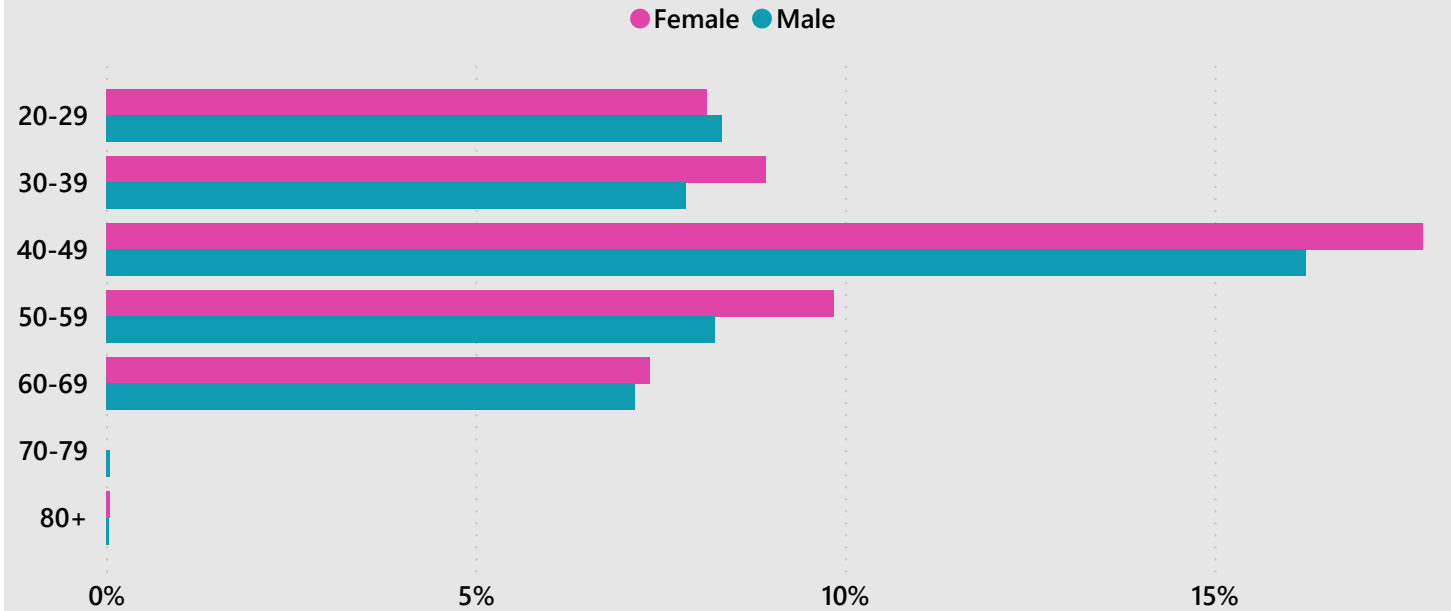
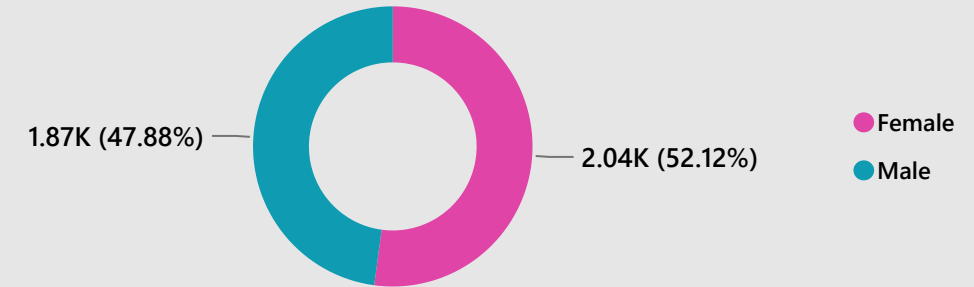


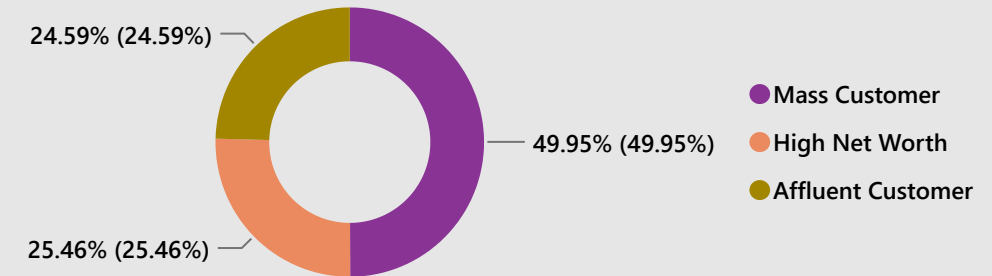
Age Group by Gender



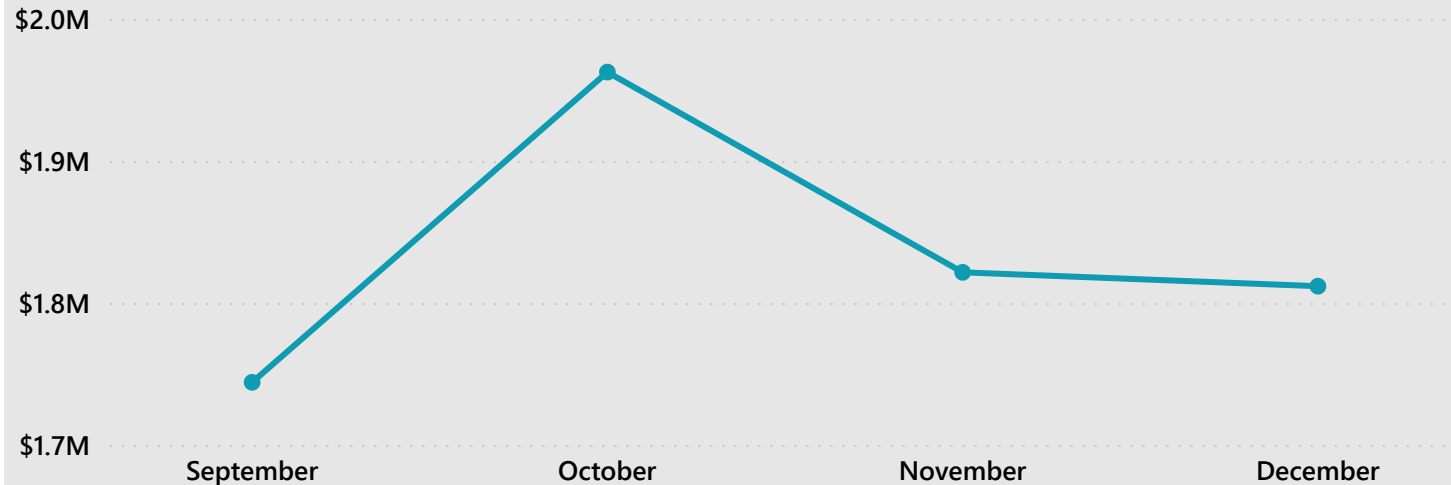
% Count by Gender



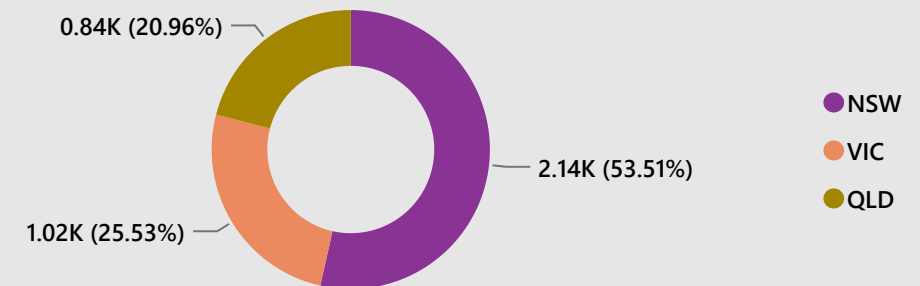
Customers Wealth Segment



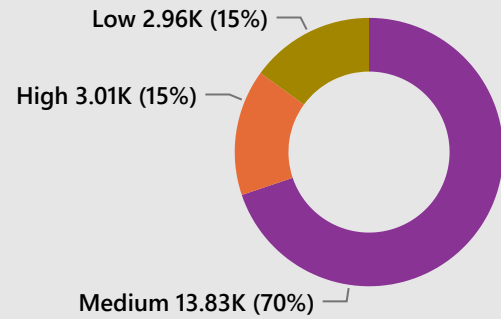
Last Four Month Transaction Trend



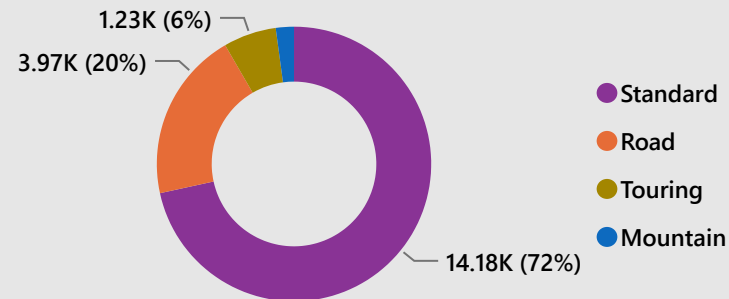
Customers by State



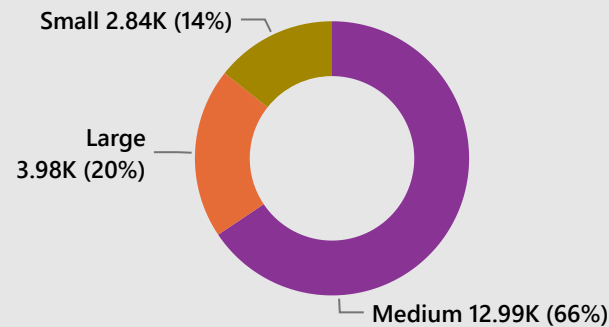
Product Class



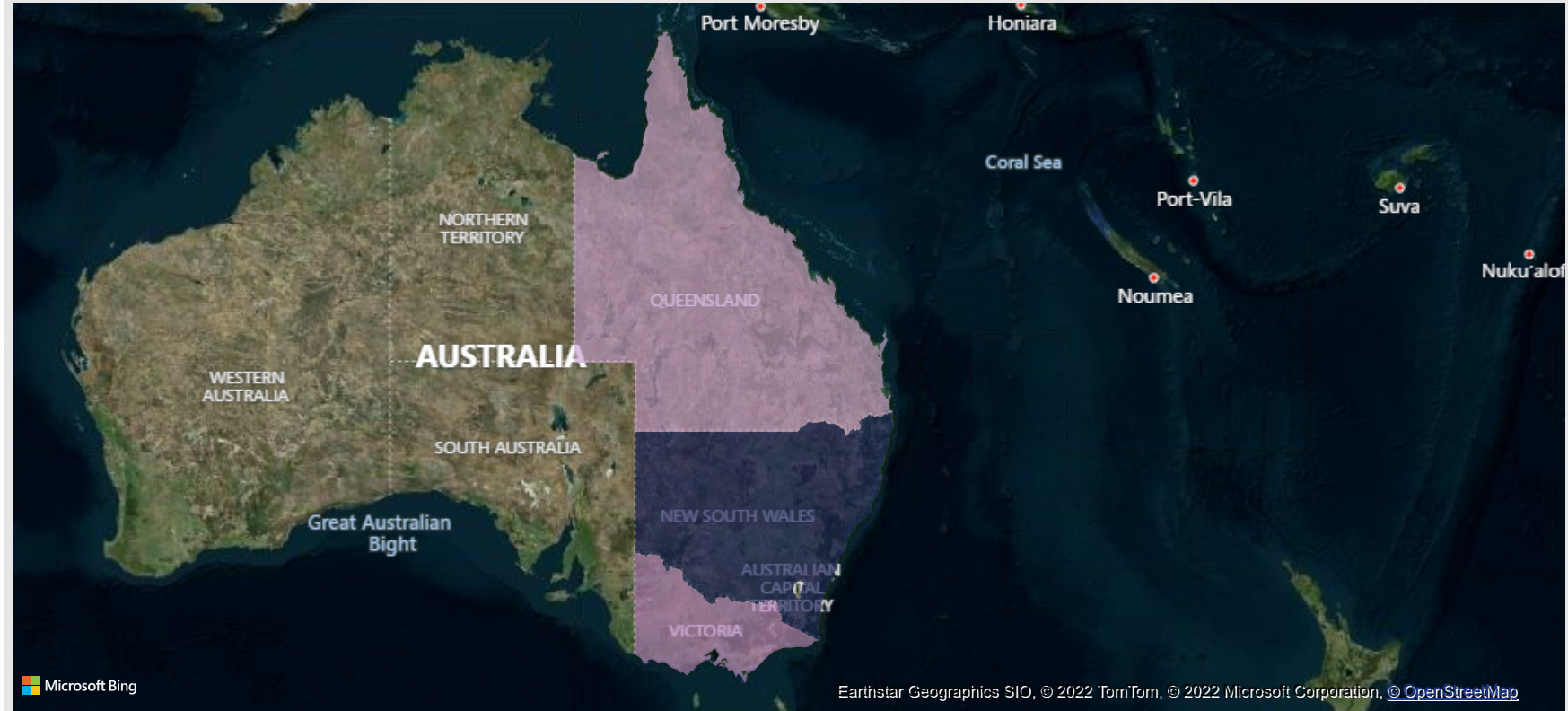
Product Line



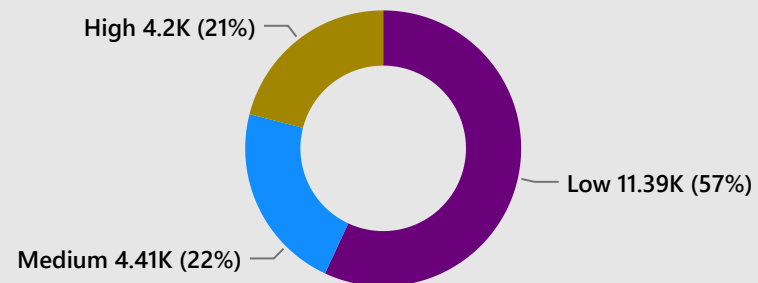
Product Size



Total Spend by State



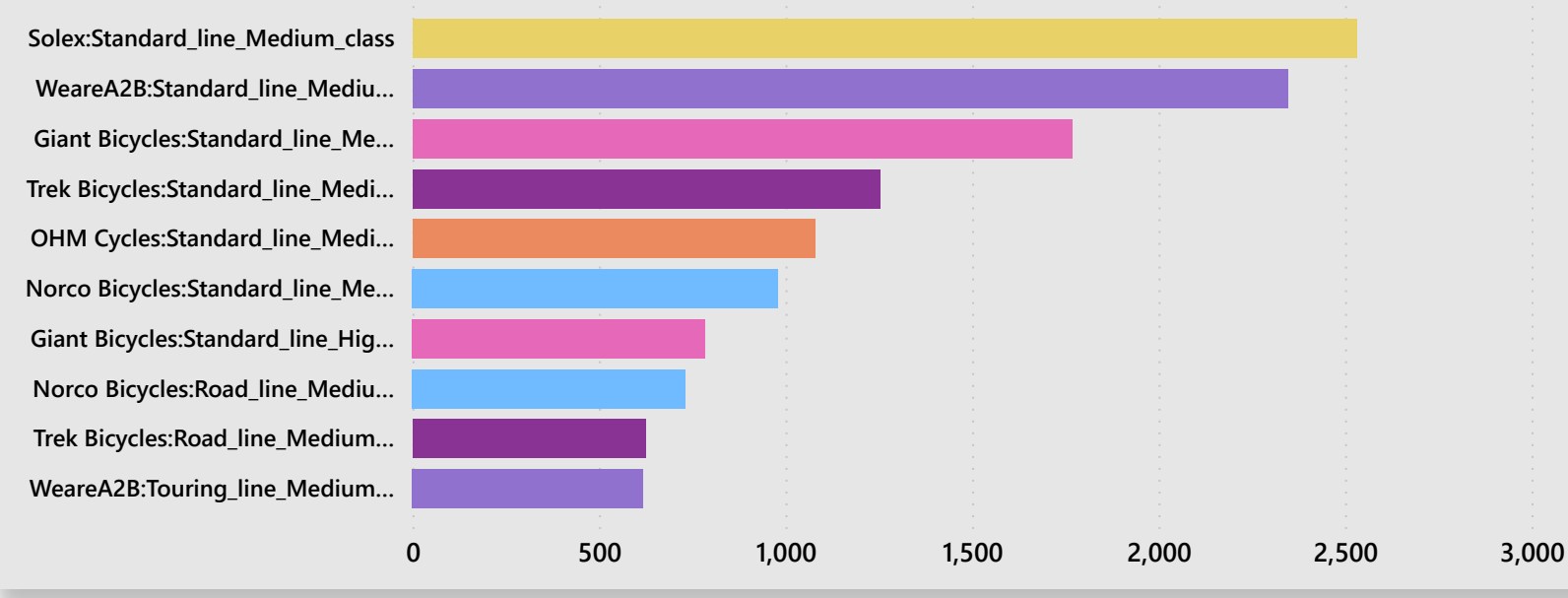
Product Margin



Customers who own a Car



Top 10 Products by Brand, Product line and Class



Full_name	Job_title	Address	Postcode	State	Rank
Ardelis Forrester	Senior Cost Accountant	5 Colorado Crossing	3505	VIC	1
Chickie Brister	General Manager	45 Shopko Center	4500	QLD	1
Morly Genery	Structural Engineer	14 McCormick Park	2113	NSW	1
Lucine Stutt	Account Representative III	207 Annamark Plaza	4814	QLD	4
Melinda Hadlee	Financial Analyst	115 Montana Place	2093	NSW	4
Druci Brandli	Assistant Media Planner	89105 Pearson Terrace	4075	QLD	6
Rutledge Hallt	Compensation Analyst	7 Nevada Crossing	2620	NSW	6
Duff Karlowicz	Speech Pathologist	717 West Drive	2200	NSW	8
Nancie Vian	Human Resources Assistant II	85 Carioca Point	4814	QLD	8
Barthel Docket	Accounting Assistant IV	80 Scofield Junction	4151	QLD	10
Rockwell Matson	Programmer Analyst I	3682 Crowley Point	4573	QLD	10
Wheeler Winward	Environmental Specialist	3 Golden Leaf Point	3216	VIC	12
Olag	Human Resources Manager	0484 North Avenue	2032	NSW	13

Company Overview: Sprocket Central Ltd, a medium size bikes and cycling accessories organization needs help with its customer and transactions data to help grow its business.

- Business Questions:**
- What are the trends in the underlying data?
 - Which customer segment has the highest customer value?
 - What do you propose should be Sprocket Central Pty Ltd’s marketing and growth strategy?
 - What additional external datasets may be useful to obtain greater insights into customer preferences and propensity to purchase the products?
 - Specifically, your presentation should specify who Sprocket Central Pty Ltd’s marketing team should be targeting out of the new 1000 customer list as well as the broader market segment to reach out to.

- Insights/Conclusion:**
- From the analysis carried out, 54 % of customers who patronize Sprocket Central are from NSW.
 - Approximately 70% of customers prefer products from the medium class.
 - Approximately 66% of customers prefer medium sized products.
 - Approximately 50% of customers make up the Mass Customer wealth segment.