

TheAnalyticsTeam

Sprocket Central Pty Ltd

Data analytics approach

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Agenda

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

Introduction

Identify And recommending High Value Customers

Outline of problem

- Sprocket central is a company that specializes in high quality bike and accessories.
- To marketing team is looking to boost sales.
- To target 1000 new customer that will bring the highest value to business

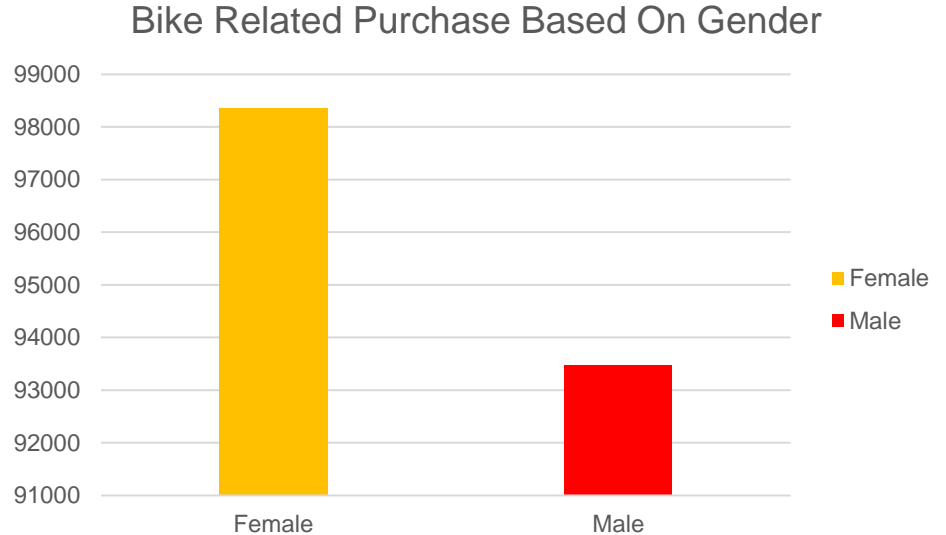
Approach For Data Analysis

- Bike related purchases for the last 3 years based on gender.
- Top industries contributing the maximum profit and bike related sales
- Wealth segment by age category
- Number of cars owned in each state
- Customer classification

Data Exploration: Age Distribution And Bike purchases

Bike Related Purchase Over The Last 3 Years Based On Gender

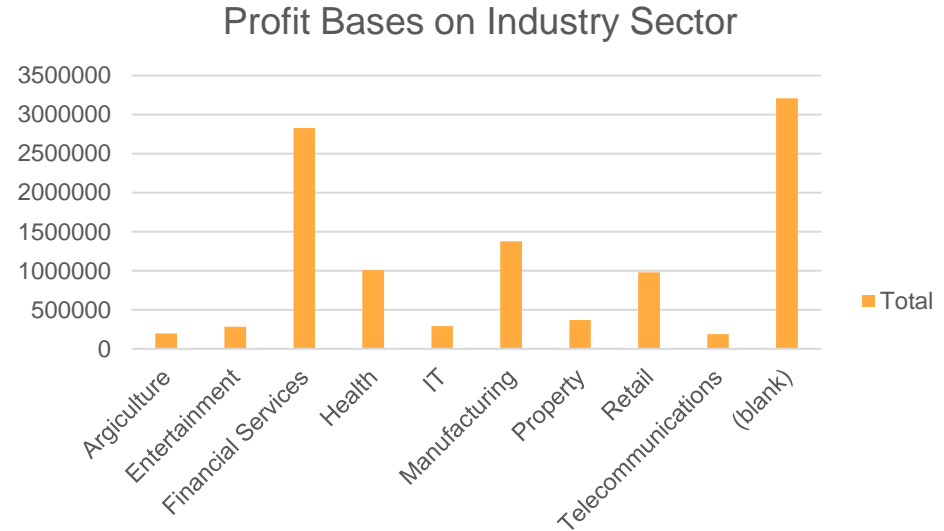
- Data shows, on average female have made more bike related purchases in the 3 years compared to male.
- On Average females have had 1% higher bike related purchases compared to men in the last 3 years.



Data Exploration

Top Job Industry Contributing to the maxing profit and bike related purchases.

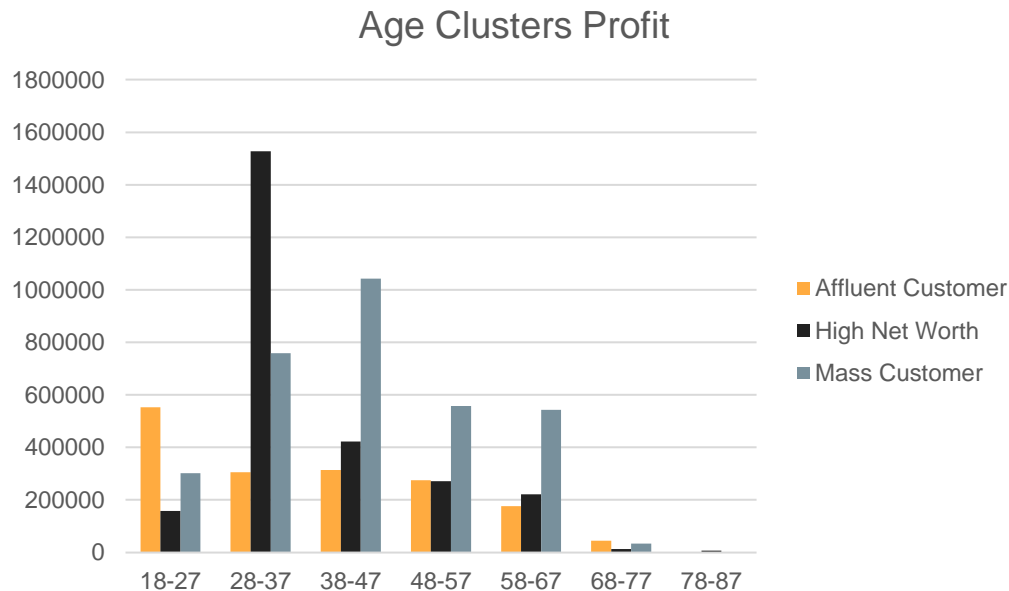
- The Top 3 industry sector bringing in the highest profit are: Financial Services, Health and Manufacturing.
- Most of the Industry Sectors have returned less than \$1,000,000 in profits.



Data Exploration

Profit of Wealth Segment by Age Cluster

- Overall, the high net worth customer segmentation makes the highest profit across the different age clusters.
- High worth customer aged between 28-37 are likely to bring in more profits when compared to other.

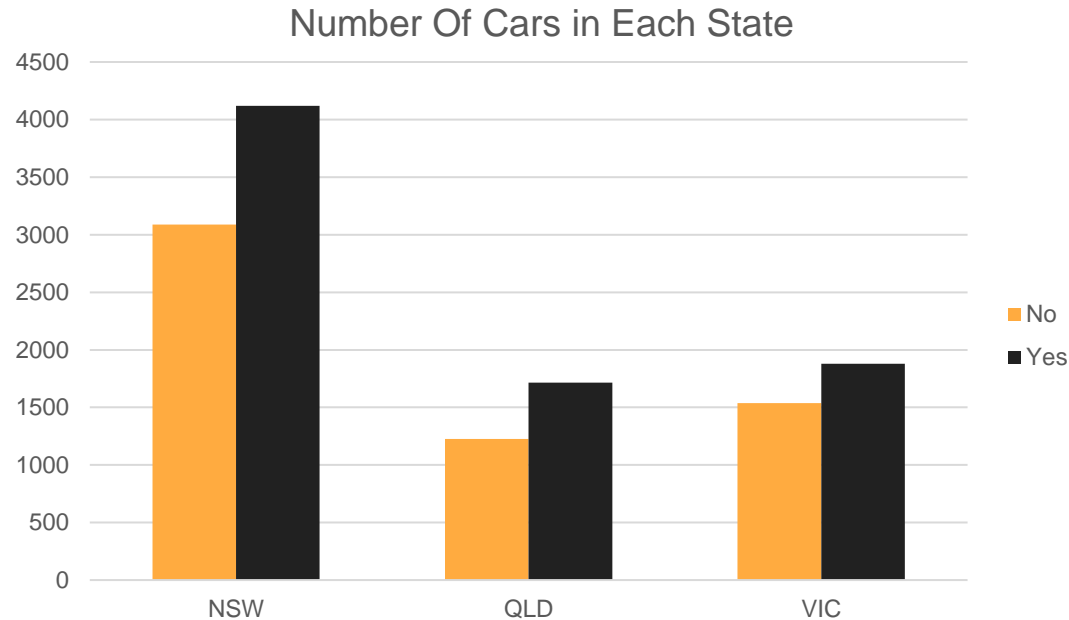


Data Exploration

Number of Cars owned in each state

NSW could have potential market opportunity for the company.

NSW, has the highest potential as the number of people that own car is almost equal to the people who don't own cars which indicates that there is opportunity to find value customers.



Customer Classification – Targeting High Value Customers

These are the high value customers that should be targeted from the new list:

- Most of the high value customers will be female compared to male.
- Working in the financial services, health and manufacturing industry sector,
- Aged between 28-37
- Who are currently living in NSW.

Interpretation

Summary Table of High Value Customers

- Here is a snapshot of a few customer that will come under the high value customer classification

first_name	past_3_years_bike_related_purchases	DOB	age	job_industry_category	wealth_segment	owns_car	state
Sybilla	88	1987-01-15	35	Financial Services	Mass Customer	Yes	NSW
Bessie	78	1994-08-04	28	Financial Services	Mass Customer	No	NSW
Biddie	68	1988-01-30	34	Financial Services	Mass Customer	Yes	NSW
Freddi	46	1989-01-14	33	Financial Services	Mass Customer	No	NSW
Beverlee	42	1991-04-21	31	Financial Services	High Net Worth	Yes	NSW
Janaye	23	1984-12-13	37	Health	Affluent Customer	No	NSW
Fayre	32	1992-10-13	29	Manufacturing	Mass Customer	Yes	NSW
Toma	67	1992-03-09	30	Financial Services	Mass Customer	Yes	NSW
Lizette	30	1994-04-11	28	Health	High Net Worth	Yes	NSW
Rubia	59	1990-12-21	31	Health	Mass Customer	No	NSW
Chryste	44	1988-08-22	34	Manufacturing	High Net Worth	Yes	NSW

THANK YOU