

SPR^{CKET} CENTRAL

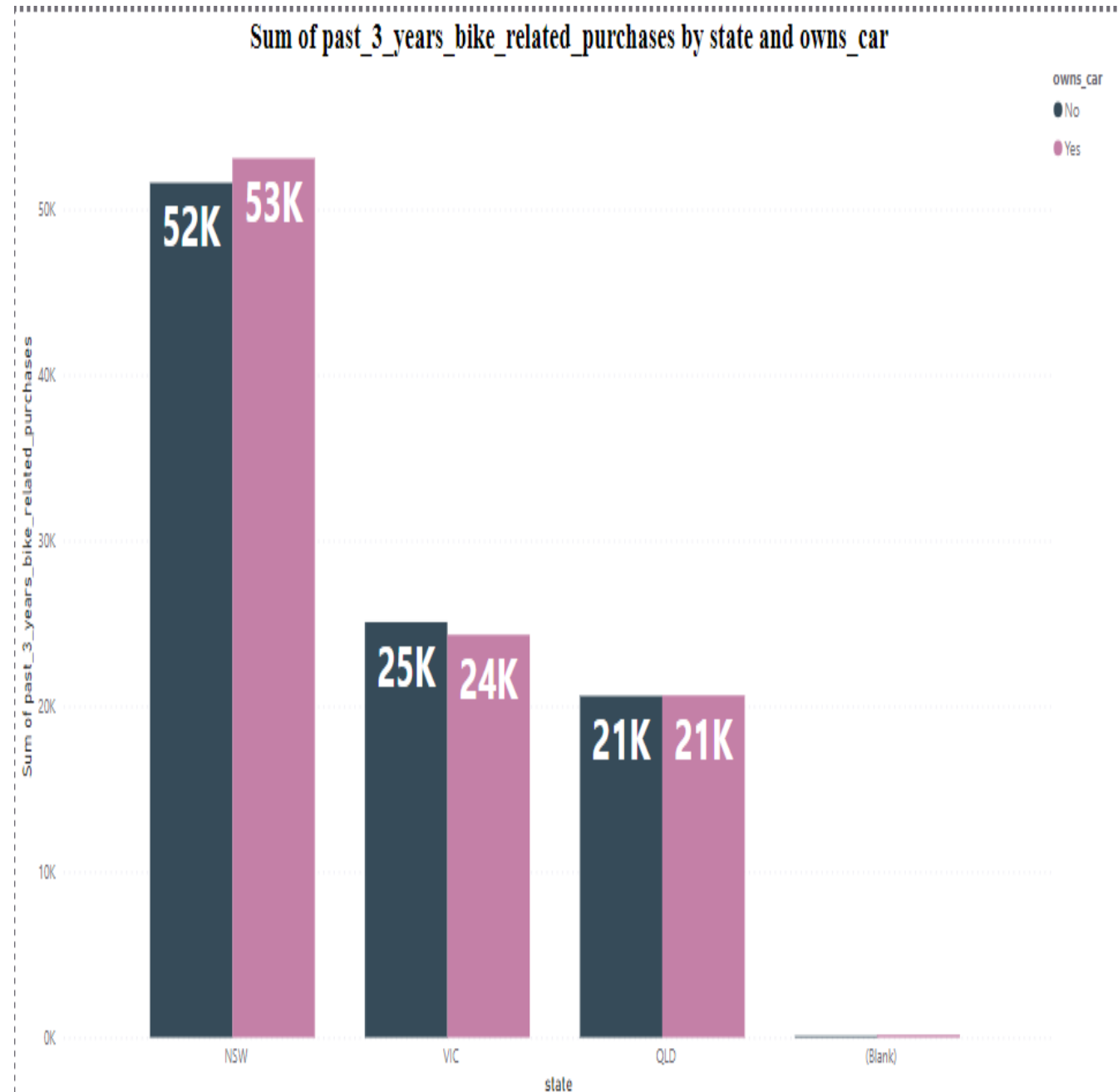
Report on Datasets

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KPMG Internship

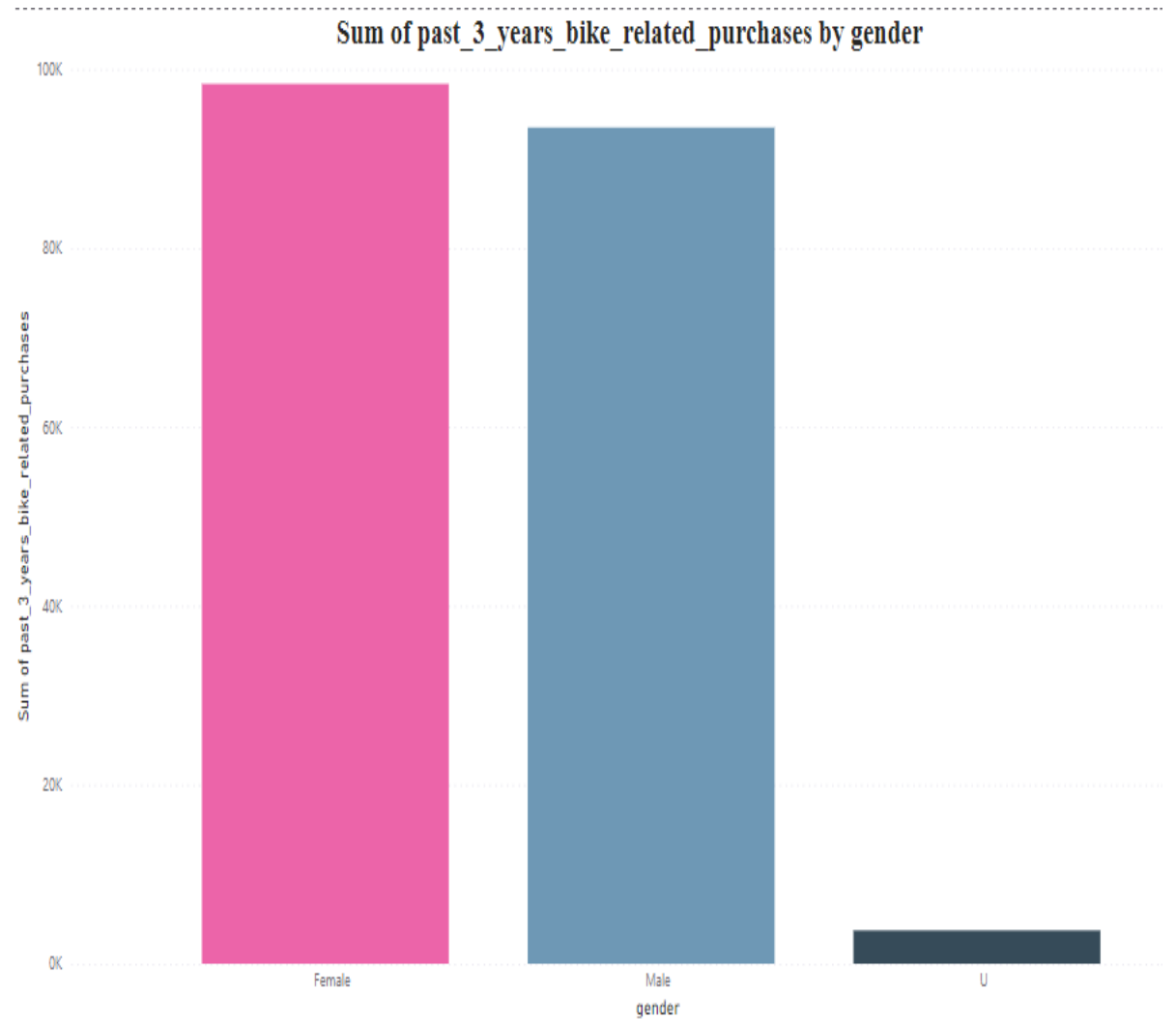
- ✓ New South Wales (NSW) is the most owning car,
- ✓ NSW shows 53K bike purchases,
- ✓ Queensland is the least owning car,
- ✓ Queensland shows 21K bike purchases

New South Wales state should be the best consider in the company growth.



- ✓ Female category shows the most interest in sum of past 3 year bike related purchases,
- ✓ Female - 98359 unit,
- ✓ Male – 93483 unit.

Female category should be the best consider in the company growth.

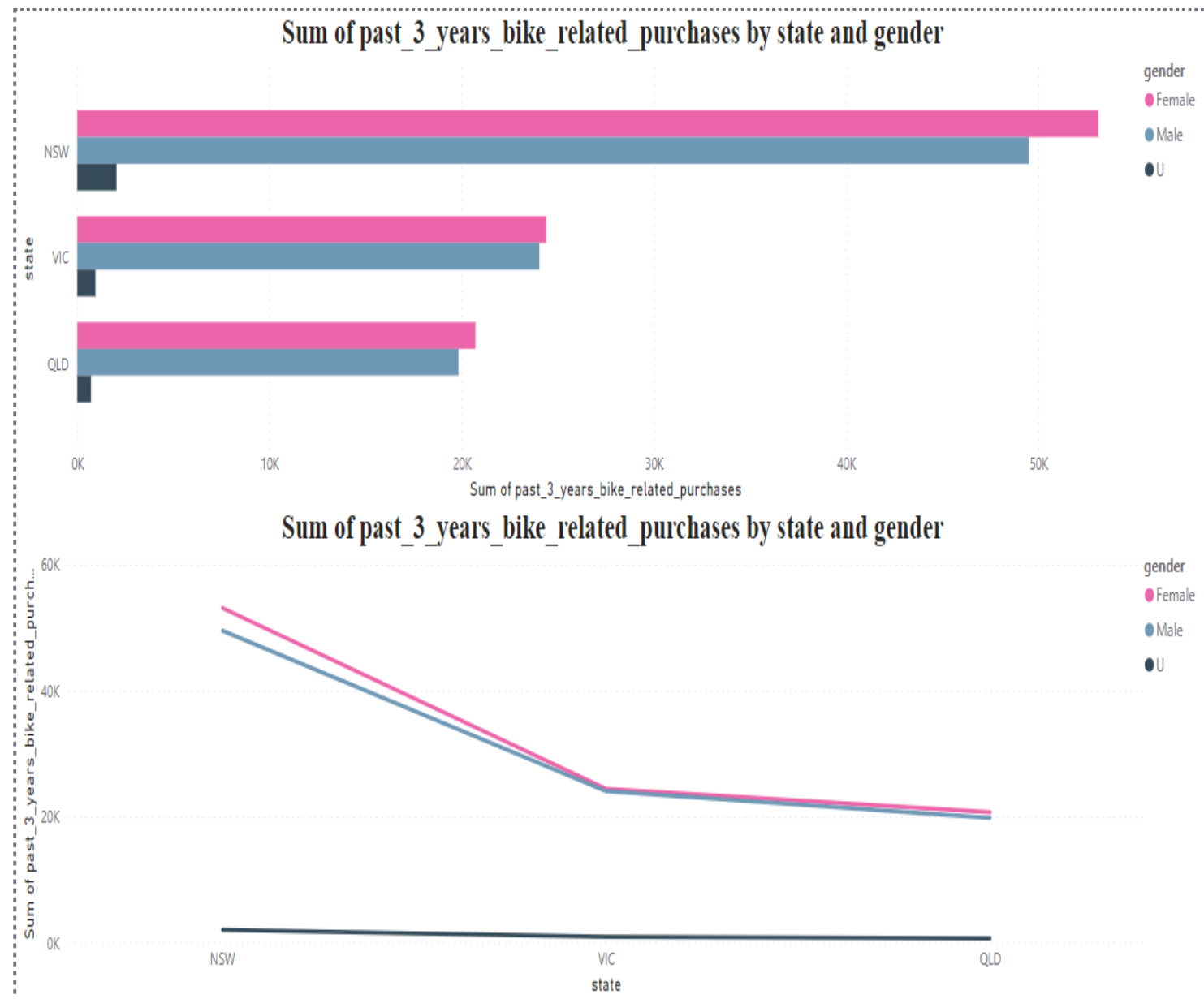


✓ Female category in the New South Wales state shows the most interest in sum of past 3 year bike related purchases,

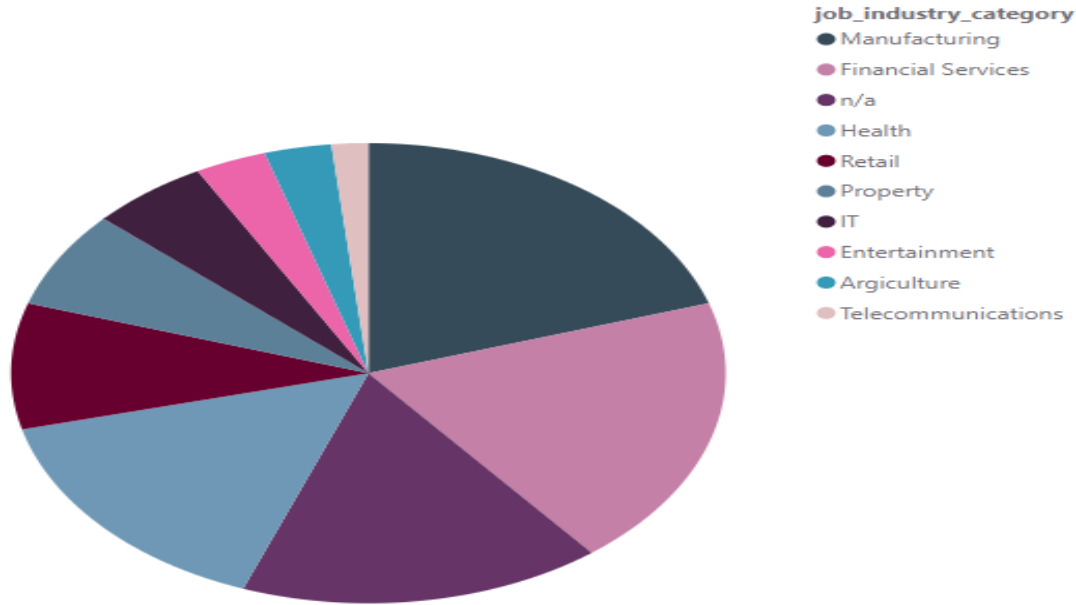
✓ Female – 53121 unit

✓ Male – 49504 unit

Female category in the New South Wales state should be the best consider in the company growth.



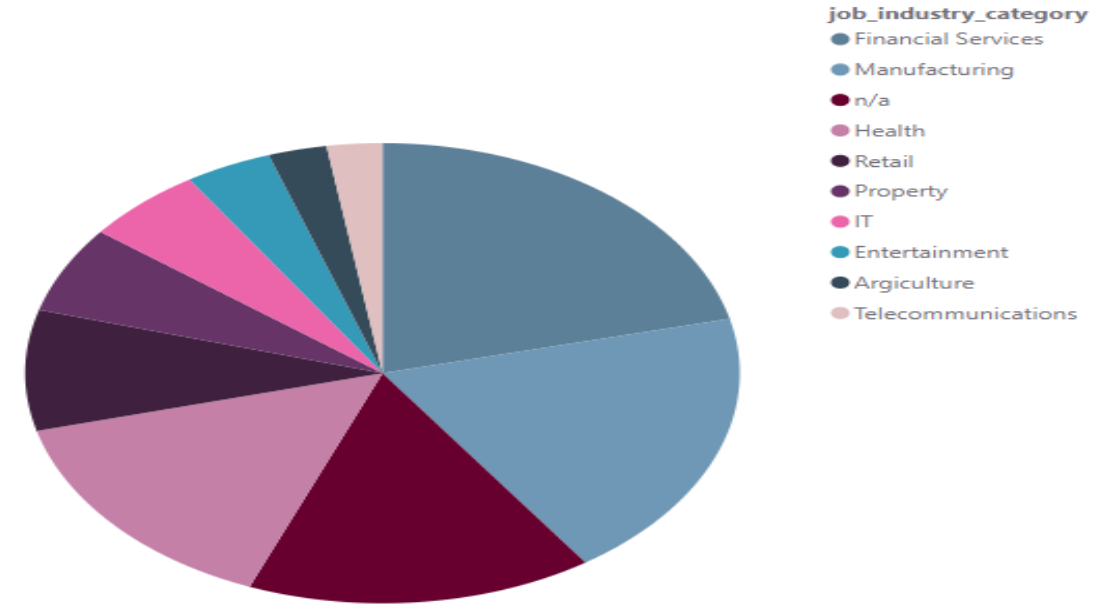
Sum of past_3_years_bike_related_purchases by
job_industry_category



Old customer

- ✓ Old customers of Manufacturing and Financial Services shows high interest in sum of past 3 years bike related purchases.
- ✓ Old customers of Financial Services and Manufacturing shows high interest in sum of past 3 years bike related purchases.

Sum of past_3_years_bike_related_purchases by
job_industry_category



New Customer

Old customer:

Manufacturing - 39272(20.08%)

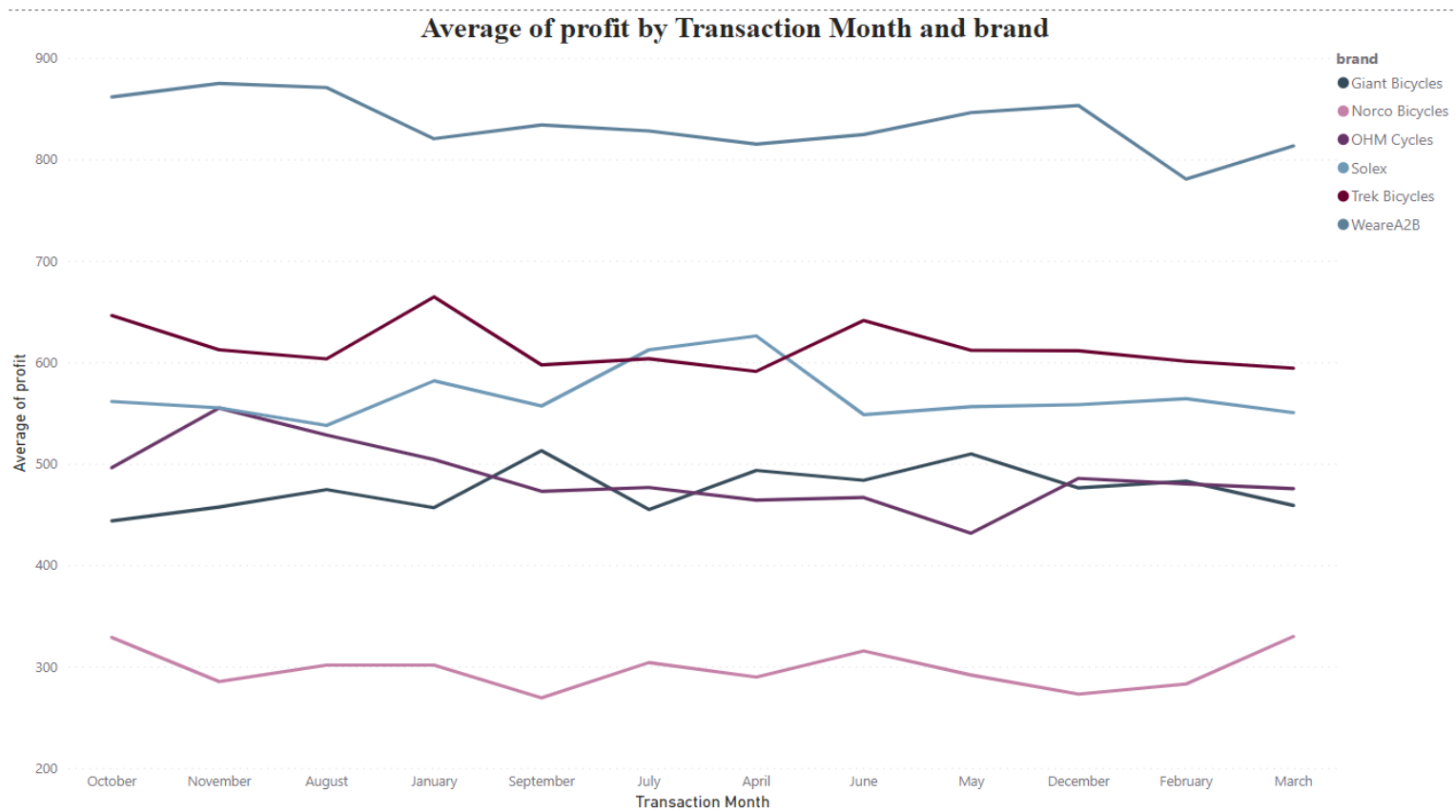
Financial Services - 37493(19.17%)

New customer:

Financial Services – 10564 (21.2%)

Manufacturing – 9562 (19.19%)

**New trends showing Financial and Manufacturing industry.
These two play major role in company growth.**



Evergreen Brand- **WeareA2B**

In month wise, company make one side profit with this brand.

WeareA2B profit- \$874.96

WeareA2B brand is the backbone of the company growth.

SPROCKET CENTRAL

job_industry_category	brand	Sum of profit	customer_id
Financial Services	Trek Bicycles	6,810.20	1460
Manufacturing	Trek Bicycles	6,810.20	195
Financial Services	Trek Bicycles	6,010.76	941
Property	Trek Bicycles	6,010.76	1625
Health	Solex	5,686.36	2788
Health	Solex	5,489.10	473
Financial Services	Trek Bicycles	5,296.93	3212
Manufacturing	Trek Bicycles	5,296.93	2458
Financial Services	Trek Bicycles	5,241.03	706
Financial Services	Trek Bicycles	5,107.65	1572
Retail	Trek Bicycles	5,107.65	363
Financial Services	Solex	5,070.87	2169
Manufacturing	WeareA2B	5,064.16	3290
Retail	WeareA2B	5,023.37	1597
Argiculture	Solex	5,002.25	1451
Manufacturing	WeareA2B	4,890.75	3374
Entertainment	WeareA2B	4,754.88	1615
Manufacturing	WeareA2B	4,742.54	151
Health	Trek Bicycles	4,700.53	545
IT	Trek Bicycles	4,700.53	569
Retail	Trek Bicycles	4,700.53	1317
Manufacturing	Solex	4,637.80	171
Financial Services	OHM Cycles	4,637.62	322
n/a	OHM Cycles	4,632.82	344
Financial Services	WeareA2B	4,601.16	3460
Health	WeareA2B	4,561.05	1168
Financial Services	Trek Bicycles	4,551.76	691
Financial Services	WeareA2B	4,521.43	213
Financial Services	WeareA2B	4,490.80	1150
Manufacturing	Solex	4,483.71	3326
Retail	Trek Bicycles	4,476.28	2637
Total		1,11,32,394.03	

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list of thousand best customer for company growth

Showing results for *Top 1000 customer demographic by age as table*

last_name	customer_id	first_name	gender	past_3_years_bike_related_purchases	DOB	age	job_title
Canet	720	Darrel	Male		67 23 October 1931	91.72	Recruiting
Creddon	1092	Katlin	Female		56 22 August 1935	87.88	VP Qualit
Murrow	2413	Abbey	Male		27 11 August 1943	79.91	Environm
Bonnell	658	Donn	Male		38 24 January 1944	79.45	Tax Acco
Blakey	1243	Robbert	Male		73 09 August 1953	69.91	Research
Janiszewski	1565	Jay	Male		71 17 August 1953	69.88	Sales Rep
Pozzi	1177	Bobbette	Female		47 31 August 1953	69.85	Food Che
Afonso	3471	Brita	Female		95 05 September 1953	69.83	Quality E
Crookall	2813	Lillian	Female		51 10 September 1953	69.82	Chemical
Perkis	2019	Neda	Female		48 13 September 1953	69.81	VP Marke
	1905	Corabelle	Female		21 17 September 1953	69.80	Help Des
Sanja	560	Dorree	Female		1 11 October 1953	69.73	Social Wc
Medendorp	1	Laraine	Female		93 12 October 1953	69.73	Executive
Tesimon	1915	Dusty	Female		40 12 October 1953	69.73	Social Wc
Hatchell	3103	Shaylah	Female		5 21 October 1953	69.71	Safety Te
Egle of Germany	2746	Carmelia	Female		97 25 October 1953	69.69	Actuary
	3259	Rabi	Male		74 04 November 1953	69.67	Quality C
Suero	2495	Gwenore	Female		89 12 November 1953	69.65	Assistant
Bordman	425	Michaeline	Female		60 19 November 1953	69.63	Sales Rep
Gonthier	2959	Max	Female		1 23 November 1953	69.61	Registere
Siemens	2482	Regan	Male		95 10 December 1953	69.57	Pharmaci
Weathey	719	Pattin	Male		2 30 December 1953	69.51	Administ
Rockliffe	467	Welbie	Male		51 02 January 1954	69.51	Human R
Ucchino	366	Constance	Female		7 08 January 1954	69.49	Librarian
Total							

Top one thousand customer for company growth.