

TheAnalyticsTeam

Sprocket Central Pty Ltd

Data analytics approach

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Agenda

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

Introduction

- ***PROBLEM OUTLINE***

1) Sporket Central Pty Ltd is a Company that specializes in high quality bike and accessories.

2)The company is targeting 1000 new customers.

3)The company is focusing in maximizing profit through Bike Sales.

Customer Analysis

1)Age distribution.

2)Number of bike purchases in 3 years.

3)Job industry category.

4)Wealth segments.

5)Number of cars own on each states.

6)Customer profile.

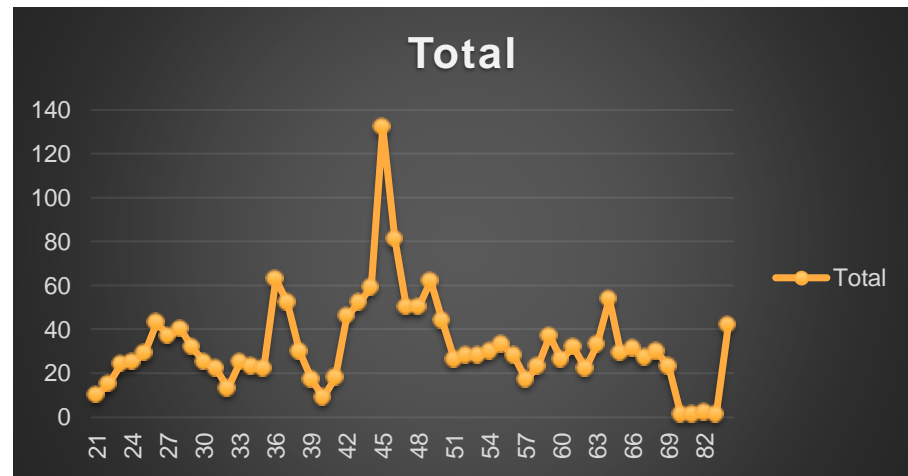
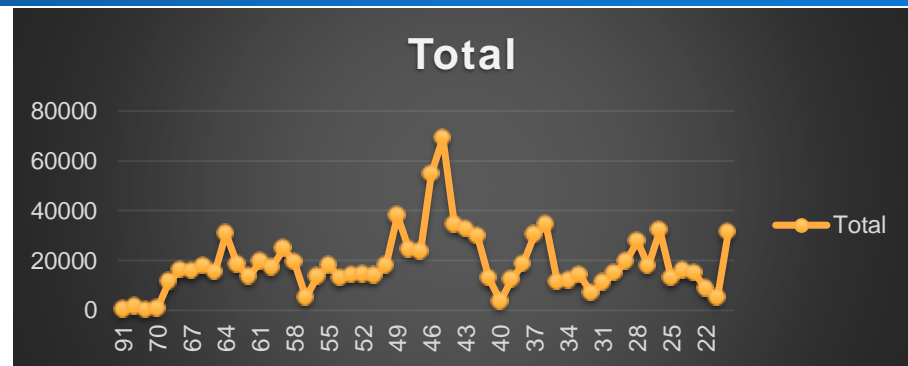
Data Exploration

Data Quality Assessment

DATASETS	ACCURACY	COMPLETENESS	RELEVENCY	VALIDITY	CONSISTENCY
Customer Demographic	Age : Missing DOB: Inaccurate	Job title: Blanks	Default Column: Irrelevant		Gender: Inconsistent.
Transaction	Profit: Missing	Online orders: Blanks Brands: Blanks	Cancelled status: Filtered Out.	List Price and product sold : Format	
Customer Address					States : Inconsistent.

Data Exploration

- Bike Related ed Purchases Based On the Age of Customer.
- Most if the bike related purchases are made by customers between the age of 40 to 49.
- In the case of sum of profits, most profits are from the age of 40 to 49.
- The Data shows that middle aged customers are one of the most potential customers.

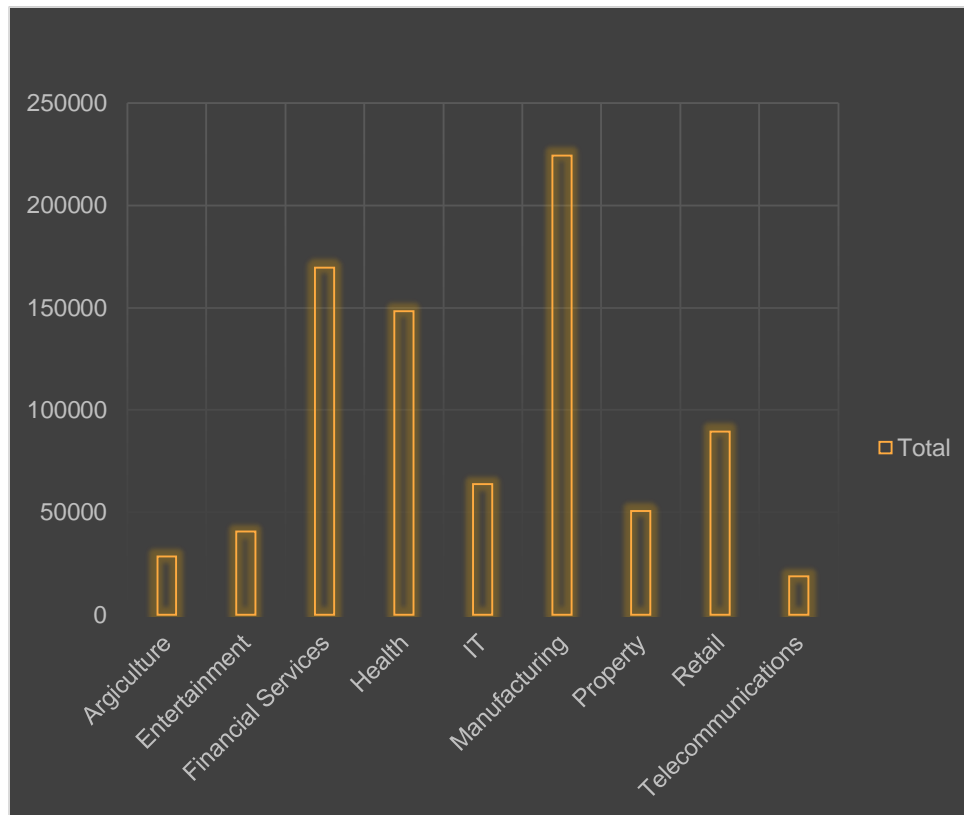


Model Development

- **Bike Related Purchases Based on Job Industry .**

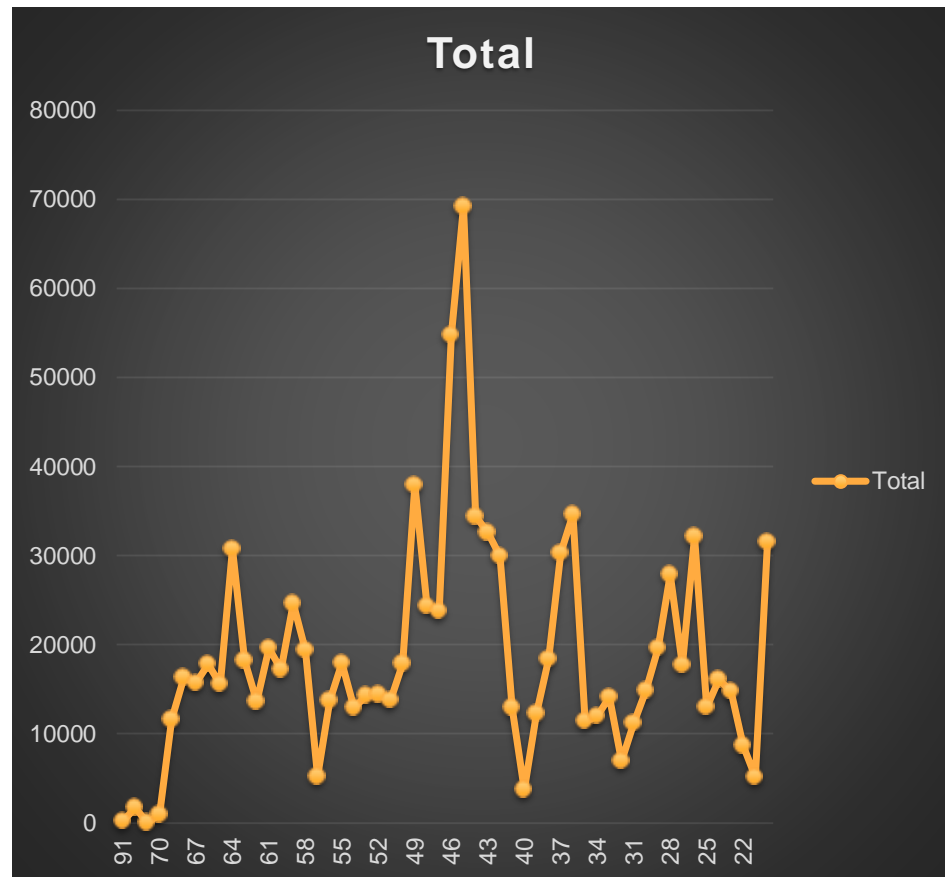
The enlisted top 5 job industries on the basis of bike related purchases are as follows.

- 1)Manufacturing
- 2)Financial Services
- 3)Health
- 4)Retail
- 5)IT



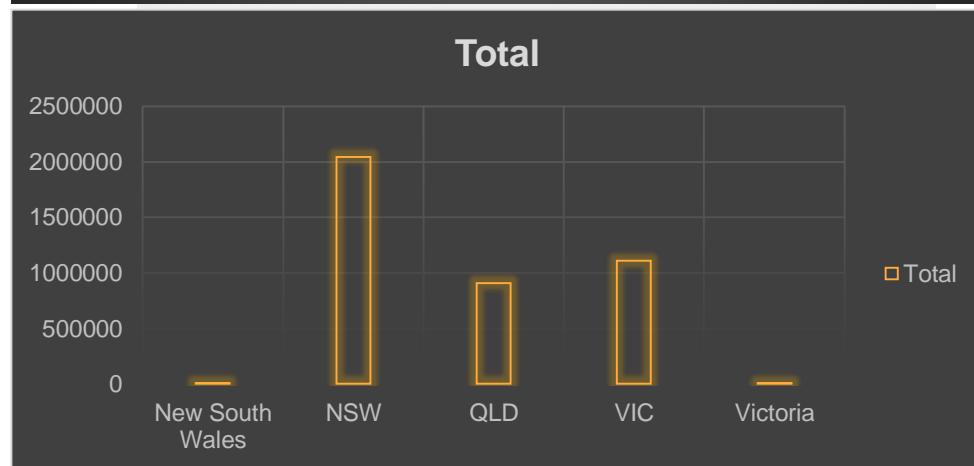
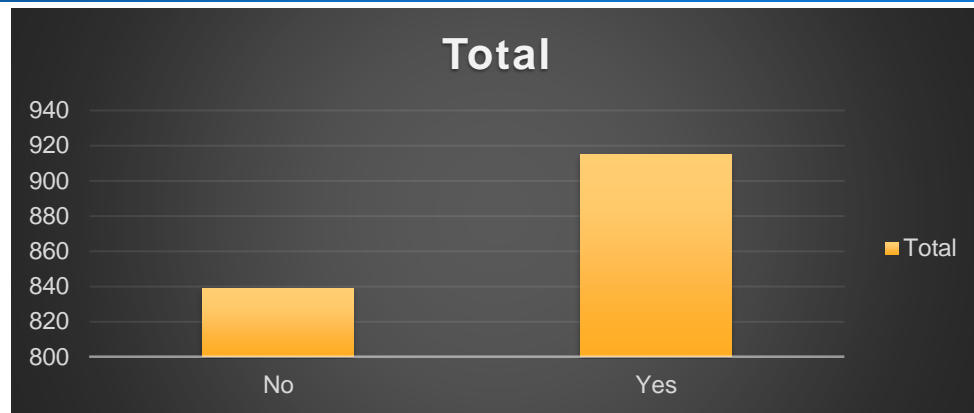
Model Development

- Profit based on Age.
- The highest profit is obtained from customers of the age between 40 to 49.
- At the age between 40 to 49 , mass customers have the highest profit , followed by high net worth customers and finally Affluent Customers.



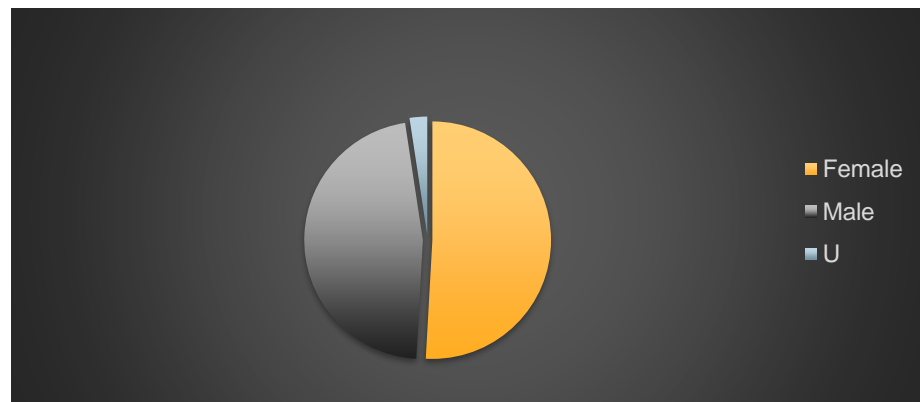
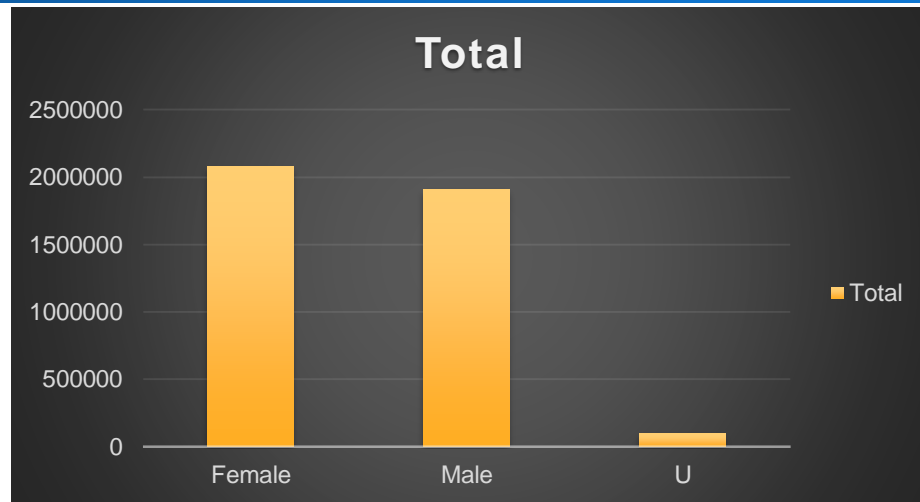
Model Development

- Bike related purchases with respect to Car ownership in each state.
- Most of the Bike related purchases are from customers of NSW who owns cars. NSW also has the highest population of customers of 877.
- For those customers that don't own cars, most purchases are also from NSW, followed by VIC and finally QLD state.
- Bike related purchases and the number of customers in each state are directly proportional.



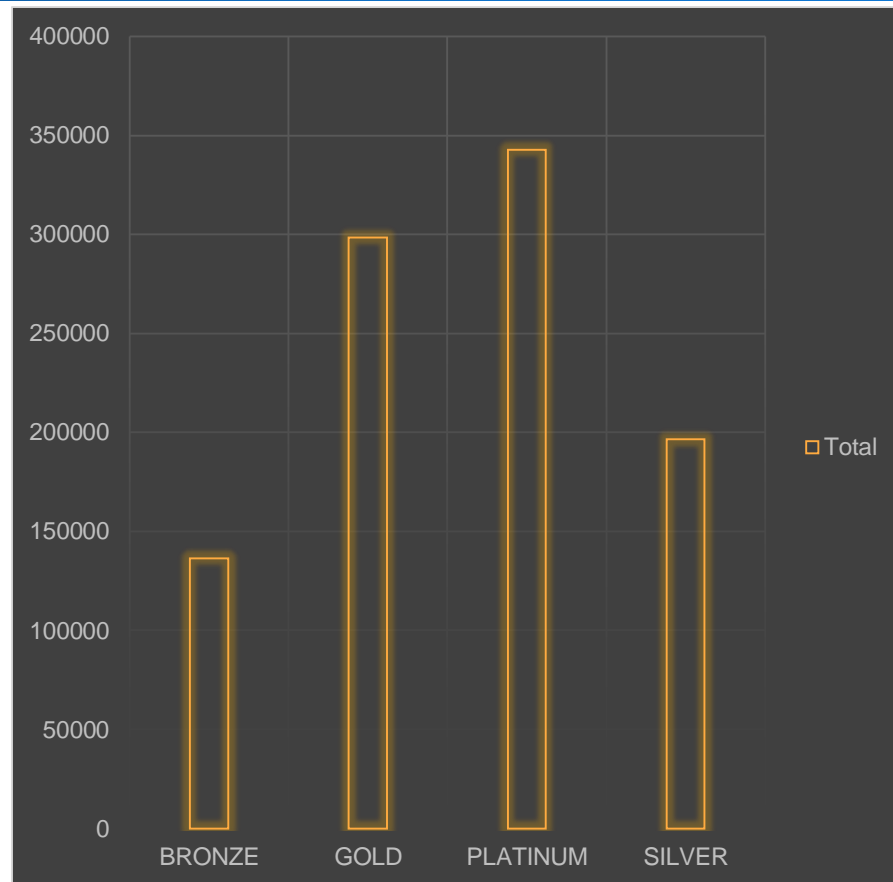
Model Development

- Total number of customers and gender.
- Maximum profit is received from customers between the age of 40 to 49.
- From the data the highest number of customers are female followed by male.



Model Development

- RMF Analysis and Customer Profile.
- Based in the Recency of purchase of customers , frequency of their purchases and monetary from the purchases made a customer profile visual was generated.
- Most of the customers are platinum.



Interpretation

First name	Last name	Gender	Age	Job title	Job industry category	Wealth segment
Rutledge	Halit	Male	46	Compensation analyst	Financial services	Mass Customer
Inglebert	Aspinal	Male	49	Financial analyst	Financial services	Mass Customer
Katy	Crooke	Female	45	Food chemist	Health	Mass Customer
Brendis	Pineaux	Male	45	Mechanical system engineer	Manufacturing	Mass Customer
Sonia	Dunstall	Female	47	Accountant III	Financial services	Mass Customer

THANK YOU