# SPROCKET CENTRAL

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## BUSINESS ANALYTICS

SN

ANALYTICS TEAM KPMG

Analysis approch implemented via

- DATA EXPLORATION

- MODEL DEVELOPMENT

- INTERPRETATION
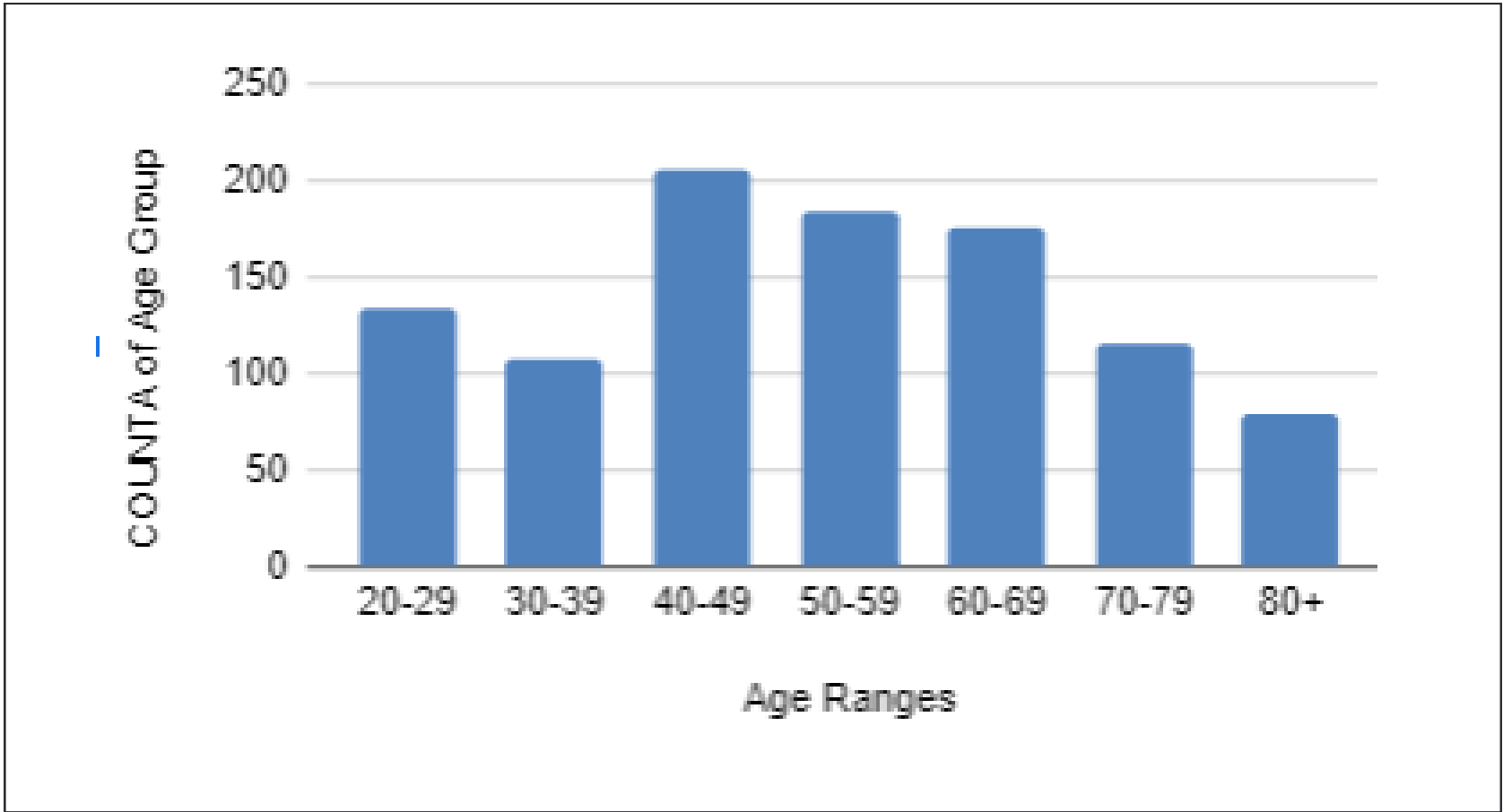
# DATA EXPLORATION:
## AGE

### New Customer Demographic Data
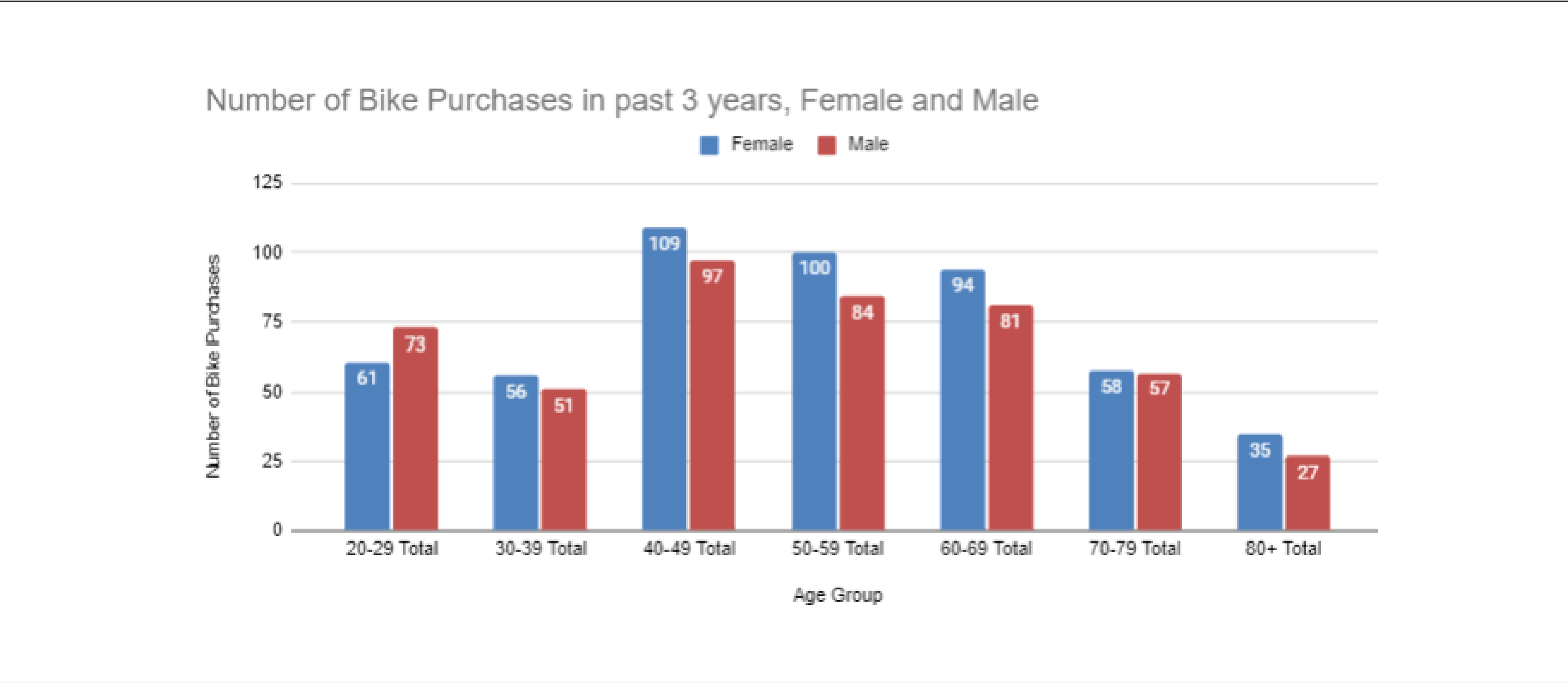
1. **40-49**
2. **50-59**
3. **60-69**

## New Customer Roster



Low customer demographic in the <20 and 70+ data range

# DATA EXPLORATION:
## GENDER



Number of Bike Purchases in past 3 years, Female and Male

■ Female ■ Male

| Age Group | Female | Male |
|---|---|---|
| 20-29 Total | 61 | 73 |
| 30-39 Total | 56 | 51 |
| 40-49 Total | 109 | 97 |
| 50-59 Total | 100 | 84 |
| 60-69 Total | 94 | 81 |
| 70-79 Total | 58 | 57 |
| 80+ Total | 35 | 27 |

**Count of Female Customers Higher than Male**
**Female Customers Age Group 40-49 highest sales**

# DATA EXPLORATION:
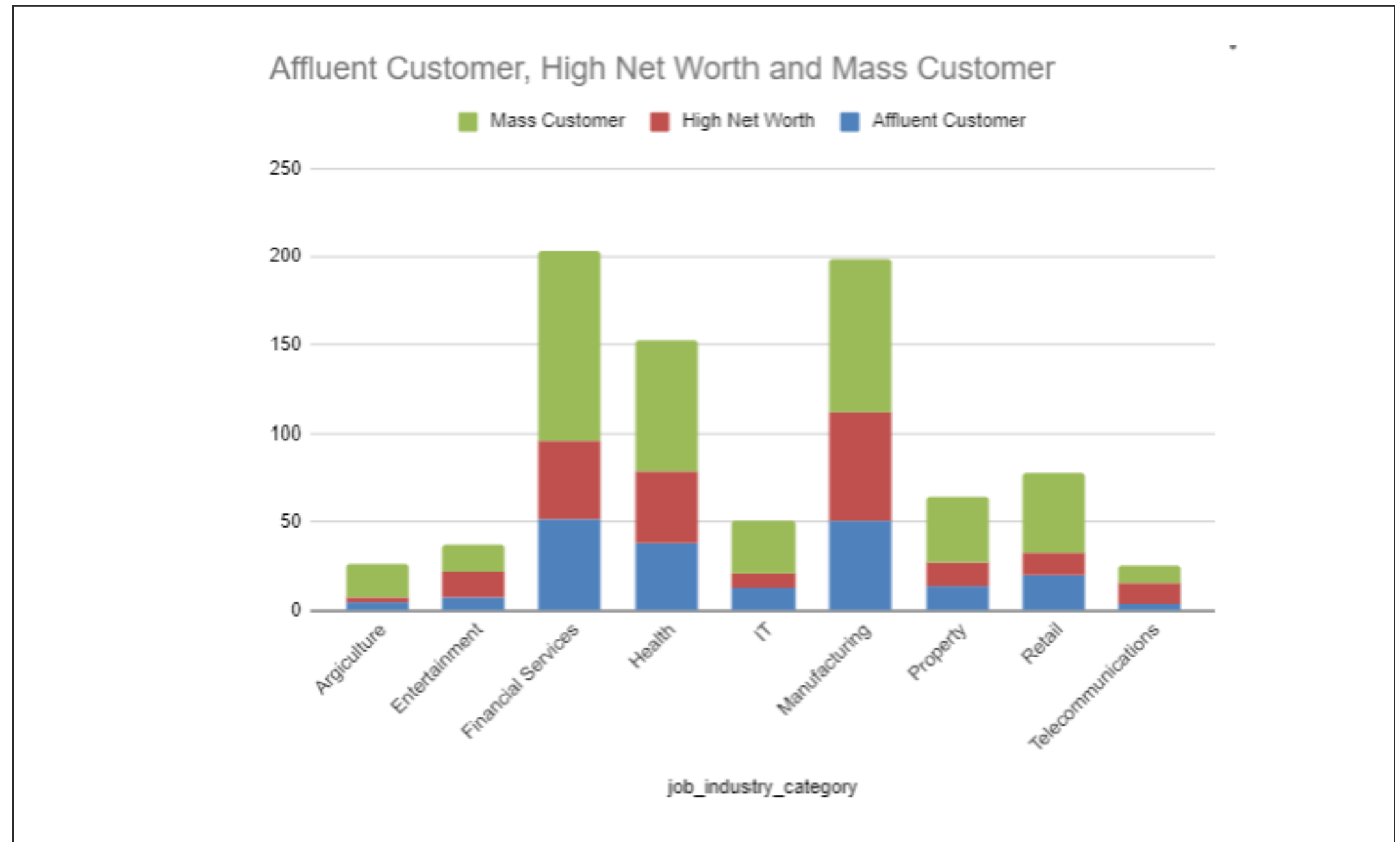## JOB CATEGORIES

### Past and New Customer Job Categories

1. Financial Services
2. Manufacturing
3. Health



Total number Bike Related Purchases Based on Industry past 3 years
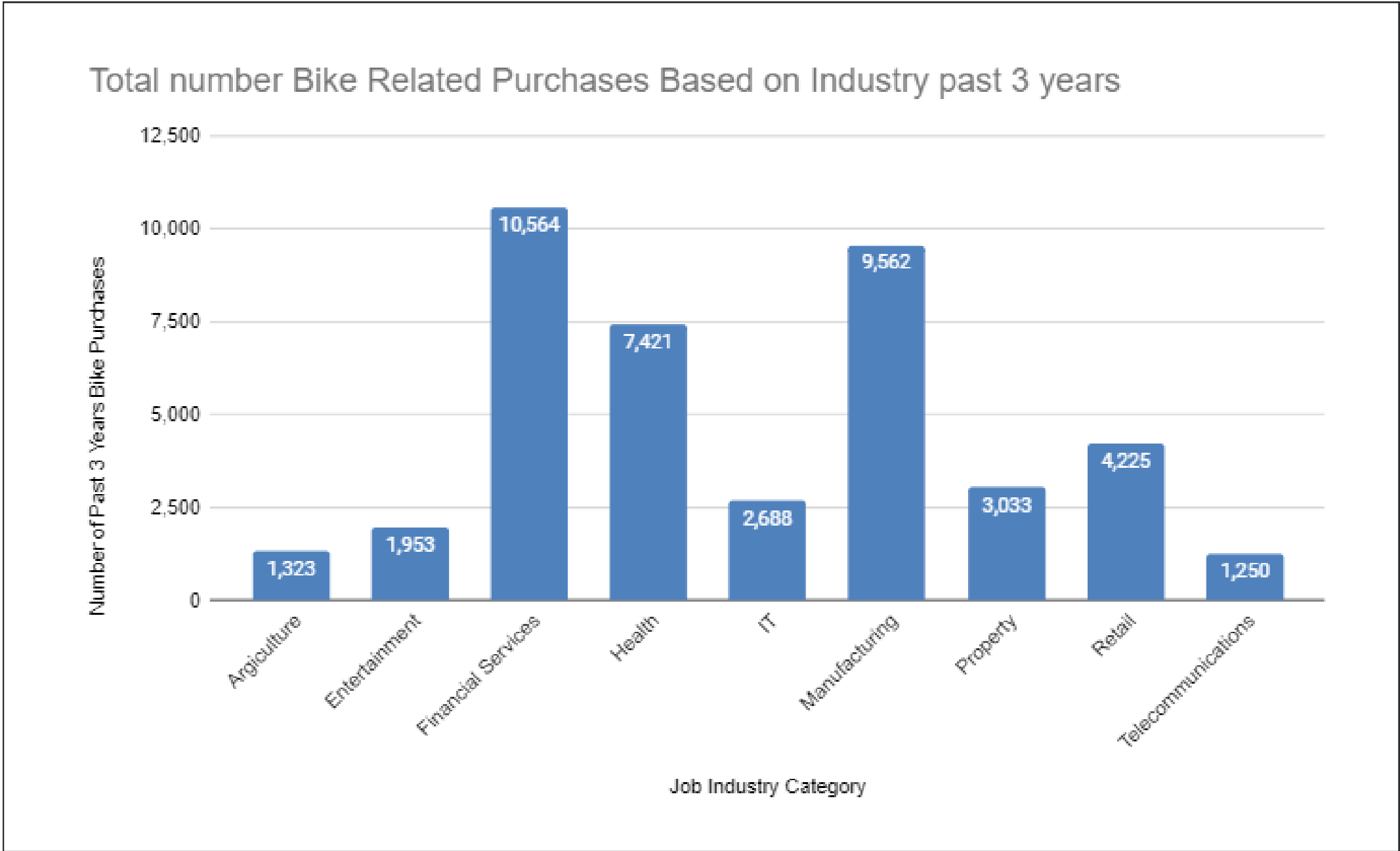
# DATA EXPLORATION:
# WEALTH SEGMENTS

Mass Customers highest across Job
Industry Categories
- Potential Marketing Opportunity



Affluent Customer, High Net Worth and Mass Customer

- **New South Wales (NSW) is the largest market potential opportunity**

- **VIC Car Owners and Customers who do not own cars are nearly equal - potential for innovative approaches**
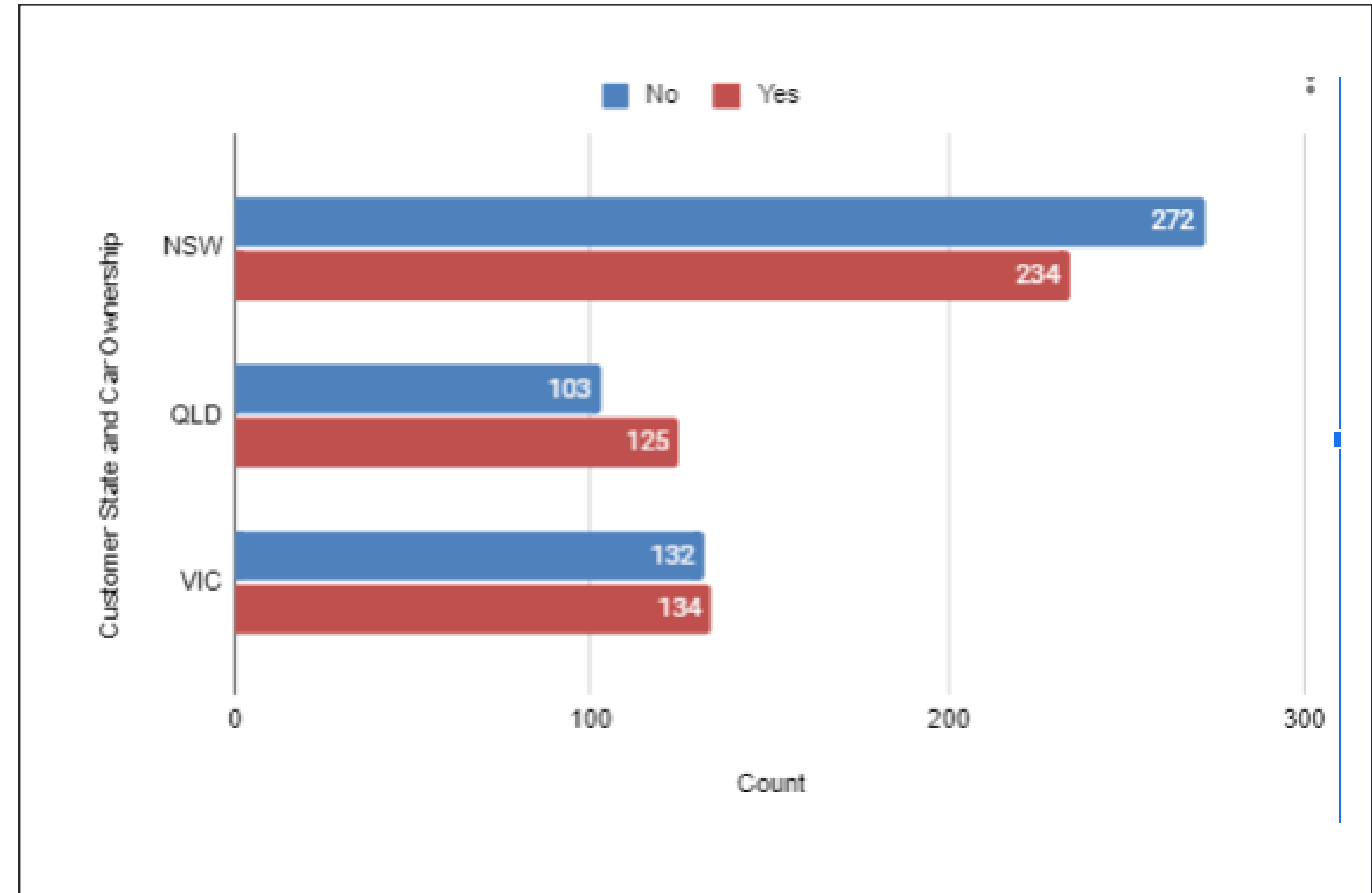
## CUSTOMER CLASSIFICATION
Identified High-Value Clients to Target

**AGE** 40–50

**GENDER** Females

**WEALTH SEGMENT** Mass customer

**LOCATION** New South Wales
Victoria

**JOB CATEGORY**
- Financial services
- Manufacturing
- Health

## Summary table : High Value Customer

| Gender | Job Industry | Wealth Segment | State | Age | Bike Related Purdhases for last 3 years | Owns Cars |
|--------|-------------|----------------|-------|-----|------------------------------------------|-----------|
| Female | Financial Service | Mass Customer | NSW | 42 | 70-79 | yes |
| Female | Manufacturing | Mass Customer | NSW | 44 | 70-79 | yes |
| Female | Health | Mass Customer | NSW | 45 | 70-79 | yes |
| Female | Financial Service | Mass Customer | VIC | 40 | 70-79 | yes |
| Female | Manufacturing | Mass Customer | NSW | 42 | 50-59 | no |

# Thank you!

**QUESTIONS?**

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ANALYTICS TEAM