

Order status

Approved

Cancelled

KPMG SPROCKET SALES ANALYSIS

Key Business Metrics

Customers Transactions

3494

Total Customers

4000

Total Profit

\$11M

Total Sales

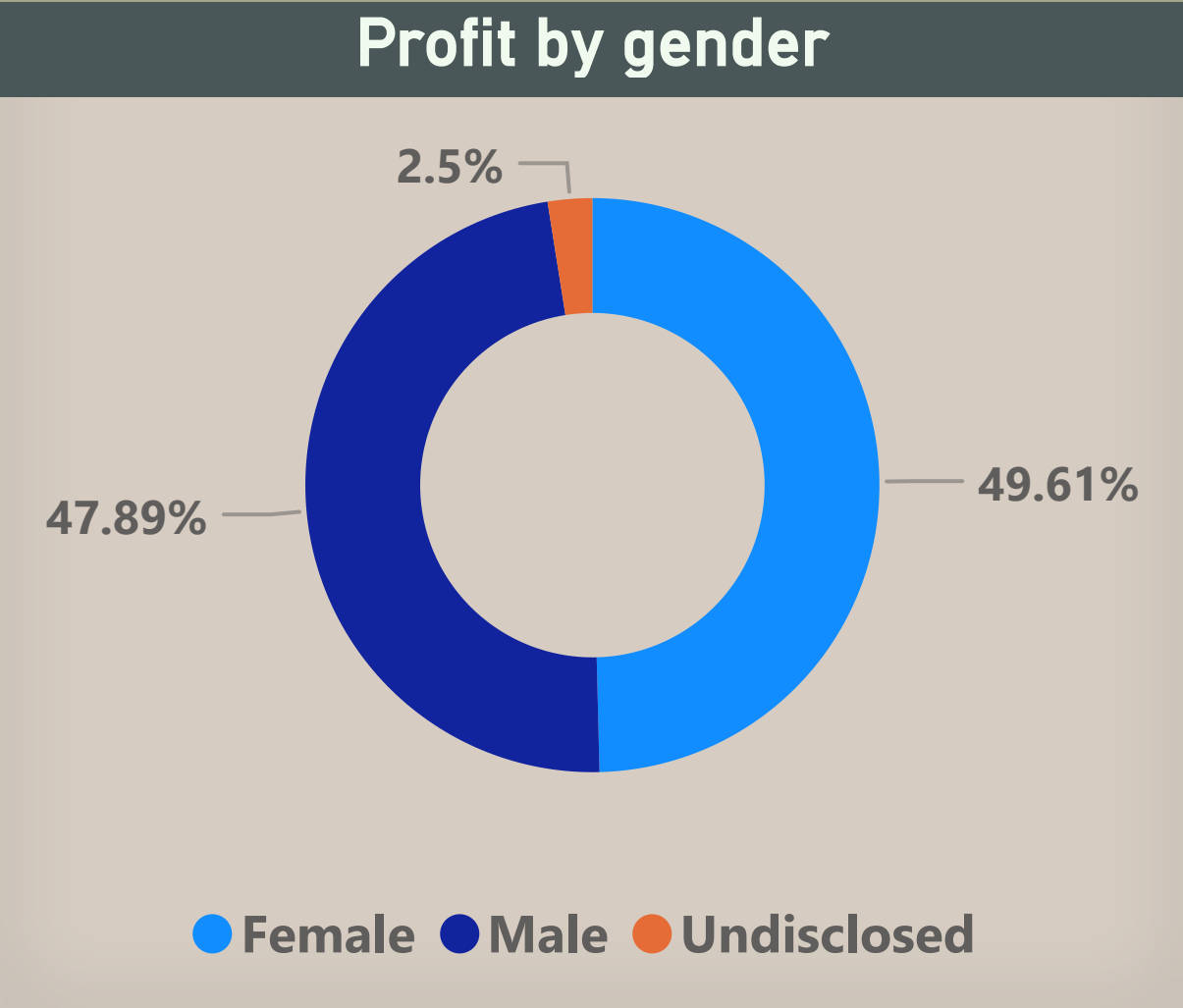
\$22M

Average Order Value

1.11K

Total New Customers

1000



Ordered Online?

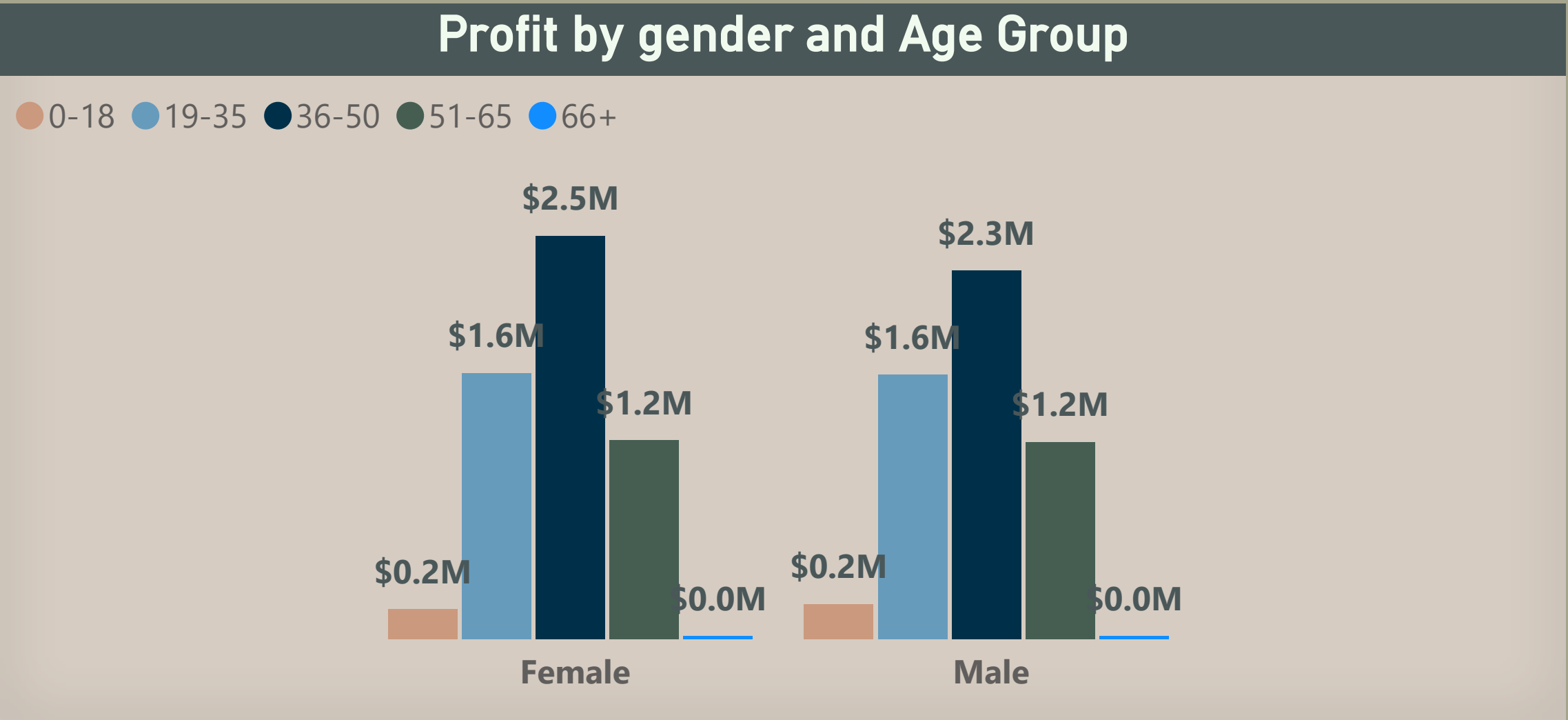
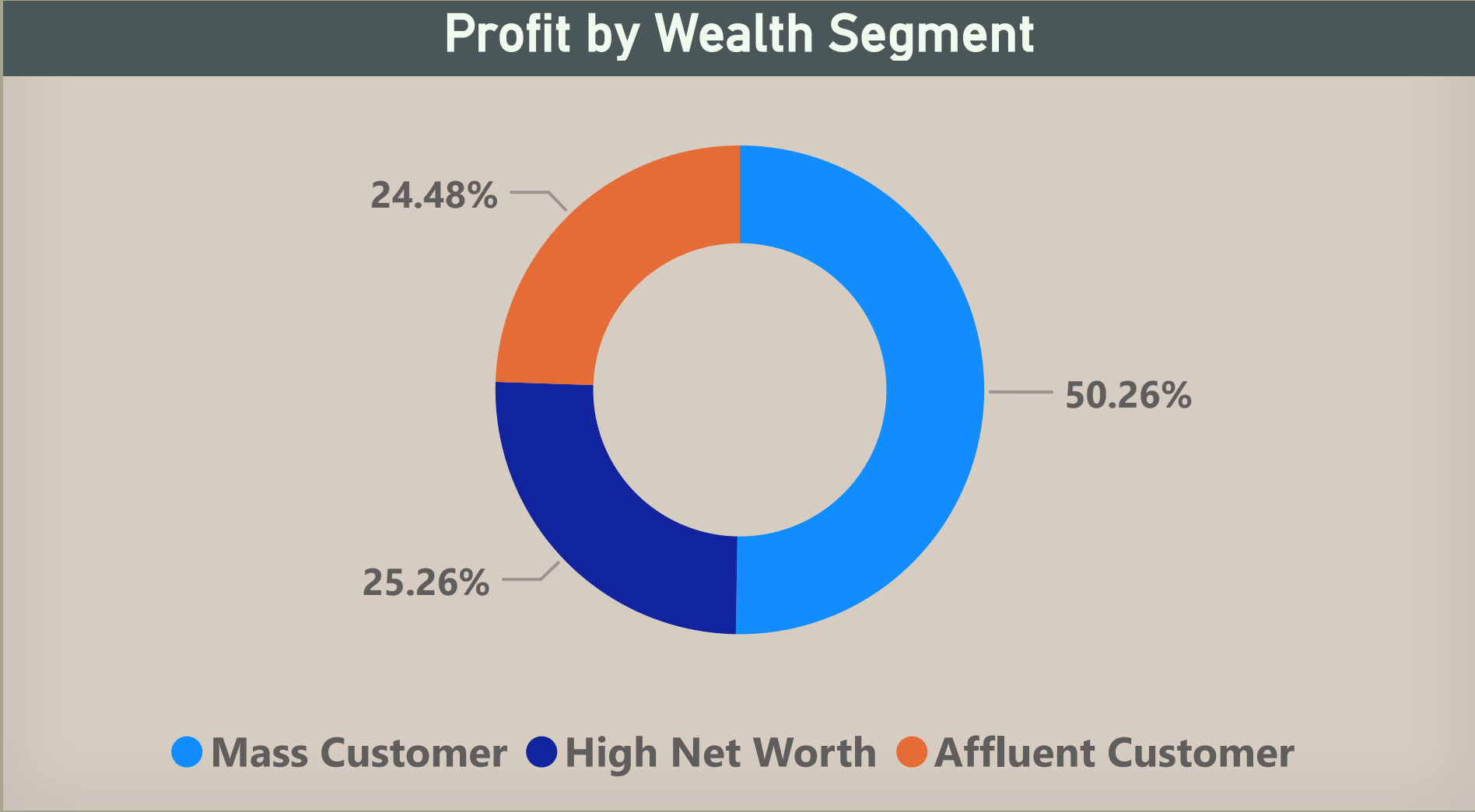
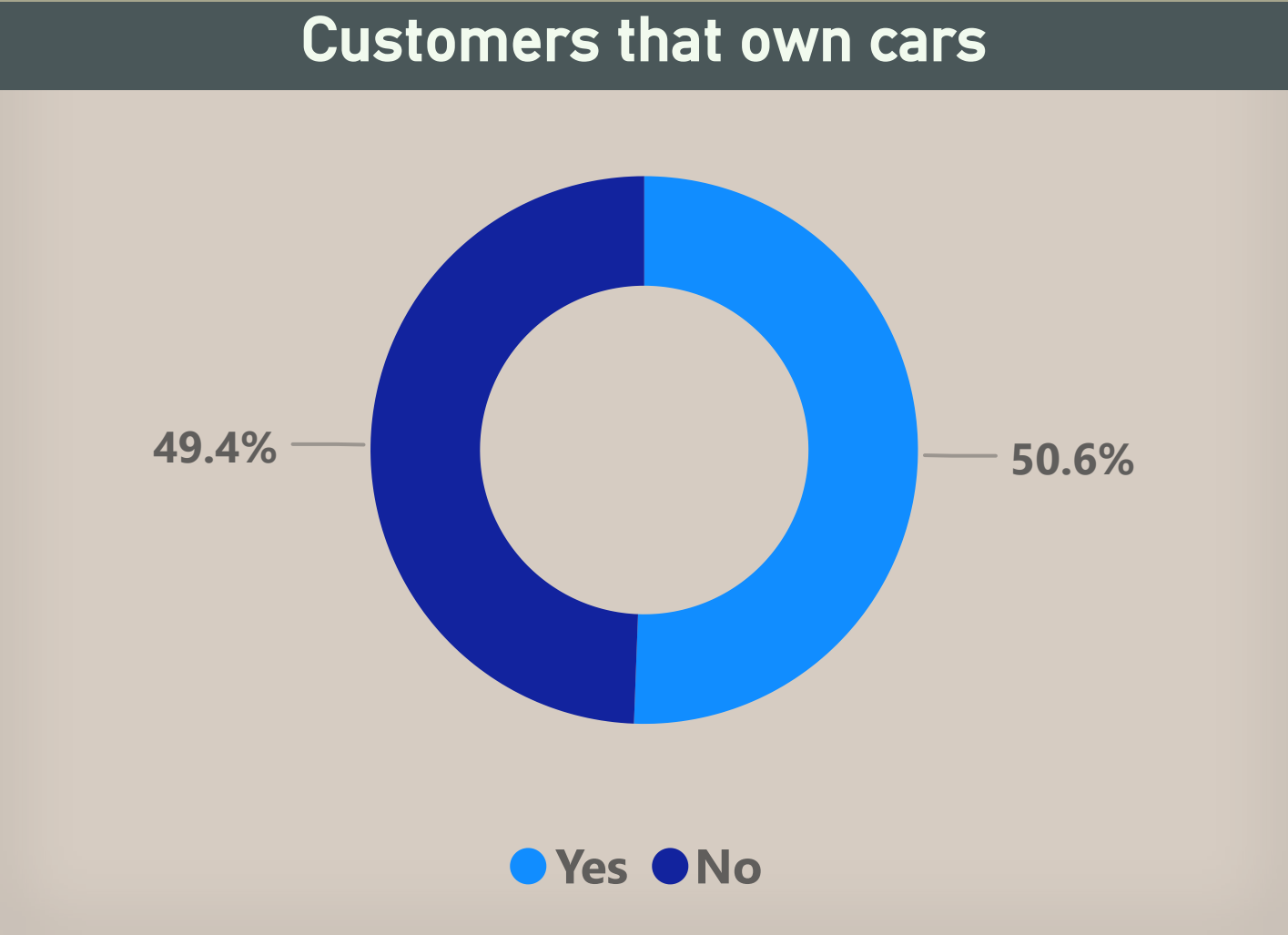
NO

Undisclosed

YES

States Sales and Profit

state	Total Sales	Profit
Victoria	\$5,582,912	\$2,816,760
Queensland	\$4,769,644	\$2,388,027
New South Wales	\$11,767,595	\$5,919,775
Total	\$22,120,151	\$11,124,563



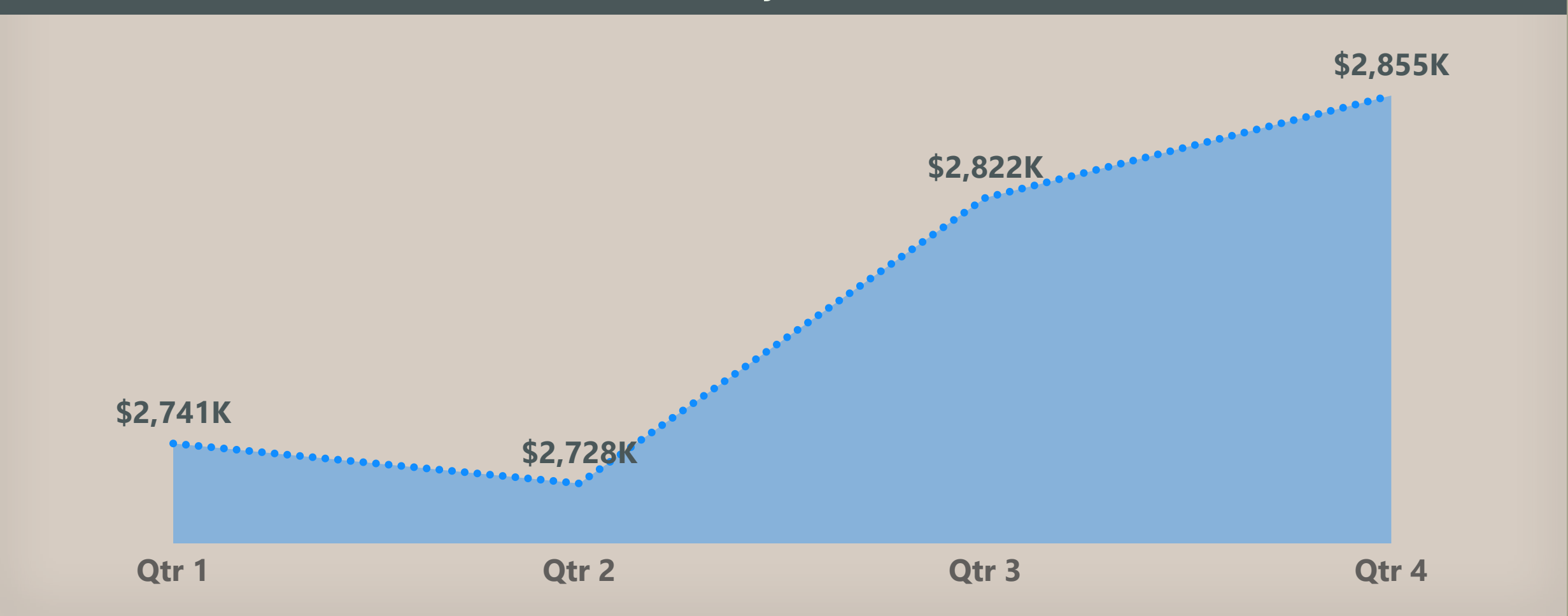
KPMG SPROCKET SALES ANALYSIS

Product and Brand Performance Analysis

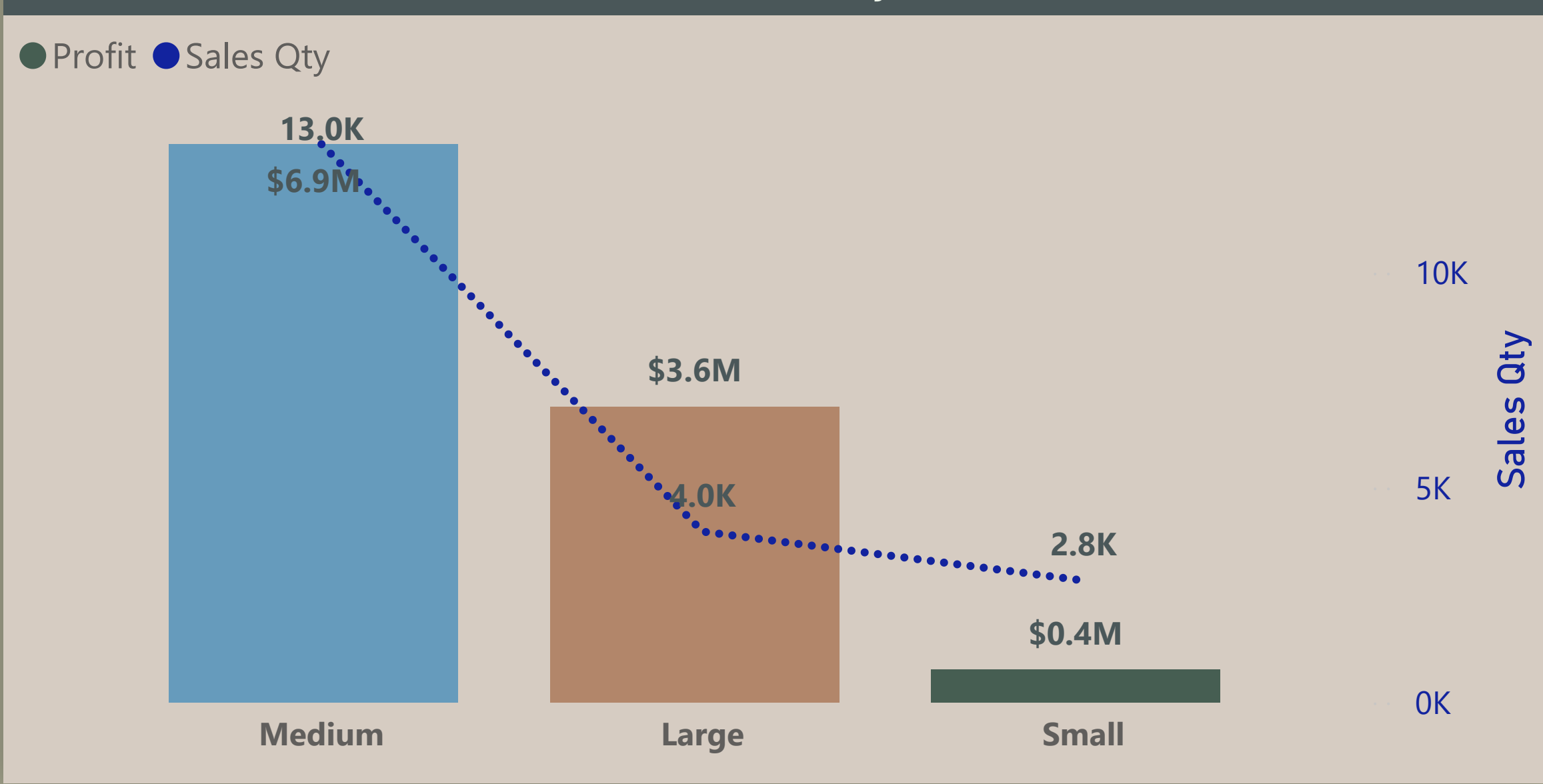
Sales by Month



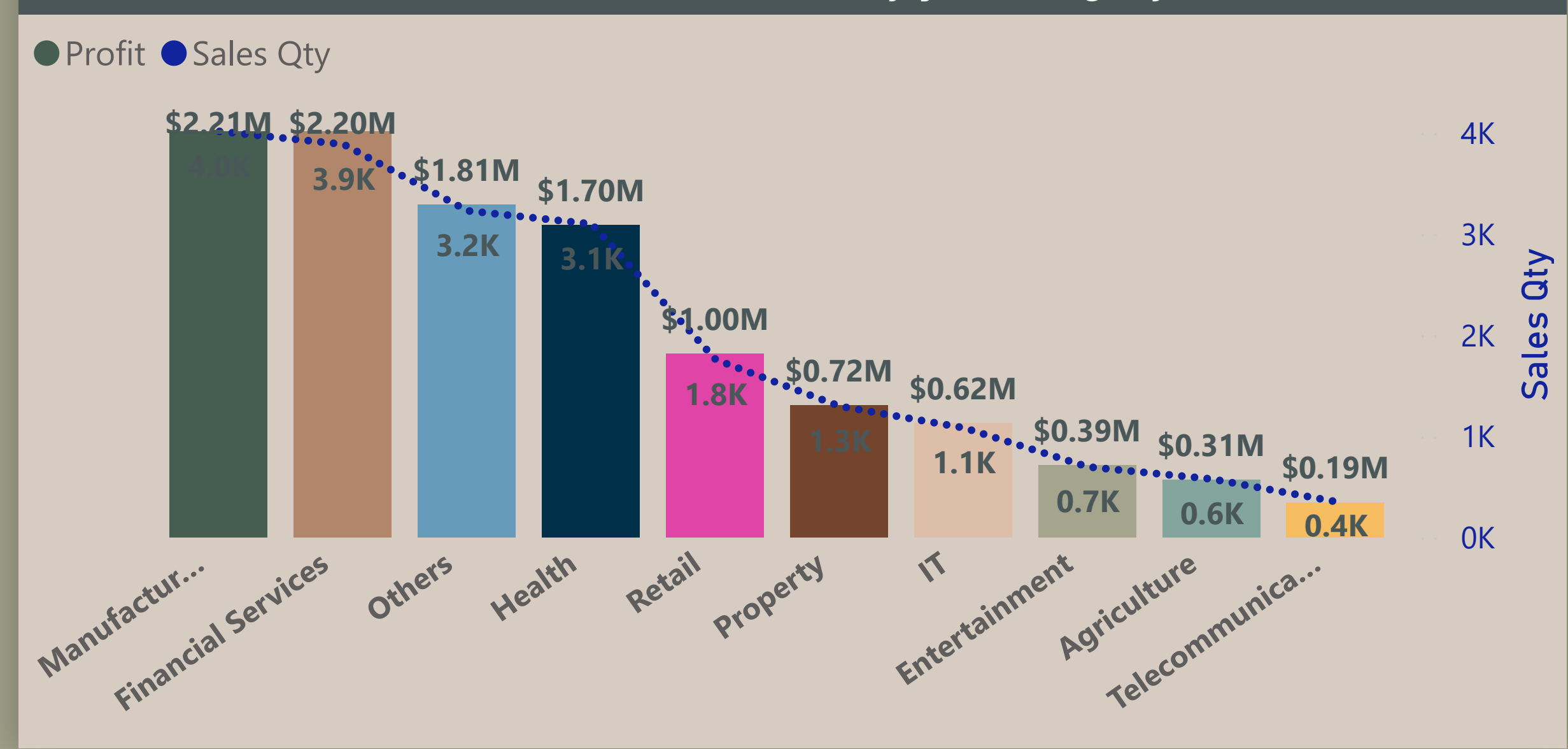
Profit by Quarter



Profit and No of Sales by Product Size



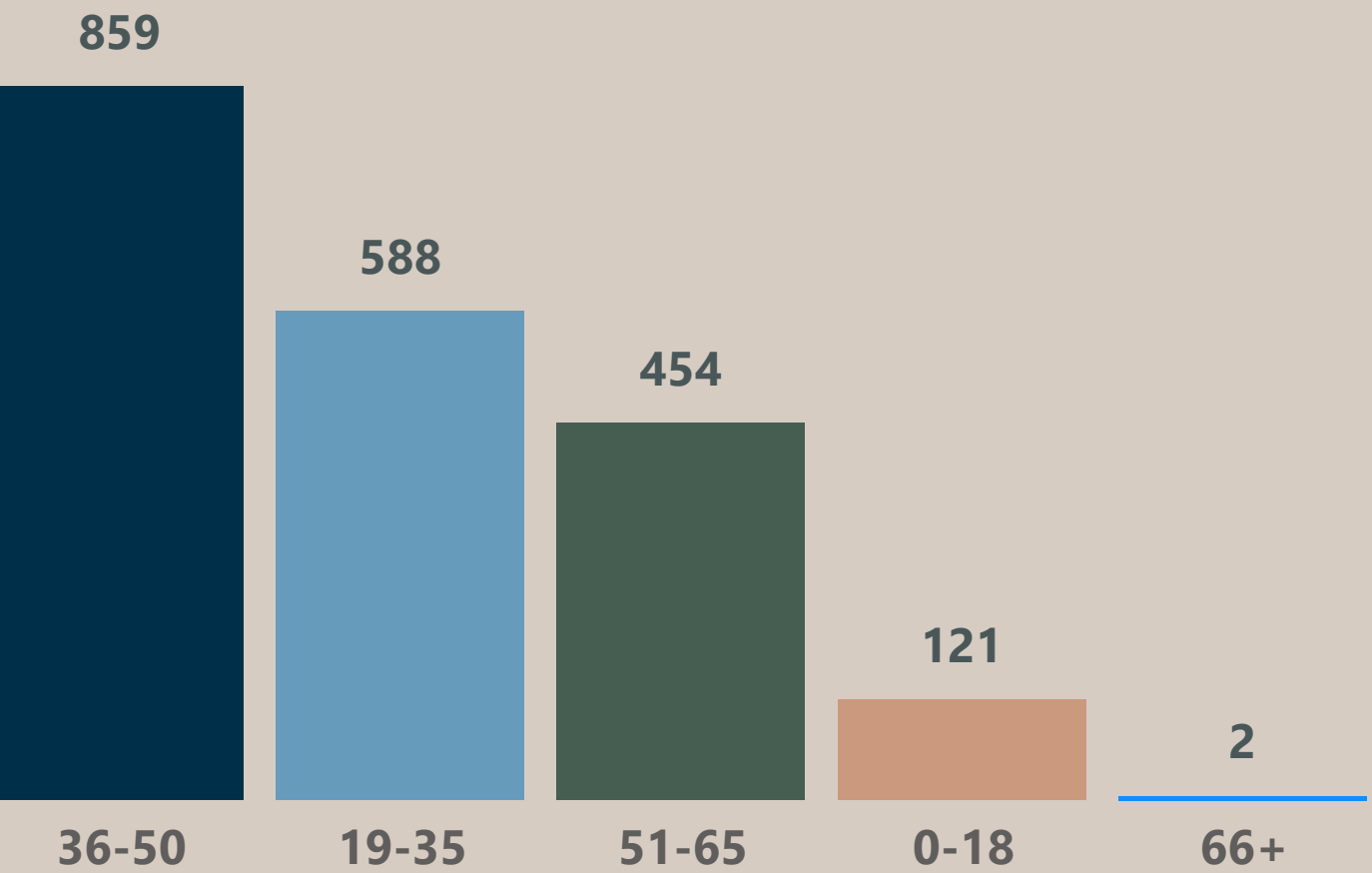
Profit and No of sales by job category



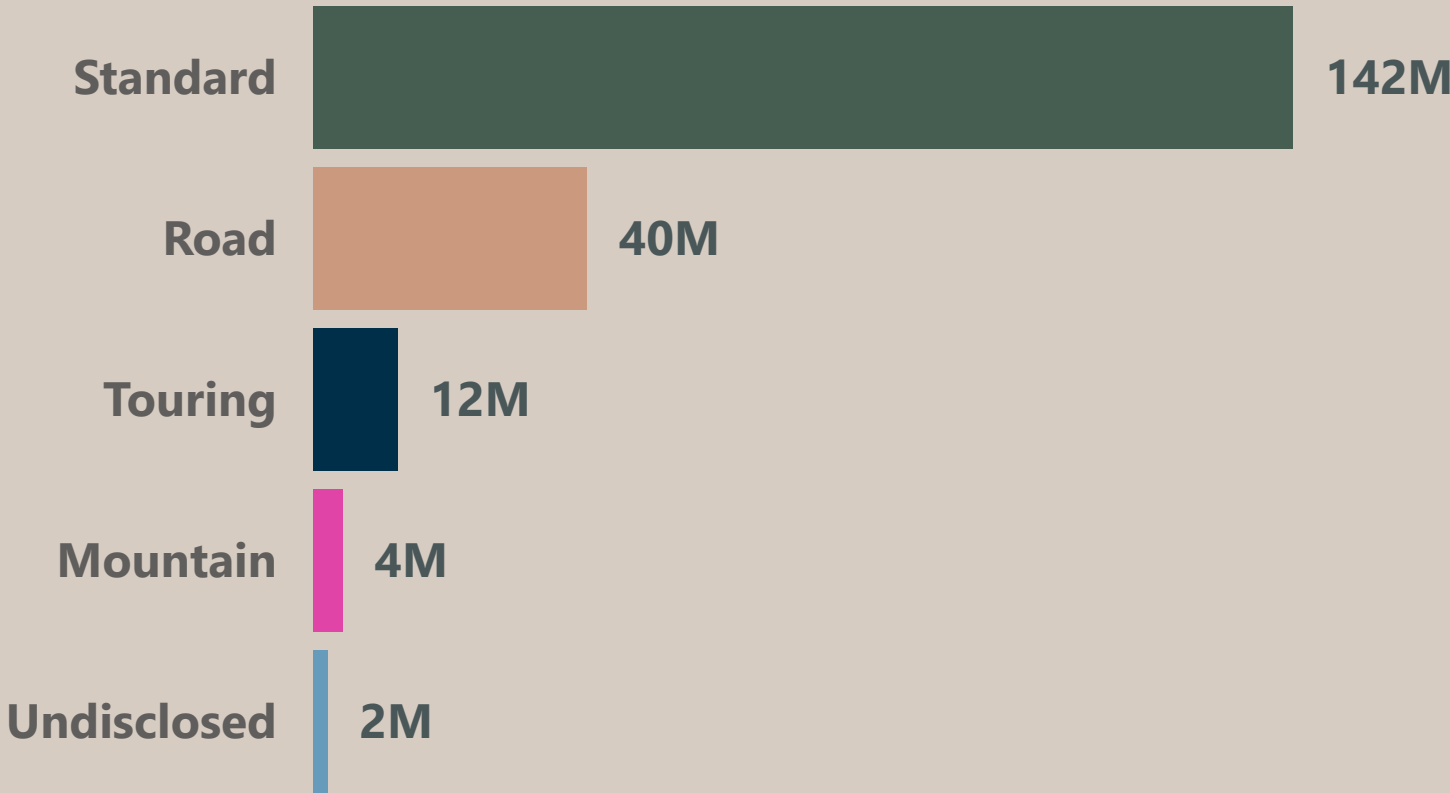
KPMG SPROCKET SALES ANALYSIS

Customer Segmentation and Regional Insights

Age Groups with cars



Sales by Product line



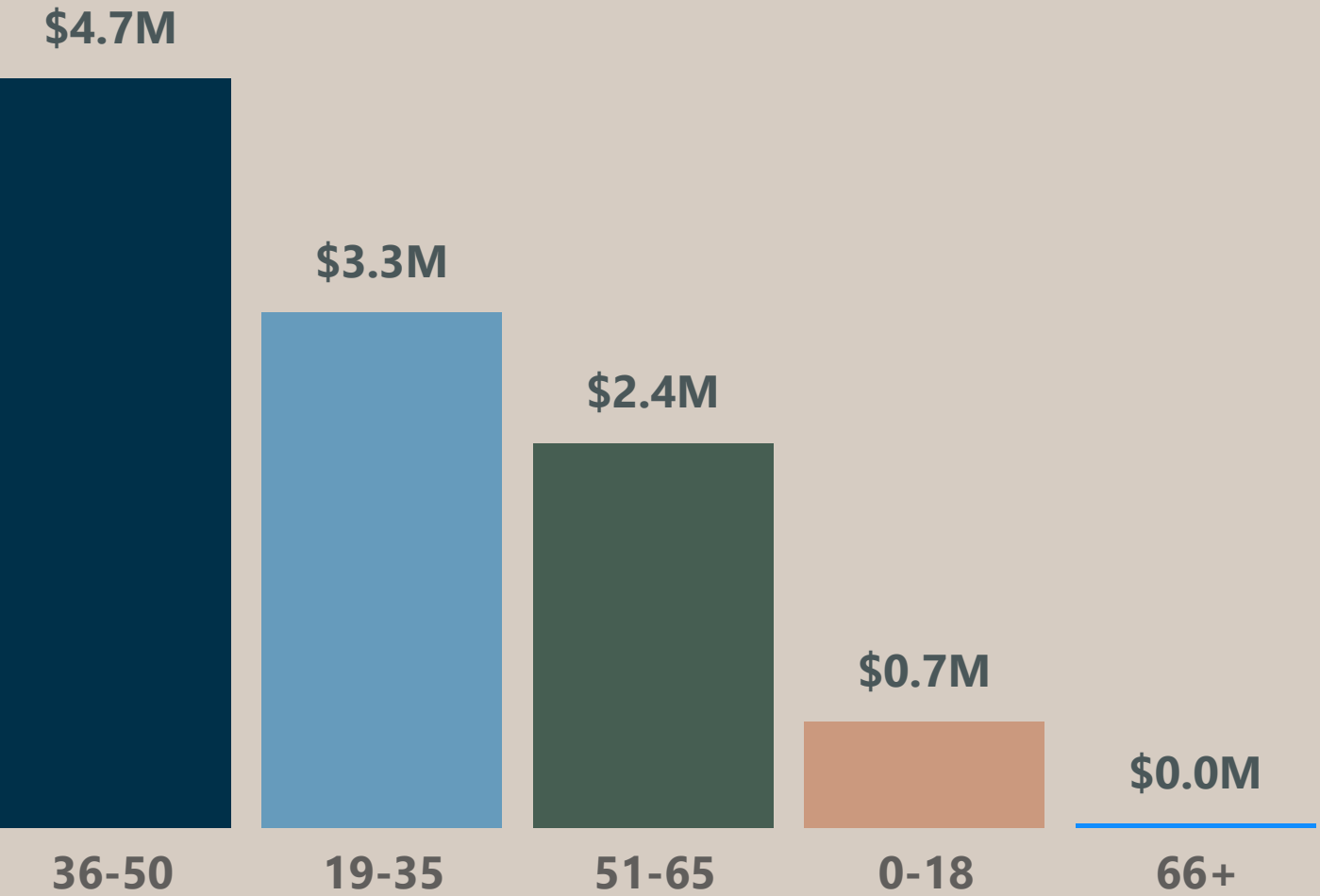
Marketing Strategy

-- Focus on high-value customers, top regions, and personalized product offers.

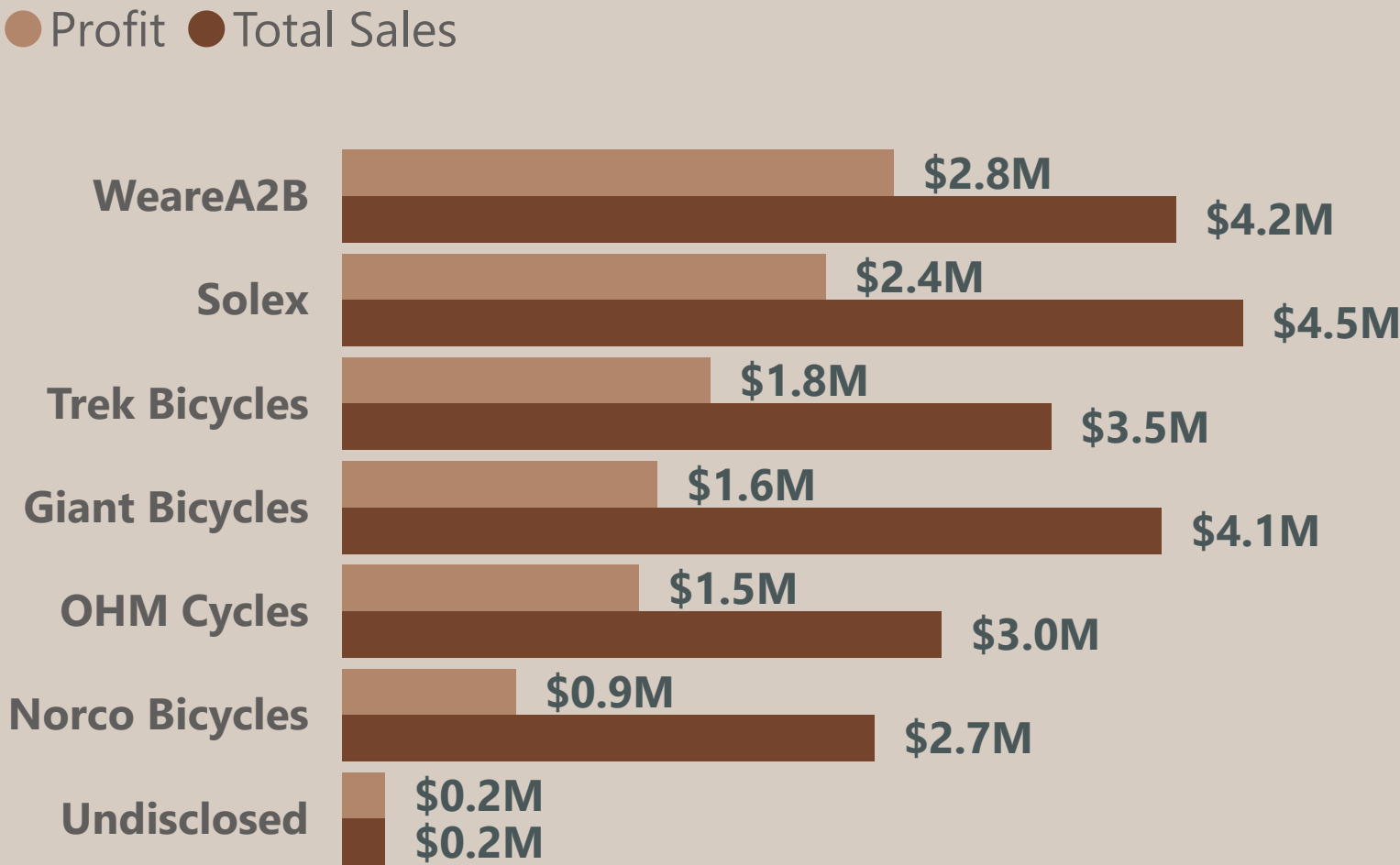
Useful External Data

--Demographics, online behavior, and social trends to improve targeting.

Profit by Age Group



Profit and Total Sales by brand



Who to Target

--From the 1000 new customers: those similar to top current ones.

--Broader market: young professionals and high-income urban areas.