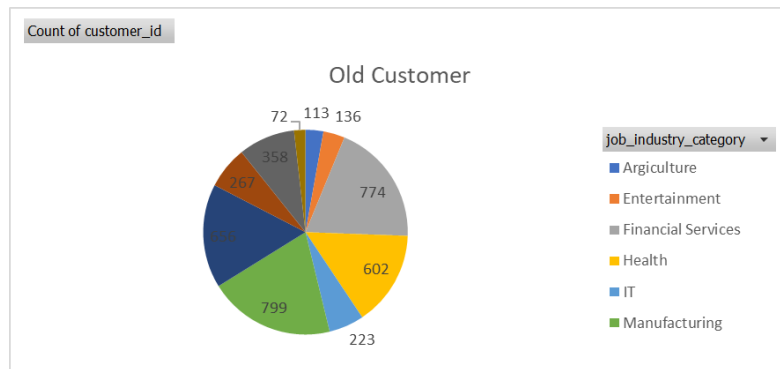
- Similar to the data for counting customers by age, it is evident that the majority of customers belong to the age group 41-50, followed by 51-60 and 61-70. Additionally, females have made more bike purchases than males.
- Therefore, our marketing and advertising efforts should be inclined towards focusing on females aged 41-50.



Data Exploration

Count 'Old' and 'New' Customer by job industry

- The analysis of both existing and new customer data reveals the four predominant industry sectors that constitute our primary customer segments: Financial Services, Manufacturing, Agriculture, and Health.
- Therefore, our marketing and advertising efforts should be directed towards targeting the four key job industries: Financial Services, Manufacturing, Agriculture, and Health.



Data Exploration

Count 'Old' and 'New' Customer by state

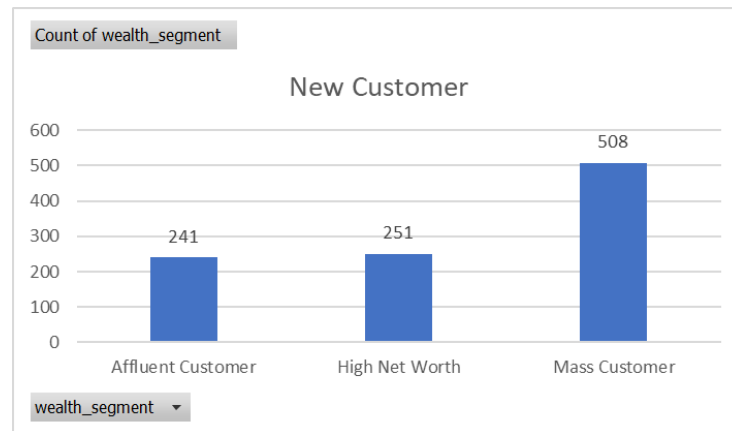
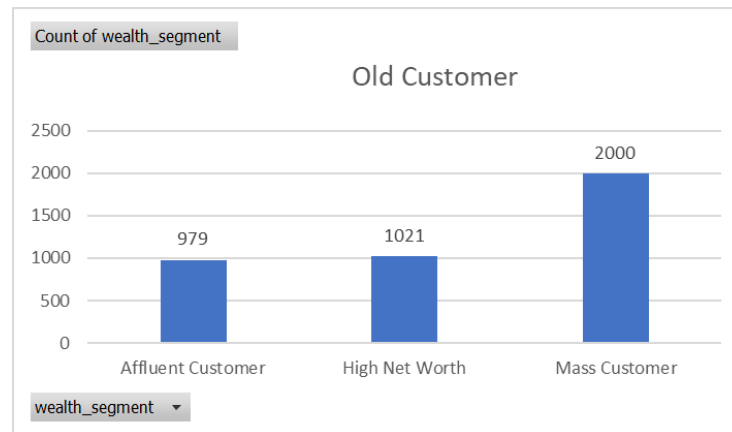
- The analysis of both existing and new customer data shows that New South Wales has a large number of customers living there. Most of the existing customers in New South Wales own a car, but the majority of new customers in New South Wales do not own a car.
- So, we should focus on customers from New South Wales, comprising both car owners and non-car owners, to enhance our sales.



Data Exploration

Count 'Old' and 'New' Customer by wealth segment

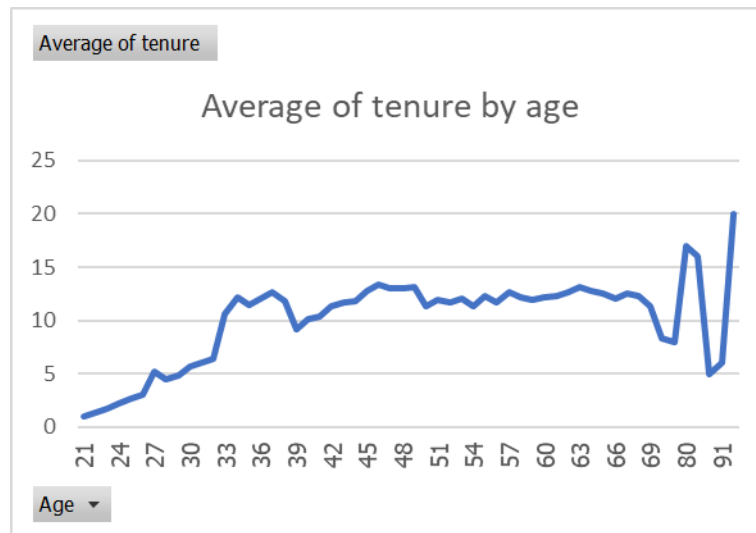
- In both chart of existing and new customer, the number of Mass Customers is the highest so we should focus on this class of society.
- After that, we should focus on Affluent Customer.
- There is tiny difference in high net worth and affluent customers, so we should focus on both.



Data Exploration

Average of tenure by age

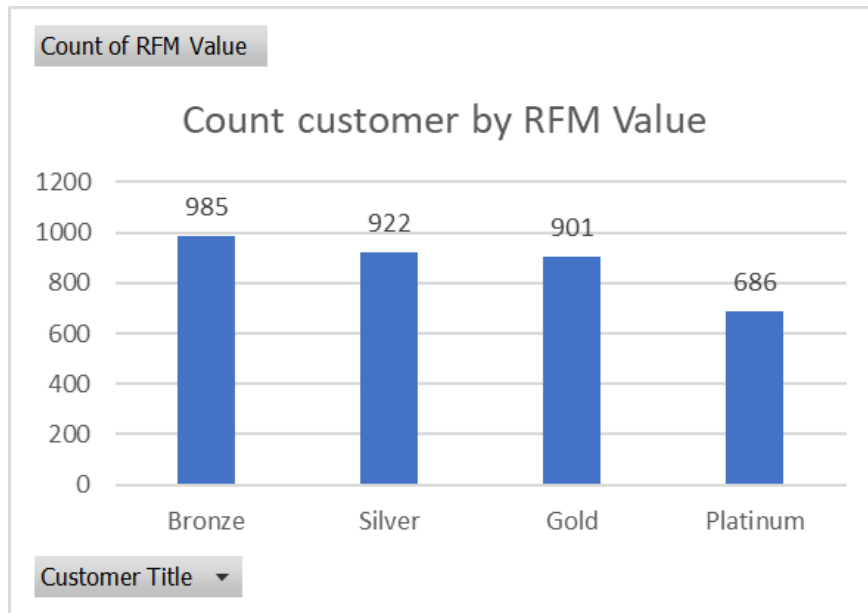
- The graphical representation clearly illustrates an upward trajectory in the data. Notably, an interesting correlation emerges, with individuals belonging to older age groups consistently demonstrating extended tenures.



Model development

Tier by RFM Analysis

- This chart employs the RFM (Recency, Frequency, and Monetary) model to group customer segments that should be our target to increase revenue and value.
- The highest revenue and value is platinum, followed by gold, then silver, with the lowest being bronze.



Interpretation

Customer Classification – Targeting High Value Customers

- Aged between 40-49.
- Gender is female.
- Working in Financial Services, Manufacturing, Agriculture, and Health.
- Living in New South Wales, comprising both car owners and non-car owners.
- Class of society is Mass Customer.

Thank You.