

TheAnalyticsTeam

SPROCKET CENTRAL PTY LTD

Data analytics approach

Agenda

- ❖ **Introduction**
- ❖ **Data Exploration**
- ❖ **Model Development**
- ❖ **Interpretation**

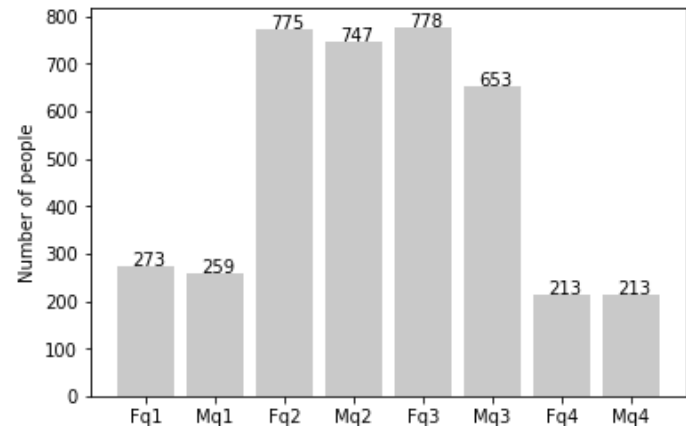
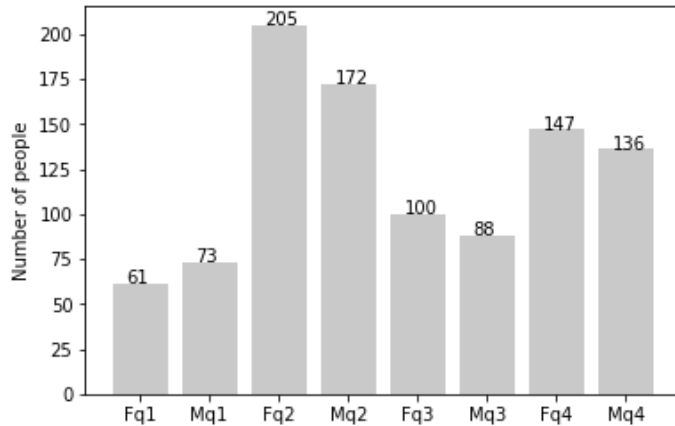
Introduction

Customers Analysis

- ❖ **Analyze the following factors for new customers:**
- ❖ **Age distribution criteria**
- ❖ **Bike Purchase in 3 years**
- ❖ **Job Industry Category**
- ❖ **Car owns by the new customer**

Data Exploration

Plots of Age Distribution :



Data Exploration

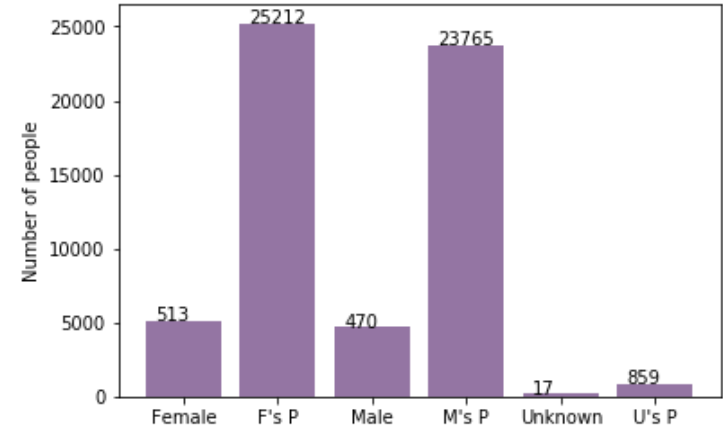
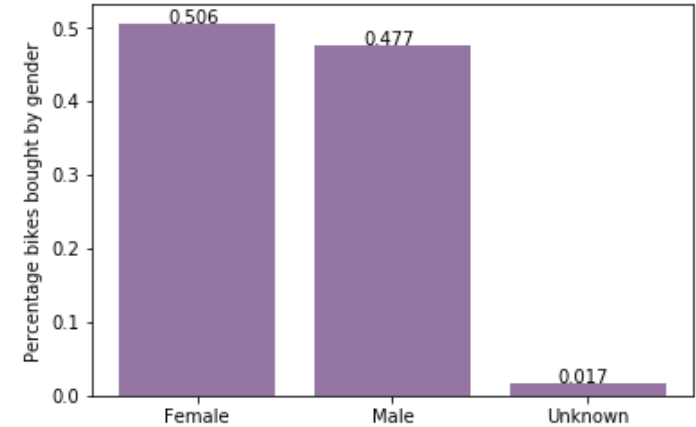
❖ OBSERVATIONS

- ❖ It can be observed from the plots that most of the new customers belong to the age group of 20-48 as the same is noticed for the old customer data also. Hence we infer that, people belonging to the this age group are most likely to purchase frequently
- ❖ The ratio of purchase has increased in the new customer data for the age group belonging to the range 60 – 69.
- ❖ Number of customers from 48 to 59 years old has big drops on percentages.
- ❖ It looks like the percentages of under 25 years old not really change.

Model Development

Bikes Purchase last 3 years

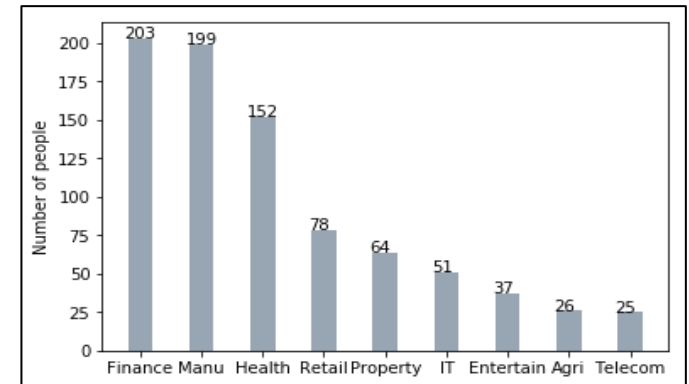
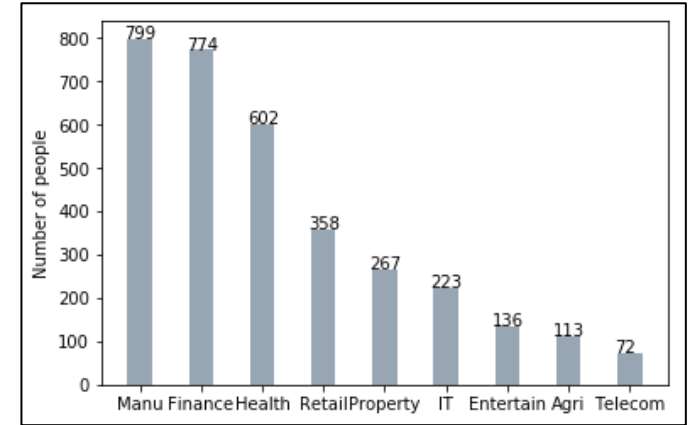
- ❖ We can see that around 51% (25,212 bikes) females purchased a bike within the last three years and the male purchase sums up to 47% (23,765 bikes).
- ❖ The target audience for our marketing and advertising should be inclined to provide focus on females than males.



Interpretation

Job industry

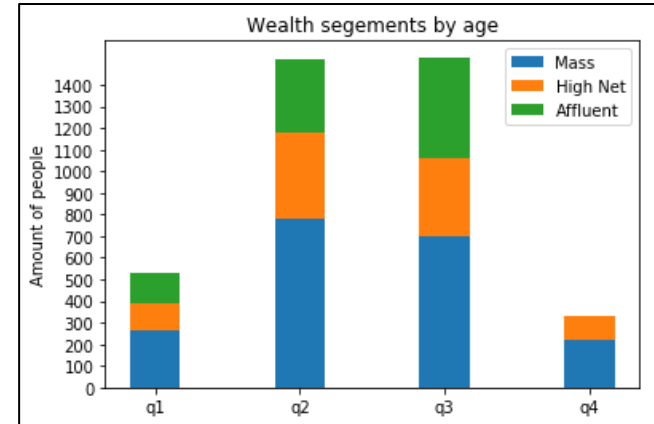
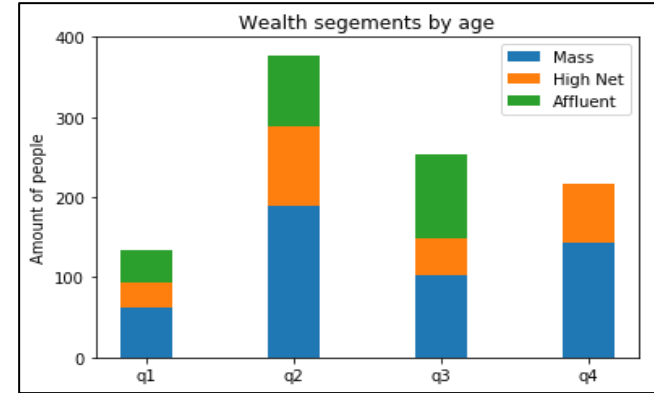
- ❖ Most of the new customers belong to the Finance industry and Manufacturing customers still stands among the top two positions.
- ❖ Rest of the industries seem to remain in the same positions.



Interpretation

Wealth segment

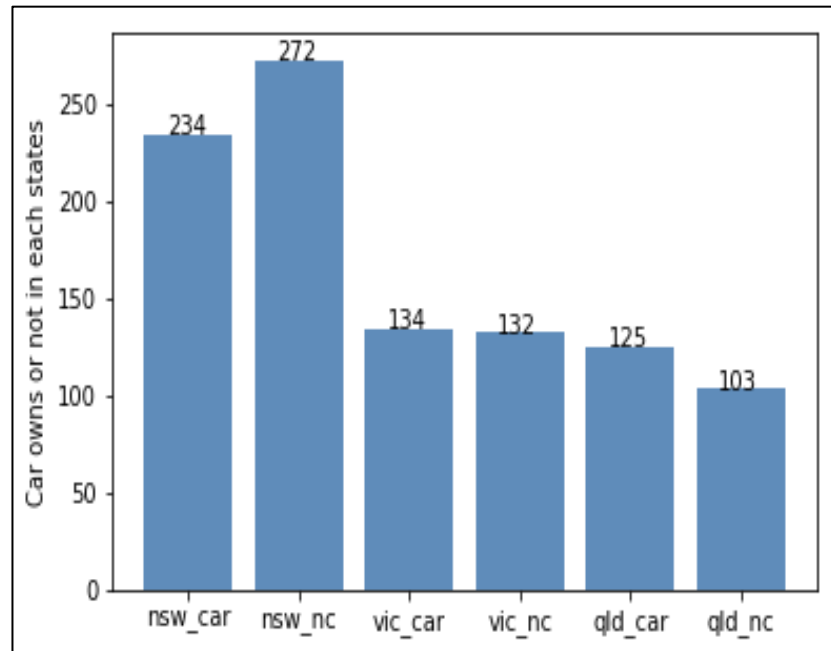
- ❖ We notice that in all the age groups, the number of Mass Customers remains the highest, so it would be wise to provide extra focus to this area.
- ❖ The next are of focus should be weon High Net Customer Category.
- ❖ Then followed by the Affluent Customers.



Interpretation

Number of cars owned

- ❖ VIC and QLD cars seem to have more customers that own car, so NSW should be considered.
- ❖ NSW cars category should be prioritized the most for now, since numbers of customers that don't own a car is significantly larger than the number of customers who own one.



THANK YOU

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