TheAnalyticsTeam

Sprocket Central Pty Ltd

Data analytics approach

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Agenda

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

Introduction

Existing customer analysis to predict trends and recommendation for new customers to drive the most value for the organisation.

Numerous plots have been generated in order to explore the relations between different features, aiming to enhance the value of the company. The chosen features for analysis are as listed below:

- Age, Gender
- Job industry Category
- Wealth segment
- Bike purchased
- State
- Profit

Data Exploration

Age & Gender

- Client's have age range from 20 to 70, where most of the clients' age is between 41 to 45.

- In terms of gender there is no significant difference between male and female.
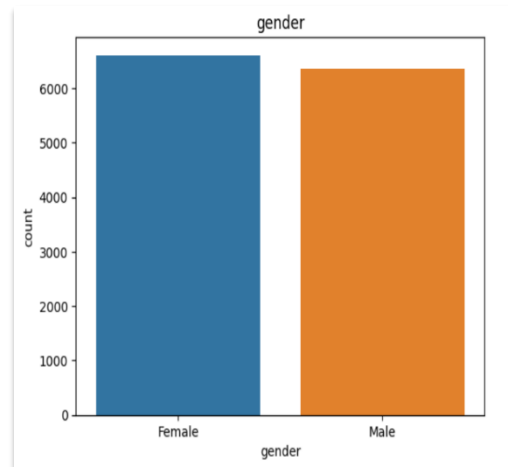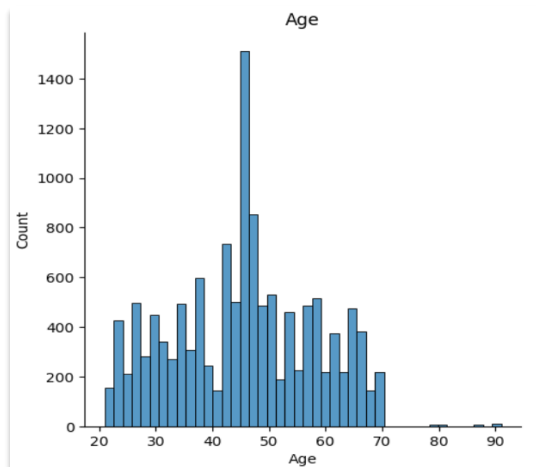
Data Exploration

## State & State-wise profit

- Most of the customers are from NSW and therefore NSW shows the most profit.

- But if we calculate the average profit per state, we see that the value is equal for all.
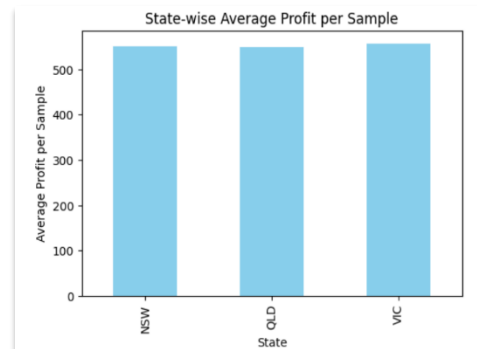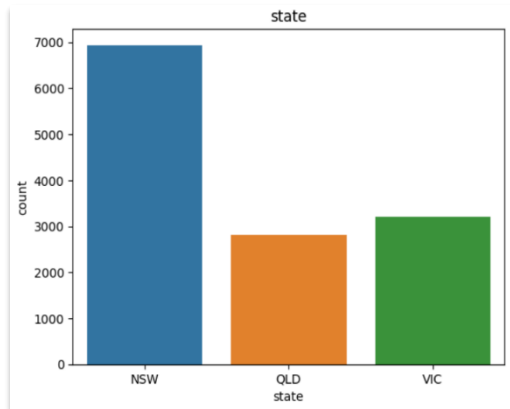
Data Exploration

## Job category and it's relationship with gender

- Most of the customers job industry are Manufacturing, Financial services and health.

- Very less number of customers from Telecommunication and Agriculture industry.

- In terms of gender, there is no significant difference between male and female in several job categories.

Job industry category across gender
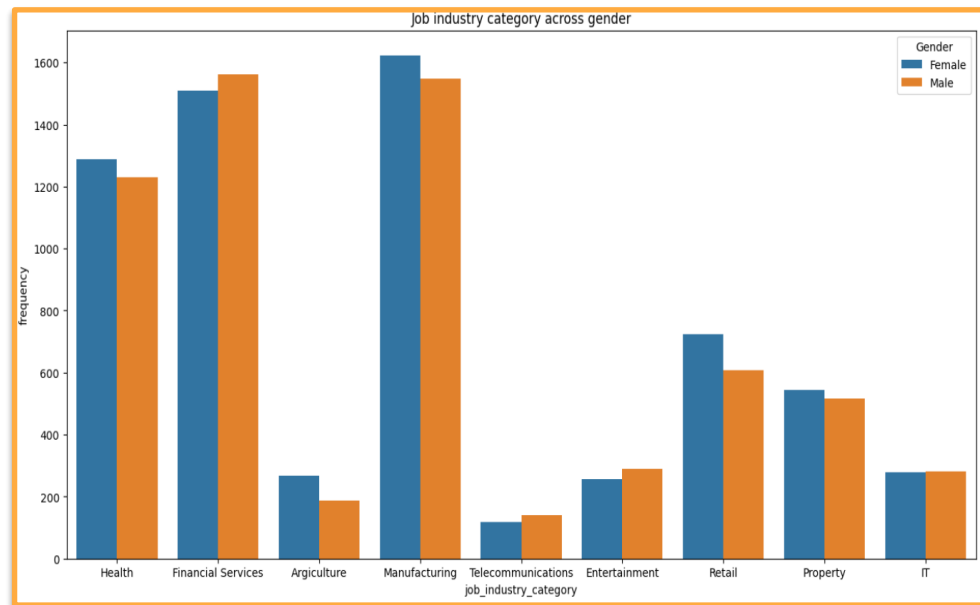
Data Exploration

Wealth segment and it's relationship with gender and age

- The mass affluent customers between ages 40-50 show the most purchases.

- The mass affluent customer base has the highest number of purchases in the current database compared to the affluent and HNI.

- The female customers in the mass affluent has the highest number of purchases in the customer base.
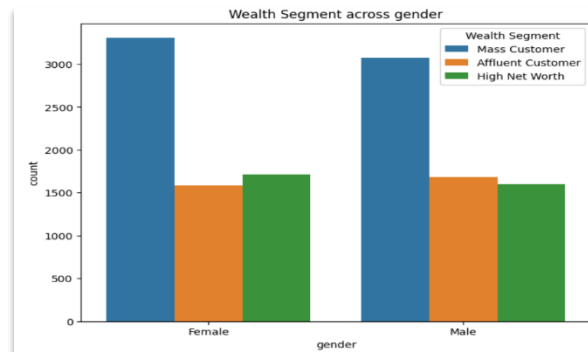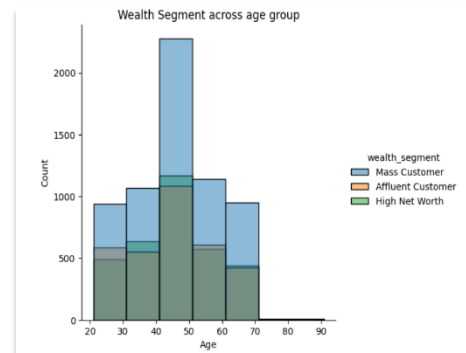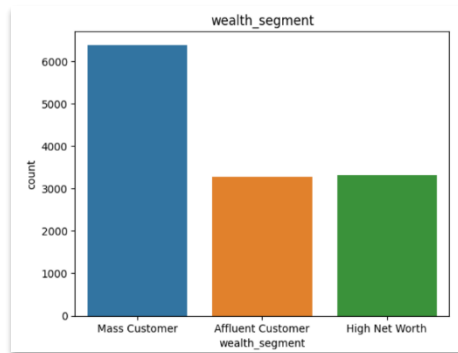
Model Development

Recommendation

- The company should target age group between 20 and 70 and specifically focus on 40-45 age ranged customers.

- They should increase their business in other state along with NSW.

- They should initiate special stuffs to attract more high net worth wealth segment customers.

- They must work on the Manufacturing, Financial Services, Health, Retail or Property Industry.

Interpretation

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Most of the customer work in the manufacturing, financial services, and health and they have moderate level of wealth i.e. 'mass customer' category.

They have customers of all age levels, with a higher concentration of middle-aged customers. Therefore, there product have a correlation with middle-aged group of people.