

TheAnalyticsTeam

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Data analytics approach

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Agenda

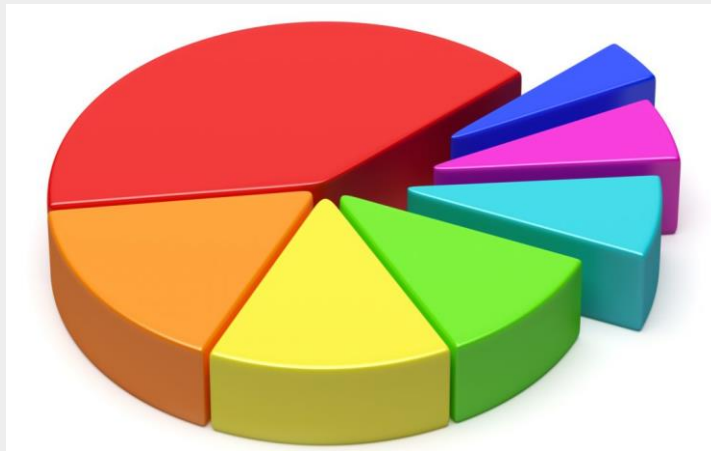
1. Introduction
2. Data Exploration
3. Model Development
4. Interpretation

Introduction

Strategic Customer Segmentation: Maximizing Business Potential Through Data-Driven Insights.

Harnessing the Power of Customer Data:

- Unlocks hidden opportunities within your customer base.
- Drives innovation by understanding customer preferences.
- Tailors marketing efforts for a personalized customer journey.
- Elevates customer satisfaction to boost loyalty and retention.



Data Exploration

Unlocking Customer Insights: Unearthing Patterns in the Data

Data exploration reveals valuable customer trends and behavior.

- Data Collection and Initial Assessment
- Data Cleaning and Preprocessing
- Exploratory Data Analysis (EDA)
- Feature Engineering
- External Data Integration

Model Development

Crafting Predictive Power: Building Models for Targeted Growth

Effective model development is the cornerstone of precision targeting and informed decision-making.

- Develop machine learning models for data-driven decisions.
- Analyze customer data to identify patterns, predict behavior, and recommend strategies.
- Select the best-performing model through rigorous evaluation and optimization, aligning with our objectives.

Interpretation

Deciphering Insights: Understanding the Story Within the Data

Model interpretation unveils the actionable insights and key drivers behind customer behavior.

- Explore model results.
- Identify key factors.
- Utilize interactive dashboards.
- Facilitate data-driven decisions.

Appendix

Appendix

Additional resources

- <https://www.abs.gov.au/statistics?opendocument&ref=topBar>
- <https://blog.hubspot.com/service/customer-segmentation#:~:text=in%20your%20browser.-,What%20is%20a%20customer%20segment%3F,specific%20needs%20of%20each%20segment.>