Data Analytics

XYZ North Ltd

Agenda

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

Introduction

Project recap

Boast the business of XYZ North Ltd by determining customer trends and behavior.

Problem

Lack of prior transaction history of the new 1000 customers

Data team

Senior investigator, Data scientist and Data analyst (myself)

Process of data analysis

Data understanding

Data exploration

Data modelling

Data visualisation
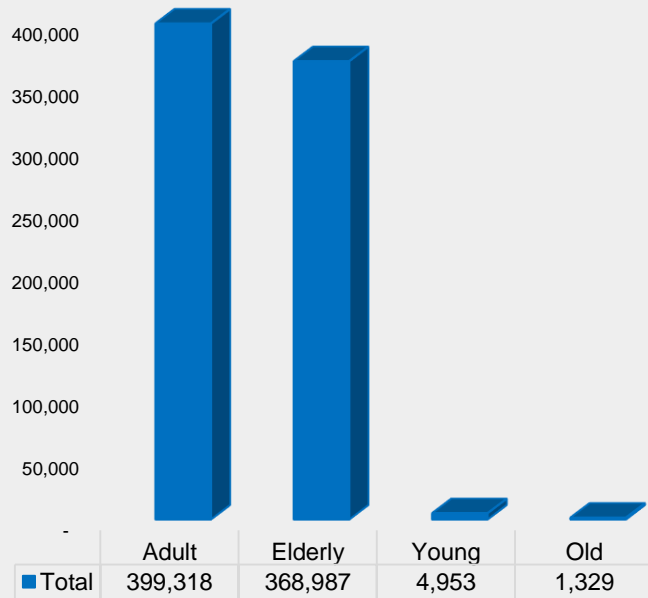
Data storytelling

Insights from the data

General customers = **387,474**

Age group **22** to **45** (Adults) purchased the most bike

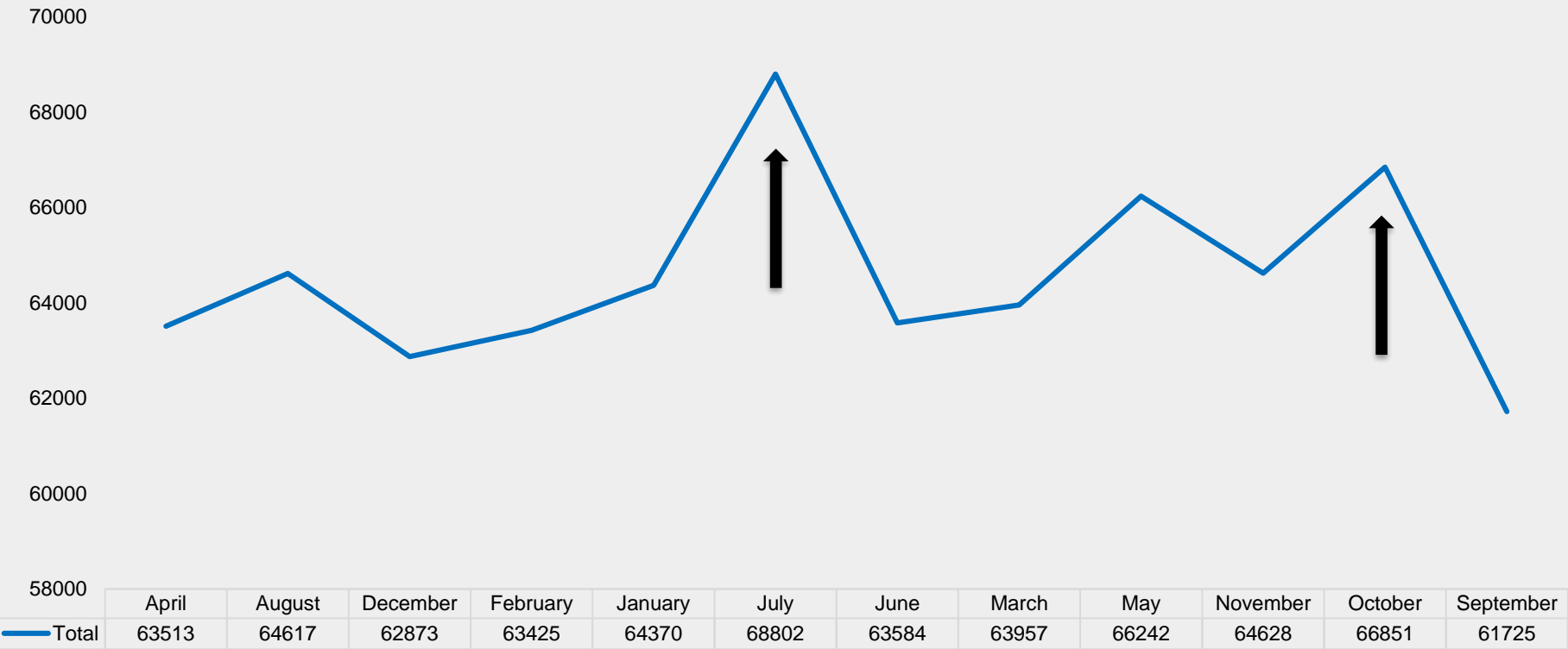Health, Finance, and manufacturing job categories purchased more bikes

The highest purchase was made in the month of July
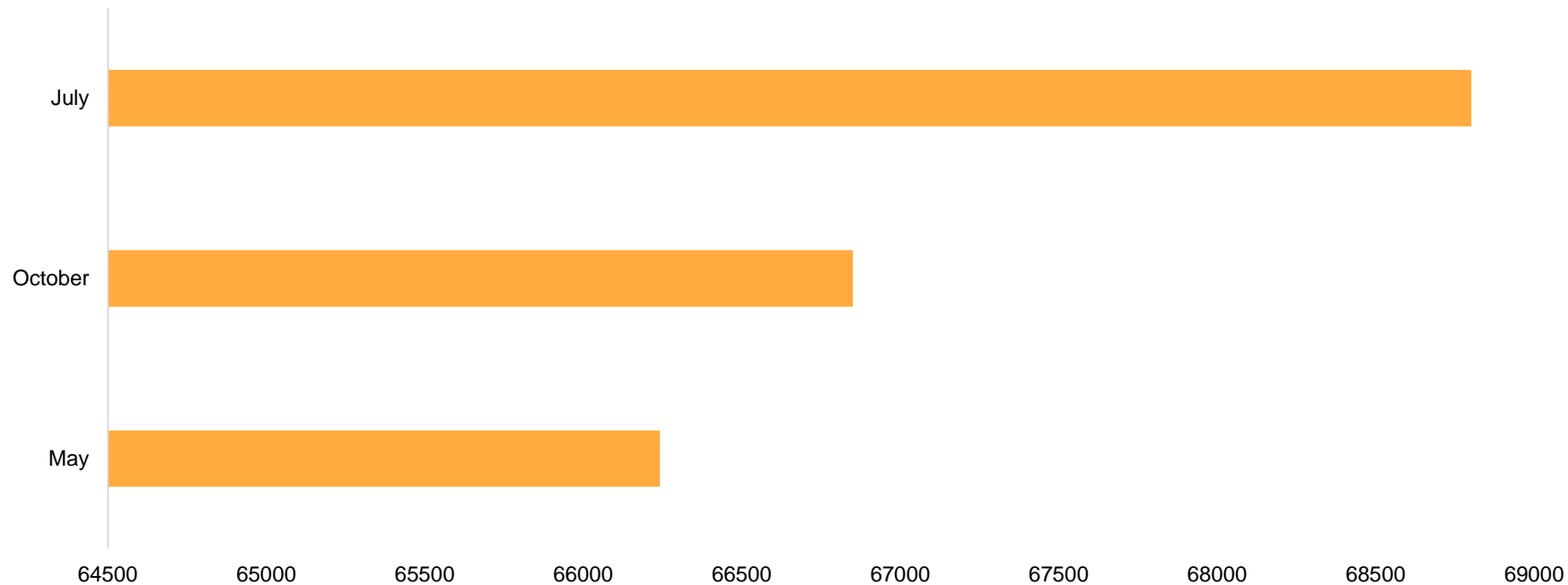
Sum 3 years bike purchase by Age group

	Adult	Elderly	Young	Old
■ Total	399,318	368,987	4,953	1,329

Data Exploration

Sum of bike purchased by month

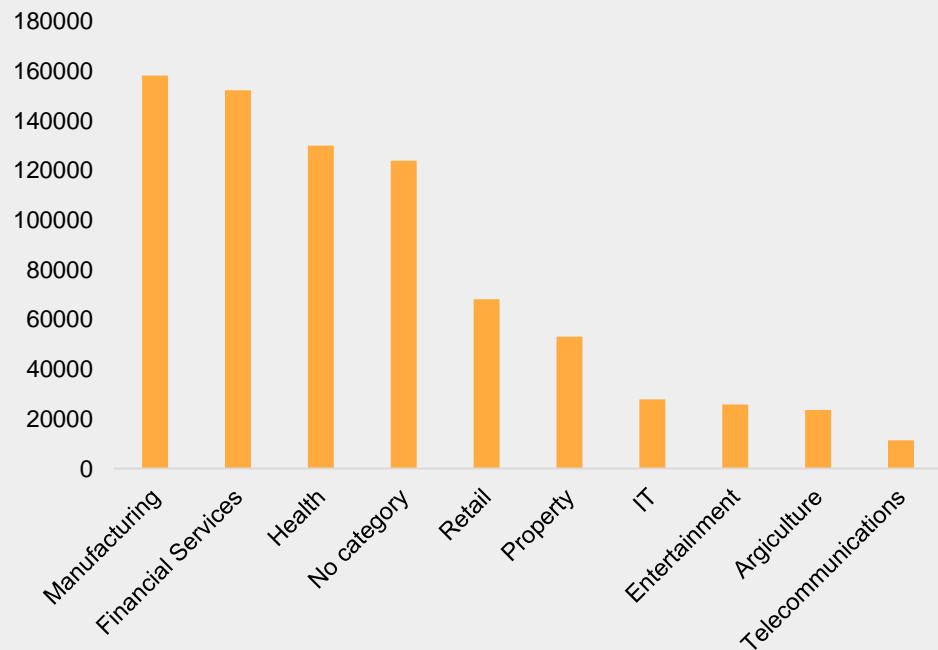|	April	August	December	February	January	July	June	March	May	November	October	September
Total	63513	64617	62873	63425	64370	68802	63584	63957	66242	64628	66851	61725

Data Exploration

Top 3 months of bike purchase
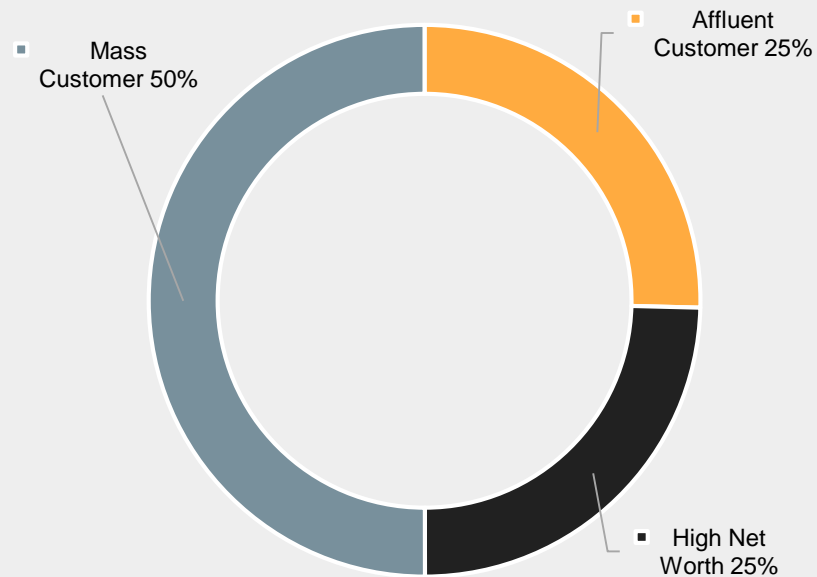
Model Development

Sum of bike purchase by job category

Sum of bike purchase by wealth segment
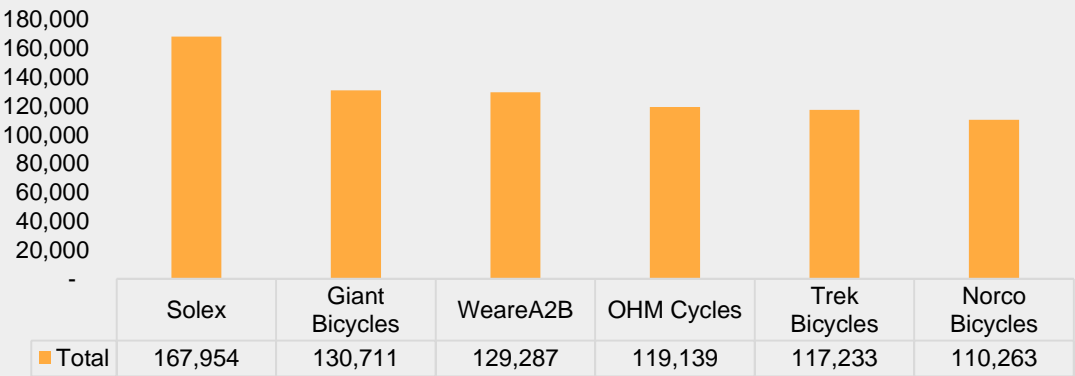
Mass Customer 50%

Affluent Customer 25%

High Net Worth 25%

Model Development

Avg. sum price of puchased bike by brand

	WeareA2B	Giant Bicycles	Trek Bicycles	Solex	OHM Cycles	Norco Bicycles
Total	1,254	1,237	1,197	1,052	991	912

Sum of bike purchased by brand

	Solex	Giant Bicycles	WeareA2B	OHM Cycles	Trek Bicycles	Norco Bicycles
Total	167,954	130,711	129,287	119,139	117,233	110,263

Puchased bike by brand

- Giant Bicycles 17%
- Norco Bicycles 14%
- OHM Cycles 15%
- Solex 22%
- Trek Bicycles 15%
- WeareA2B 17%
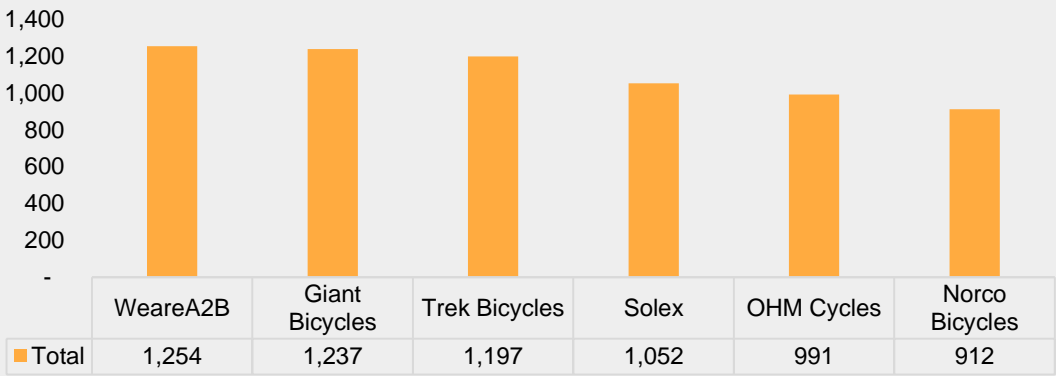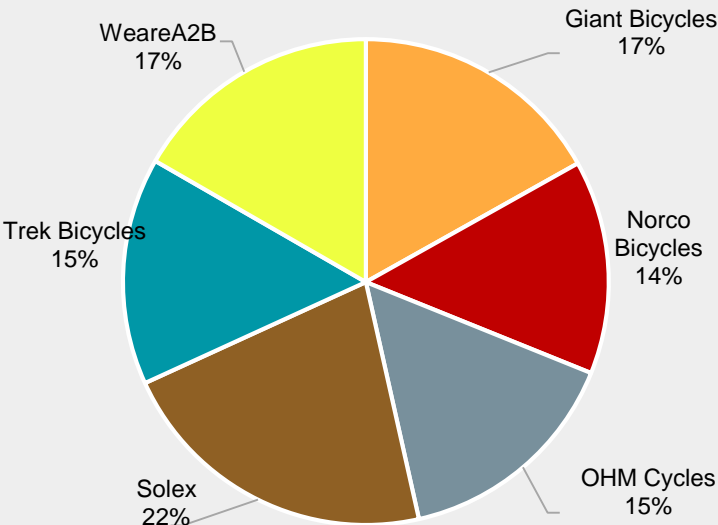
Summary

Analysis

XYZ North Ltd has an agender of boasting its business by understanding its customer's activities.

Insight

Health, finance, and manufacturing job categories purchased the most bikes. Mass customers within the wealth segment make up for the purchase. The months of July, October, and May are the period of most sales. Adults between the ages of 22 to 45 ride more bikes than the other age groups. The Solex bike brand which is one of the cheapest is mostly bought and has the highest purchase count

Considering the insight drawn from this study, to boast market sales, we recommend that more Solex bike brands be made available for customers. Campaigns and adverts should be placed in the months of July and October targeting age group 22 to 45. This approach will target the age group with the potential to buy and use bikes. If possible a few percent discount be allotted to individuals who work outside of the 3 most popular job categories using bikes. Applying this method, will attract those with less potentials of buying bikes to do so eventually due to the promotion set in place

Moving forward

These preliminary studies have shown great insight into XYZ Ltd business and the numerous potentials it holds. We will be happy to work with you moving forward in order to better optimize the opportunities within your company.

Appendix

Count of gender by age group of bike purchasers