

TheAnalyticsTeam

# Sprocket Central Pty Ltd

Data analytics approach

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# Agenda

- ❖ Introduction
- ❖ Data Exploration
- ❖ Model Development
- ❖ Interpretation

# Introduction

## **Project's objective is to identify and suggest the Top 1000 Customers**

### **Outline of the issue**

1. Sprocket Central Pty Ltd is a medium size bikes & cycling accessories company.
2. The company has a sizable dataset about its clients, but the team needs help on how to use it to optimize its marketing plan.
3. Which, on the other hand, support or encourage sales and boost revenue.

Noting that this analysis will be carried out with the 3 phases of Data Exploration, Model Development and Interpretation.

# Data Exploration

## Data Quality Assessment

The following was used to check for data quality:

1. Accuracy: Check for correct values
2. Completeness: Data fields with no value
3. Consistency: Values not contradicting
4. Currency: Values are up to date
5. Relevancy: Value Meta Data
6. Validity: Data containing allowable value
7. Uniqueness: Records that are duplicate

	Accuracy	Completeness	Consistency	Currency	Relevancy	Validity
Customer Demographic	DOB missing	Job title: blanks Customer id: incomplete	Gender inconsistent	Deceased customers filtered out	Default column deleted	
Customer Address		Customer id incomplete	Status inconsistent			
Transactions	Profit missing	Customer id incomplete, online orders and brands: blanks			Canceled status order filtered out	List price and product sold date format

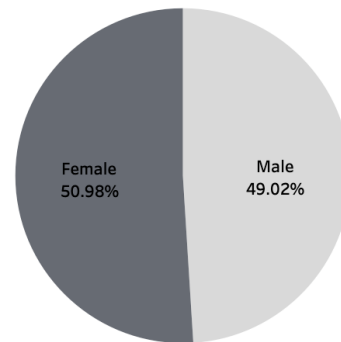
# Data Exploration

## Recent Bike Purchase Based On Gender And Job Industry

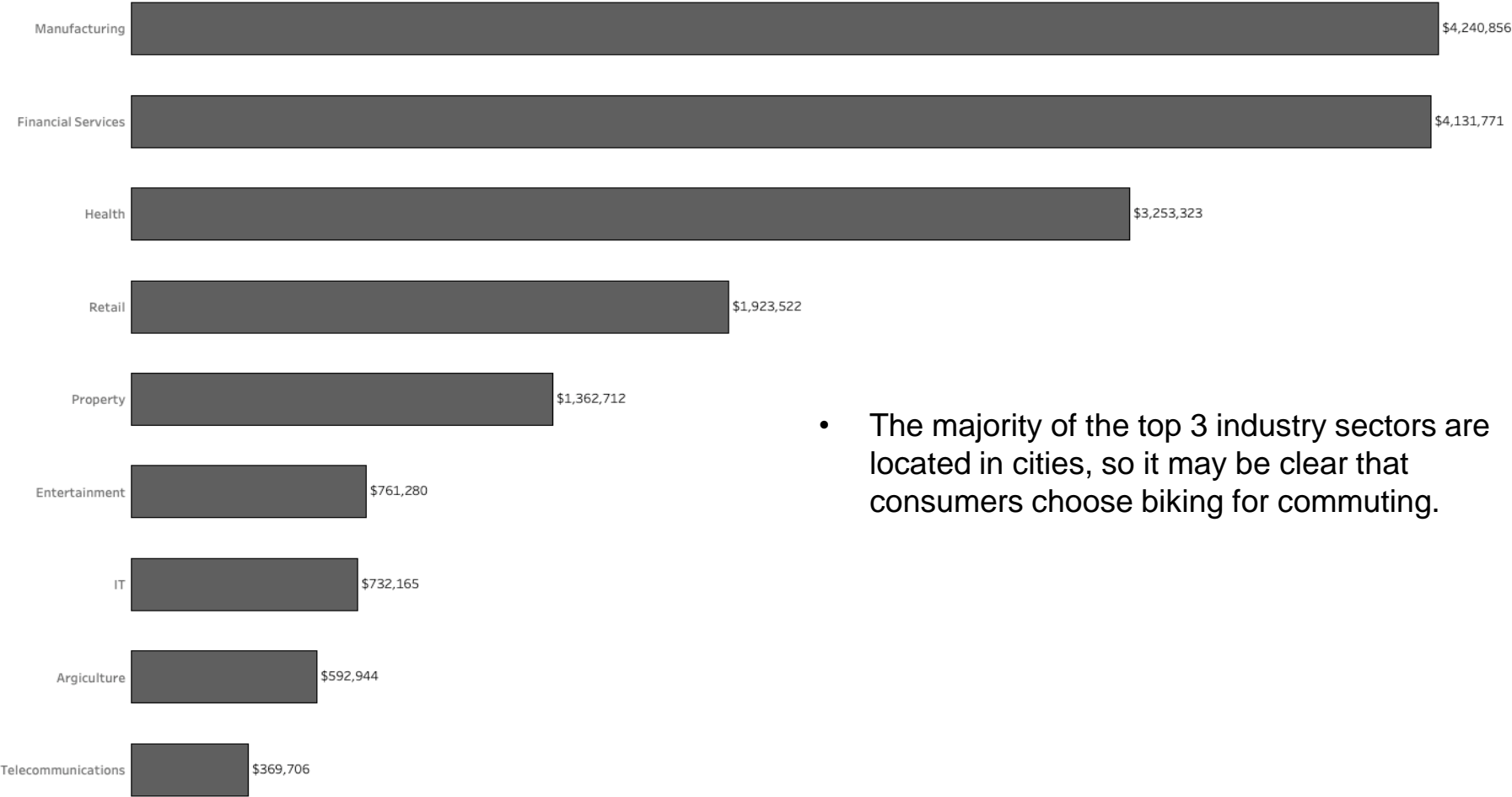
In the past one year,

- According to data, women have spent more money on bicycle-related items than men.
- On average, women have purchased 2% more bikes than men have.
- Manufacturing, Financial services, and Health are the top three industries in terms of profit.
- Most of these sectors generated profits of at least \$1,000,000.

Purchase By Gender



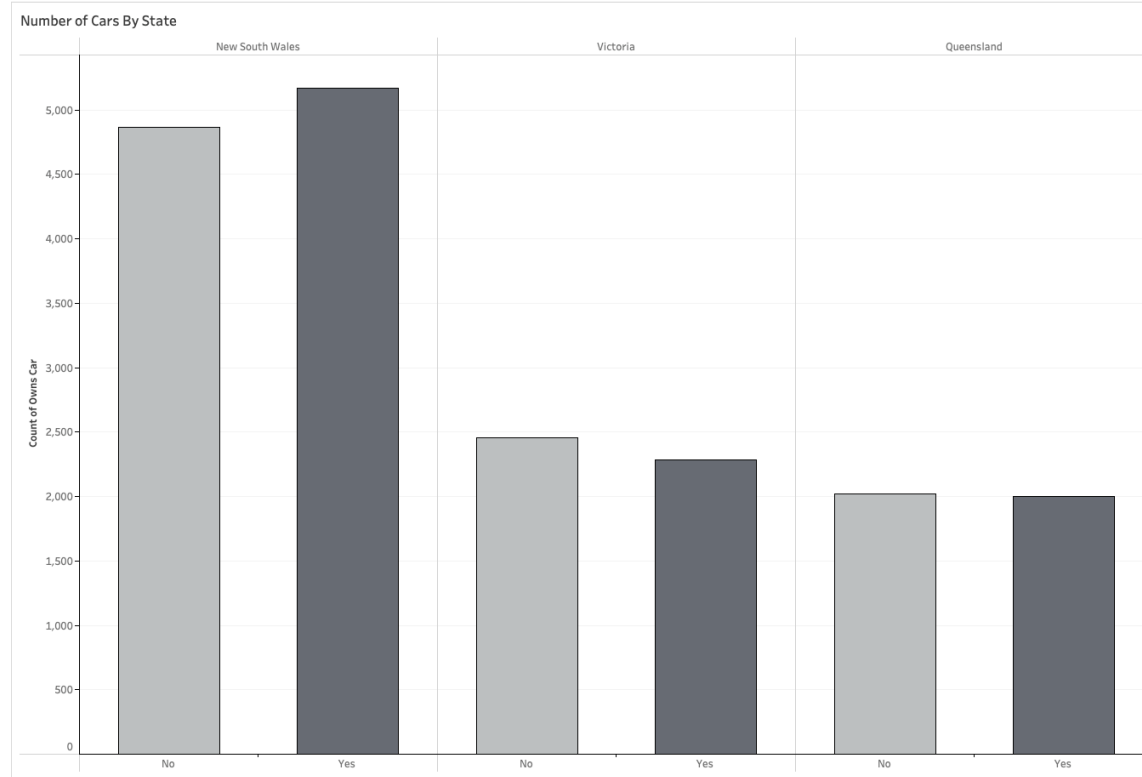
Job Industry Category



- The majority of the top 3 industry sectors are located in cities, so it may be clear that consumers choose biking for commuting.

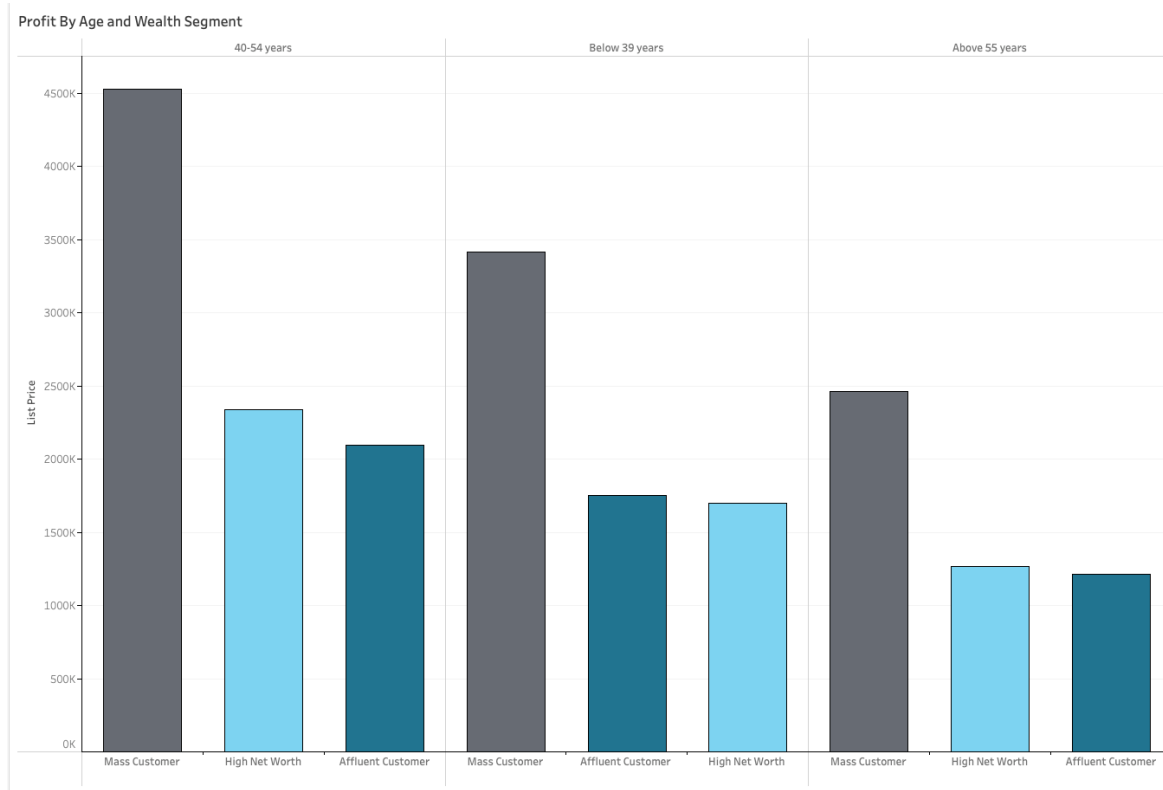
# Number of Cars Owned in each State

- New South Wales has the most potential since there is a chance to locate valuable clients there because the number of car owners there is almost equal to the number of non-owners.



# Profit of Wealth Segment By Age Bracket

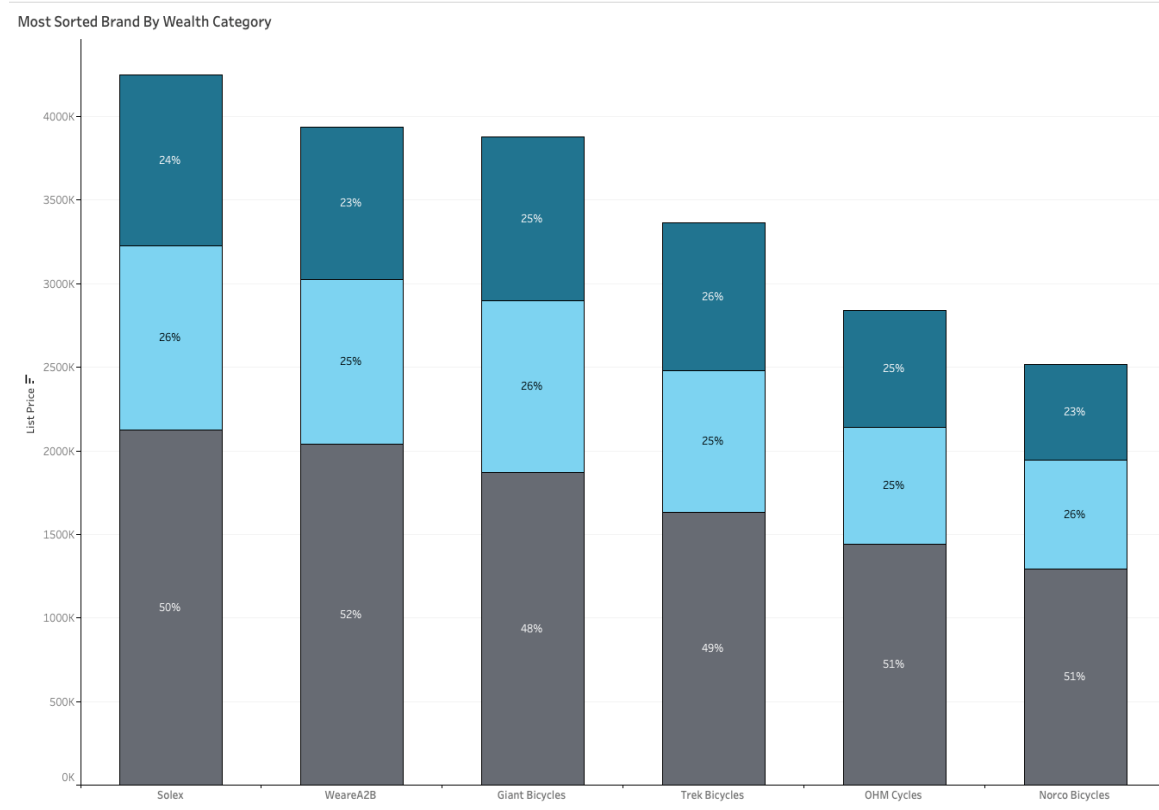
- Overall, across all age groups, the mass customer segmentation generates the most profit.
- Compared to others, mass consumers between the ages of 40 and 45 are likely to bring in more money.





# Most Popular Brand By Category of Wealth

- Overall, Solex generated the greatest sales out of all the brands. Therefore, appears to be the most popular brands of all followed by WeareA2B.
- Only that based on profit generated, WeareA2B generated more profit for the company.
- By wealth segmentation as well as across all brands, mass consumers made the most profit.



# Model Development

## **RFM Analysis and Customer Classification.**

These are the high valued customers that should be targeted from the new list;

- The majority of the high-value clients will be the Mass Customers.
- Who are women in comparison to men.
- Aged between 40 and 54 years and below 39 years.
- Employed in the Manufacturing, Financial, or Health industries
- Who purchases from WeareA2B and Solex Brands more frequently and
- They presently reside in New South Wales and Victoria.

# Interpretation

## Summary table of the Most Valuable Clients

- Here is a list of a few customers who fall under the category of high value customers.

KPMG Project

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1:1 fx customer\_id

	C	G	O	P	S	U	X	Z	AB	AC
1	customer_id	Brand	Gender	rs_bike_related	Age Bracket	Job_Industry_Category	Owns_Car	State	RFM Score	Customer Segmentation
839	1992	OHM Cycles	Female		28 Below 39 years	Manufacturing	Yes	New South Wales	29	Very Loyal
2246	1992	Giant Bicycles	Female		28 Below 39 years	Manufacturing	Yes	New South Wales	29	Very Loyal
2765	1992	Solex	Female		28 Below 39 years	Manufacturing	Yes	New South Wales	29	Very Loyal
3114	1992	OHM Cycles	Female		28 Below 39 years	Manufacturing	Yes	New South Wales	29	Very Loyal
7189	1992	Solex	Female		28 Below 39 years	Manufacturing	Yes	New South Wales	29	Very Loyal
9318	1992	WeareA2B	Female		28 Below 39 years	Manufacturing	Yes	New South Wales	29	Very Loyal
9860	1992	Solex	Female		28 Below 39 years	Manufacturing	Yes	New South Wales	29	Very Loyal
10389	1992	Trek Bicycles	Female		28 Below 39 years	Manufacturing	Yes	New South Wales	29	Very Loyal
11492	1992	OHM Cycles	Female		28 Below 39 years	Manufacturing	Yes	New South Wales	29	Very Loyal
11595	1992	Norco Bicycles	Female		28 Below 39 years	Manufacturing	Yes	New South Wales	29	Very Loyal
11888										
11889										

- Additionally, customers who are male, under 39 years old, and work in the Financial services sector made greater purchases of Bike related products
- For more insights you can interact with the dashboard here [Sprocket Central Dashboard](#)

THANK YOU