TheAnalyticsTeam

Sprocket Central Pty Ltd

Data analytics approach

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Agenda

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

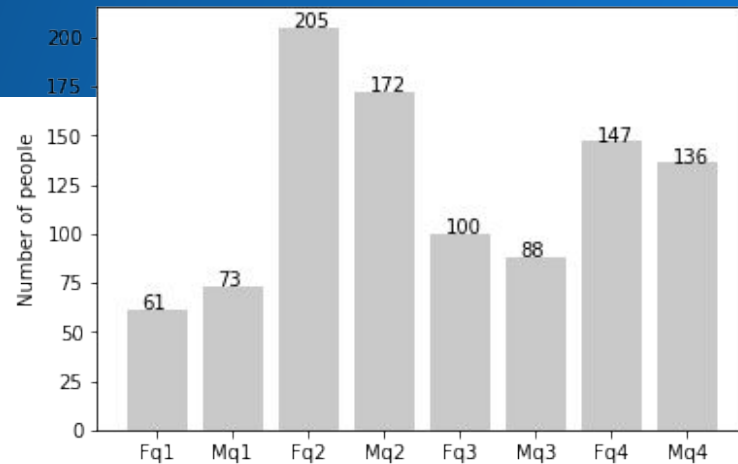# Introduction

Customer Analysis

1. The segmentation of the worker whose has purchased bikes
2. The segmentation of the wealth
3. The segmentation on the basis of gender
4. Number of cars owned
5. Segmentation on job industry
6. The segmentation on the percentage of bikes own to wealth.

# Data Exploration

Customers' age distribution

New

q1: Under 25; q2: 25 to 48; q3: 48 to 59; q4: Over 59

❖ As we can see, mostly our new customers are between 25 to 48 years old.

❖ Number of customers from 48 to 59 years old has big drops on percentages.

❖ There is a slightly increase in number of customers over 59 years old in term of percentages

❖ It looks like the percentages of under 25 years old not really change.

Old
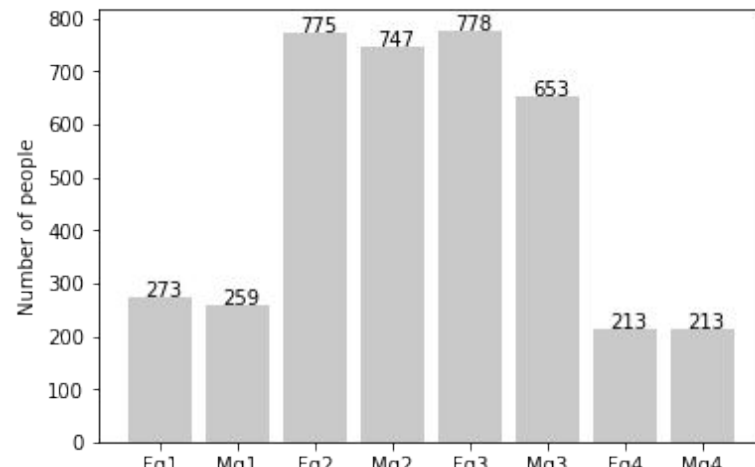
Model Development

Bike purchases last 3 years

❖ As we can see, our new customers mostly Female with 50.6% purchases with total of 25,212 bikes

❖ Male contributed to 47.7% purchases with 23,765 bikes

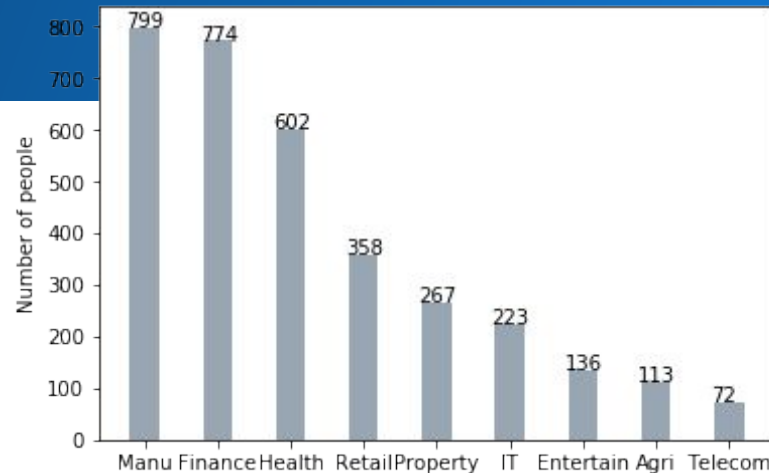❖ So we should focus on advertises on Female customers than Male customers

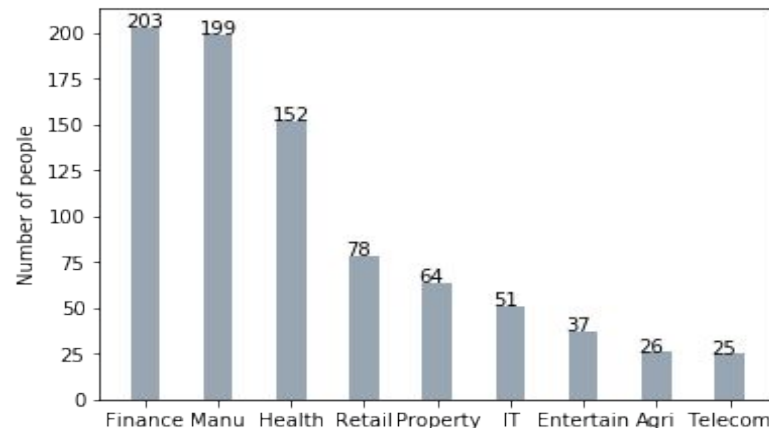Scale number of customers by 10
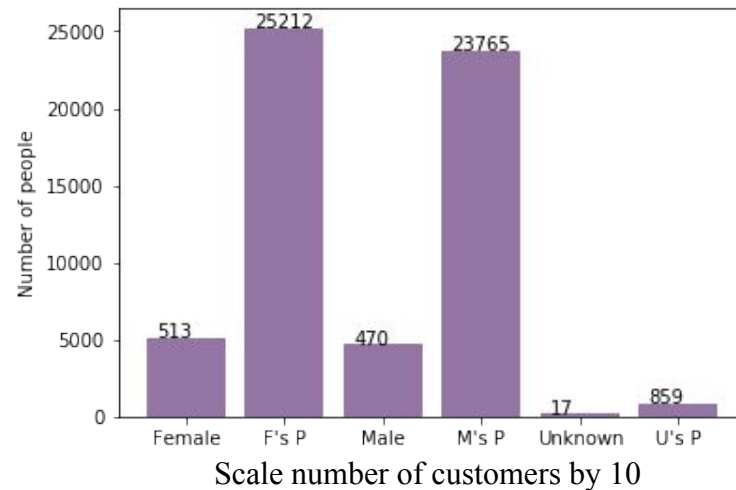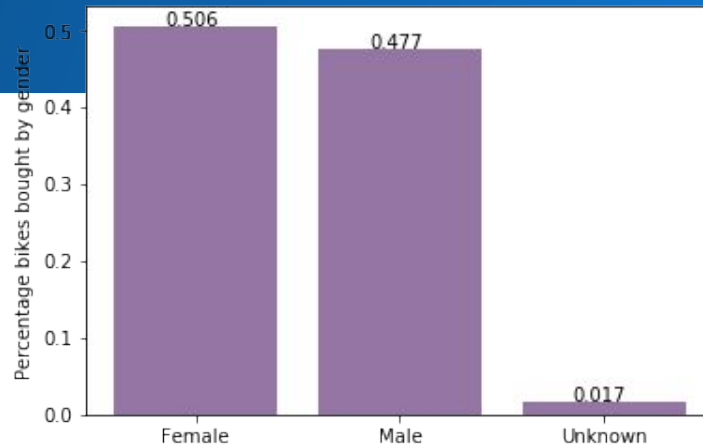
Interpretation

Job industry category.

New

❖ Mostly our new customers are on Finance industry and our Manufacturing customers are still on top 2.

❖ The rest industries is still same

Old
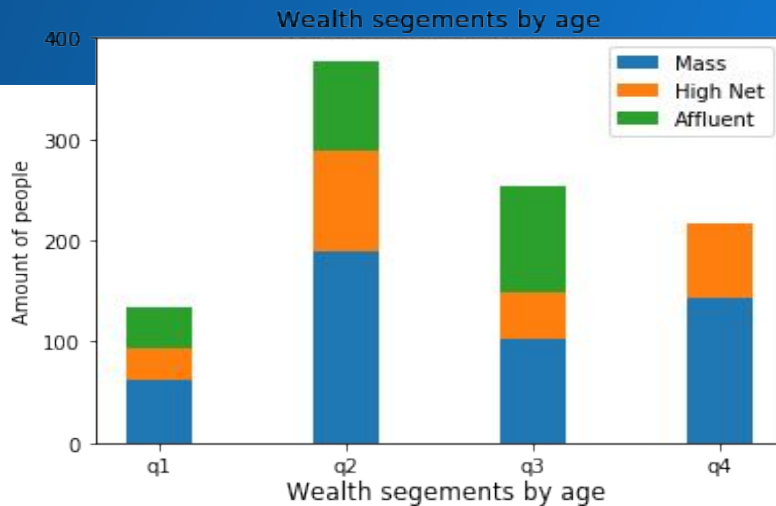
Interpretation
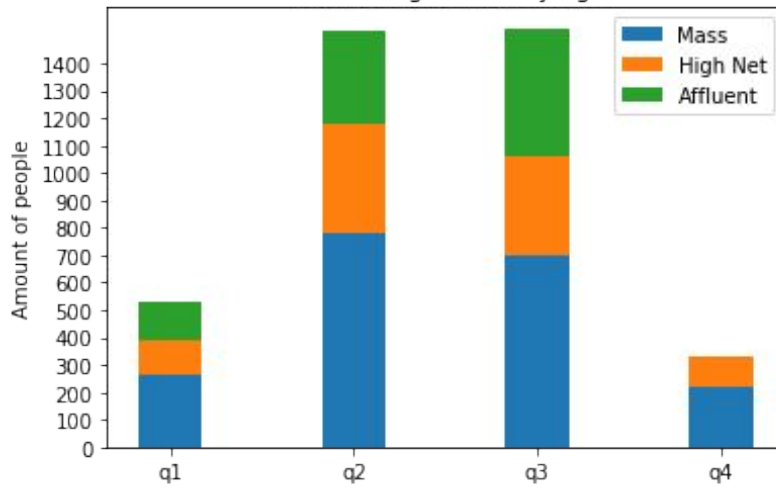
Wealth segments

❖ In all ages, the number of Mass Customers is the highest so we should focus on this social class.

❖ After that, we should focus on High Net Customer.

❖ Then Affluent Customers but mostly second and third quadrant.

New

Old

Numbers of cars owned

❖ NSW should be considered the most since numbers of customers don't own cars is significantly larger than that own.

❖ VIC and QLD has more customers that own car that who don't but we can try to have something so that those owns car will buy bikes.