TheAnalyticsTeam

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Data analytics approach

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Agenda

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

Introduction

New Customer Analysis
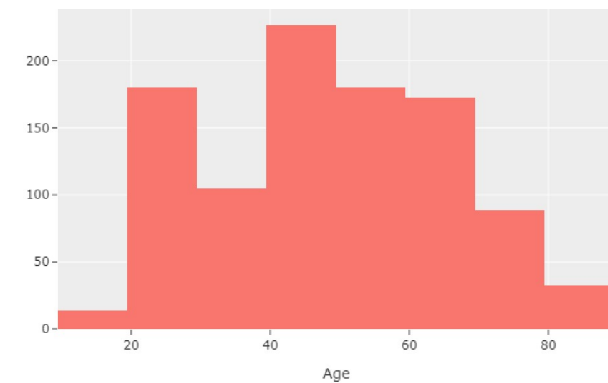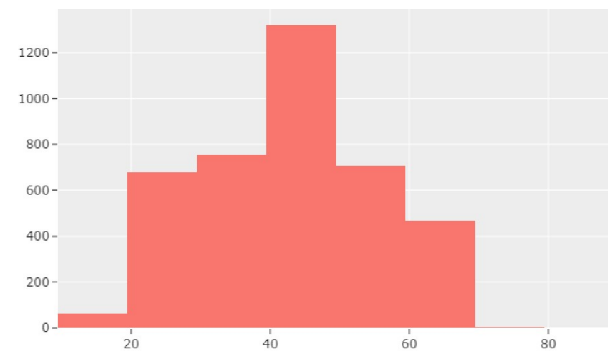
Parameter to be taken care of:
➢ Age group
➢ Gender
➢ Wealth segment
➢ Industry

Data Exploration

AGE DISTRIBUTION .

- It is observed that age of mostly new customers lied in between 40 – 49.

- The ratio of new customer in age between 50 – 79 and 20-30 has also increased.
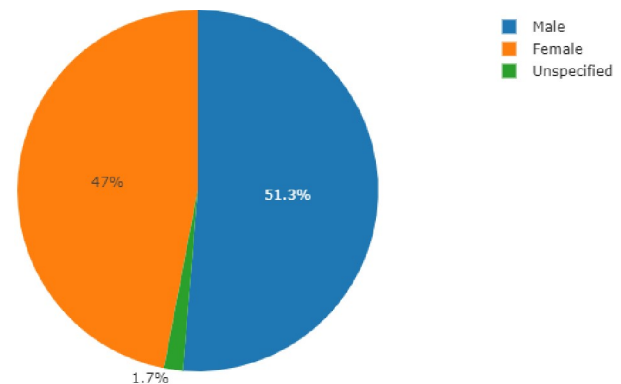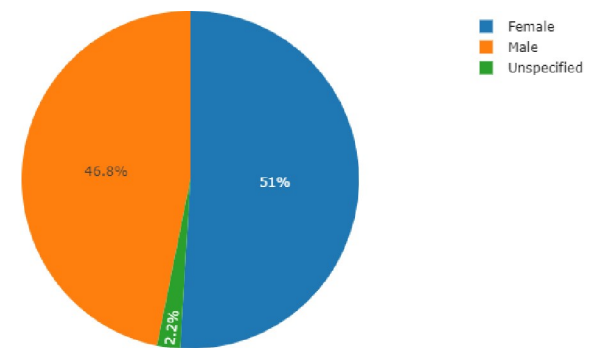
- Rest are still same.

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Data Exploration

GENDER DISTRIBUTION

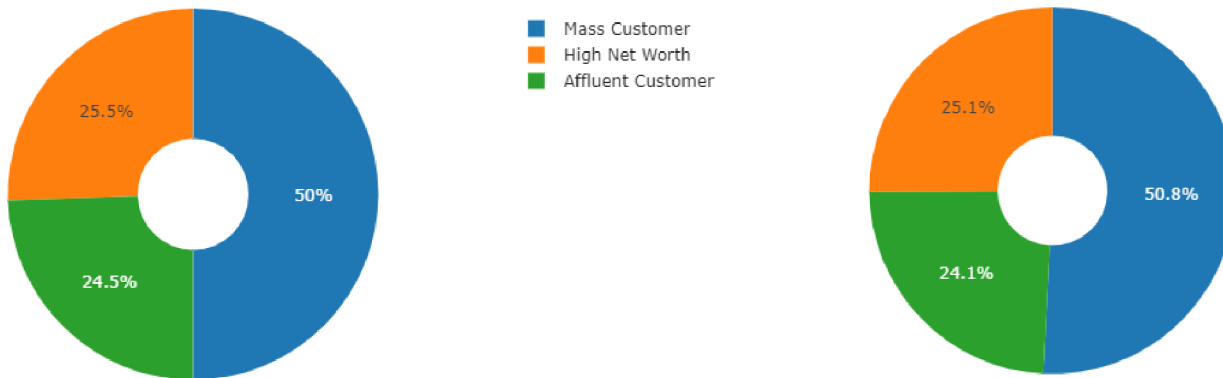Females were seen buying more cycles than male in both the datasets.

Moreover the overall female customer percentage was also seen increasing.
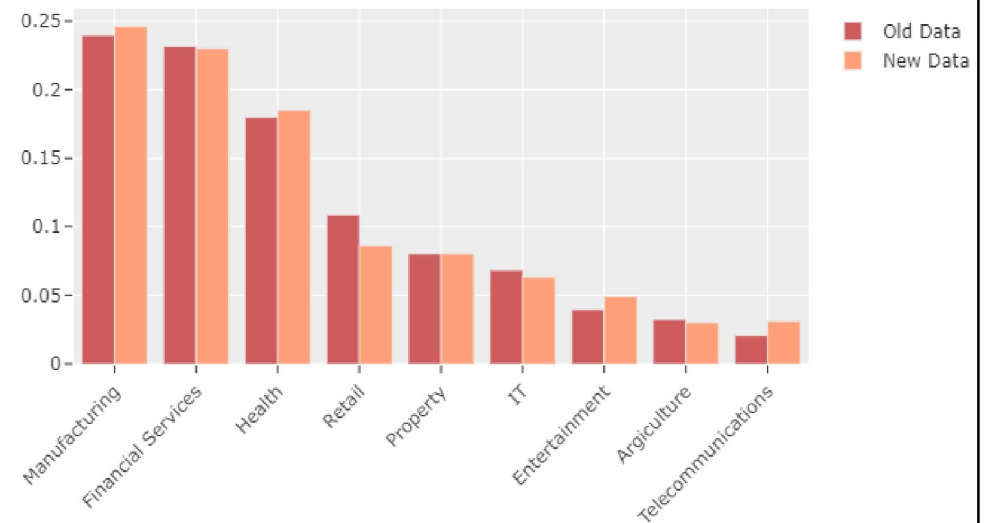
Data Exploration

Wealth Segment Distribution

❖ The number of **Mass Customers** is the highest.

❖ After that, **High Net Customer** and then finally **Affluent Customer**.

Data Exploration

Industry Distribution

❖ Mostly new customers are seen from Manufacturing and Financial industries.

❖ Health Industry is also playing a significant role.

❖ The rest industries is still same .

Model Development

Things to Focus

❖ Age group **above 40** should be targeted.

❖ Emphasize more on developing **Female** centric assets.

❖ Focus more on **Mass Customers** ,then **High Net Customer** and then finally **Affluent Customer.**

❖ Reach towards customers from **Manufacturing**, **Financial** and **Heath** industry should be increased.

Interpretation

❖ Mostly customers are **above age 40**

❖ In both the datasets **female customer** percentage is more

❖ Sales depend more on **Mass Customers** ,then **High Net Customer** and then finally **Affluent Customer.**

❖Most number of customers were seen from **Manufacturing**, **Financial** and **Heath** industry.

Appendix