

Free Analytics Training

# Sprocket Central Pty Ltd

Data analytics approach

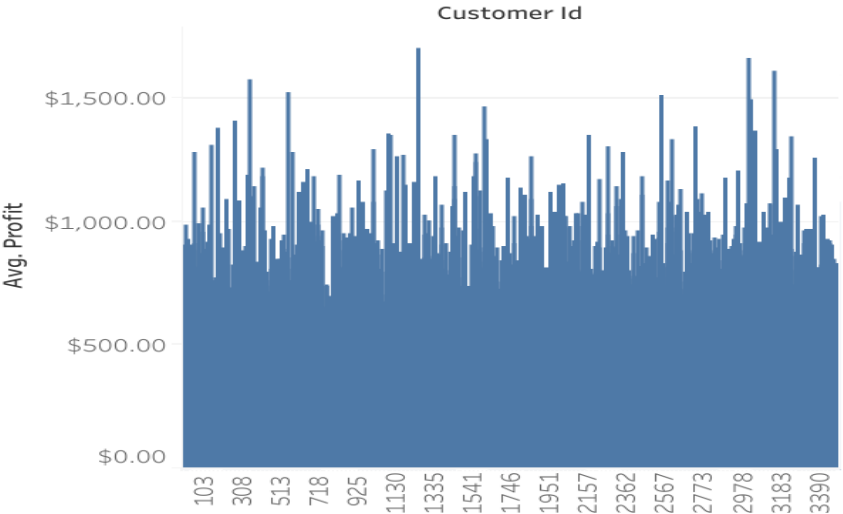
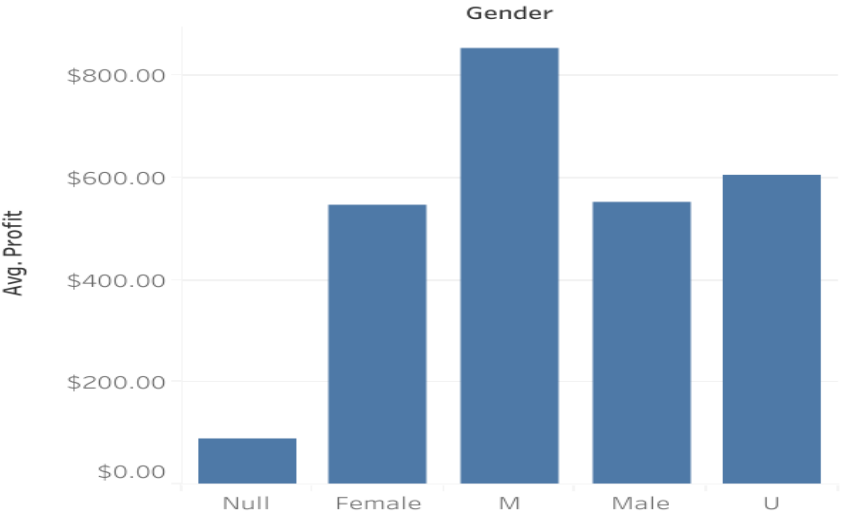
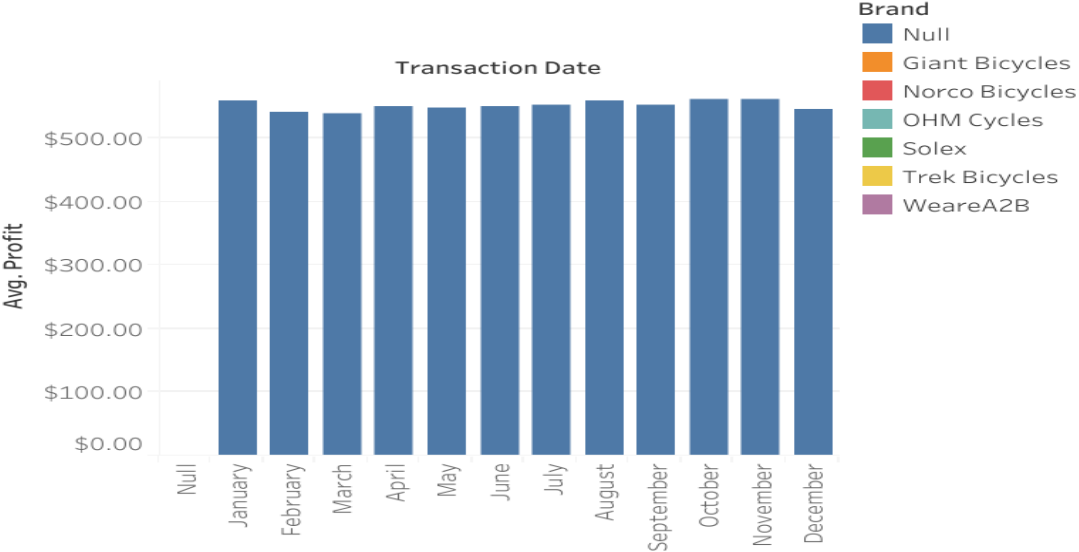
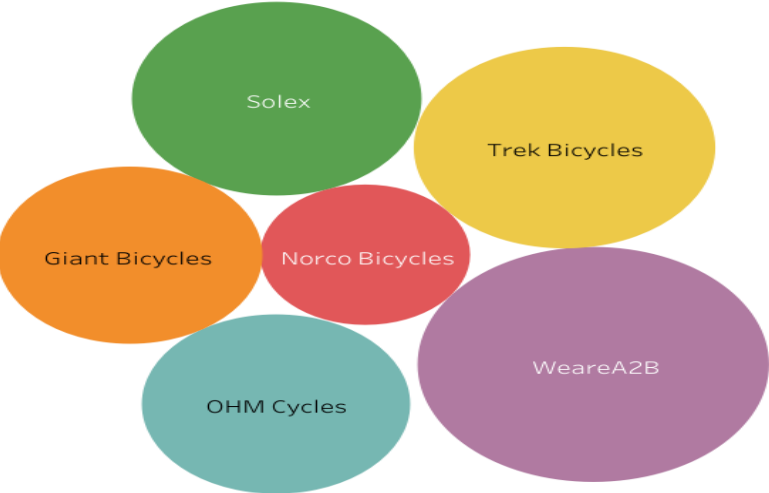
- Vishal Singh



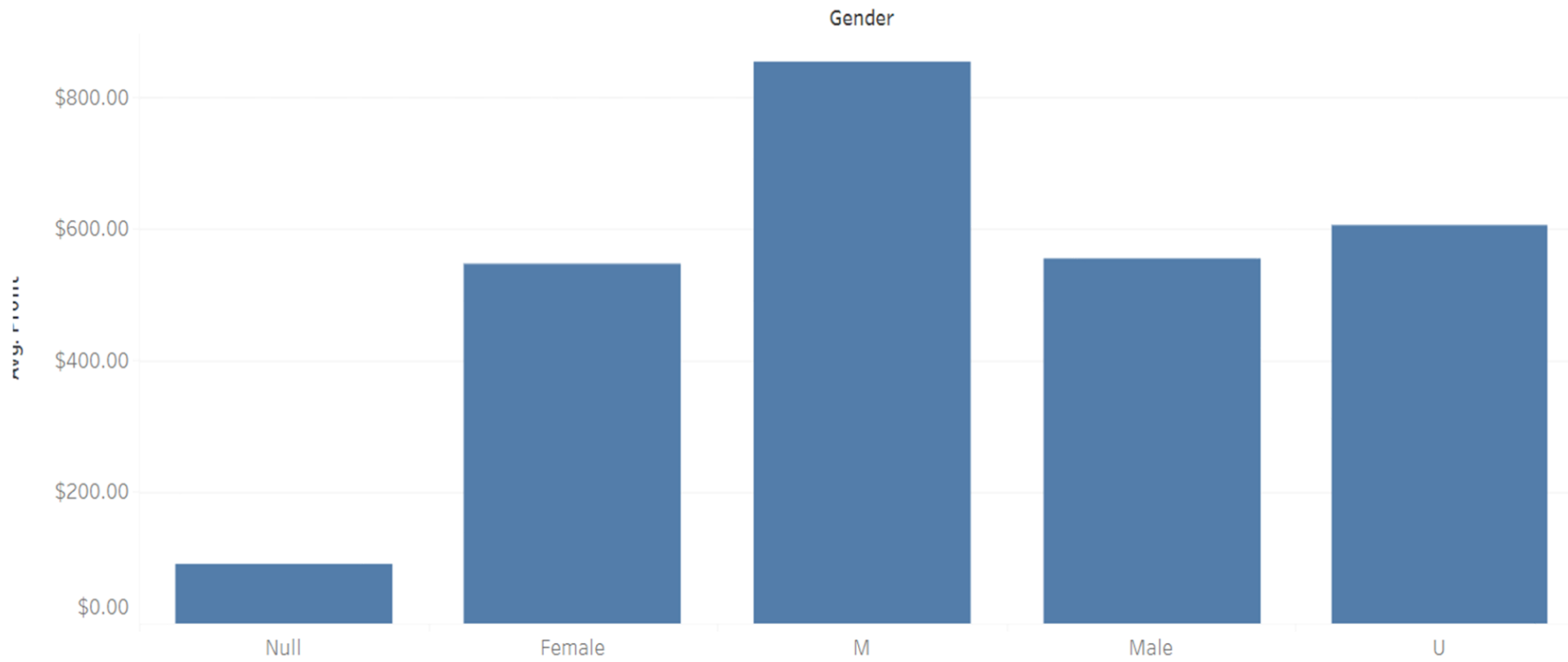
# Profit dashboard

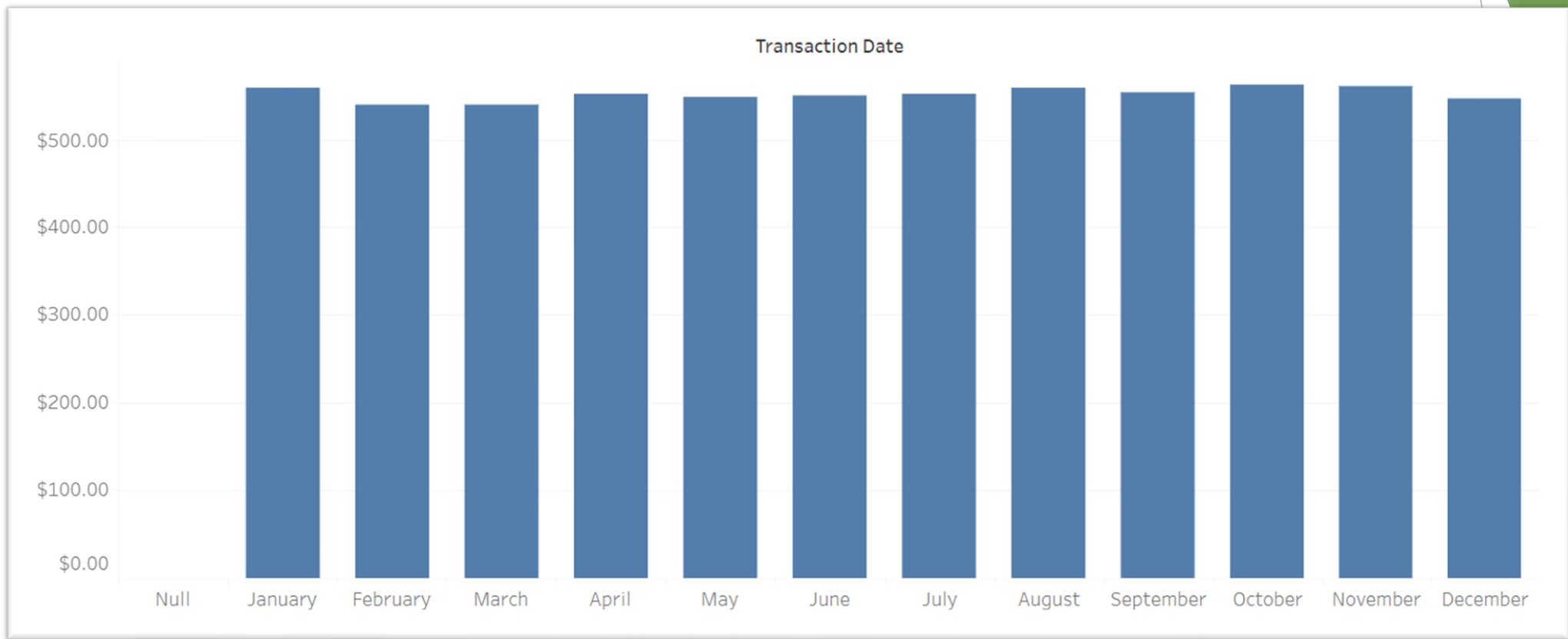
- ▶ A profit dashboard is a tool used by businesses to track and analyze their financial performance. It provides a visual representation of key financial metrics, such as revenue, expenses, and profitability, in real-time or near-real-time.
- ▶ A typical profit dashboard includes a variety of charts and graphs that allow business owners and managers to quickly assess the overall financial health of their company. For example, it may include a line graph of revenue over time, a pie chart of expenses by category, and a bar graph of profit margins by product or service.
- ▶ The primary purpose of a profit dashboard is to help businesses make informed decisions by providing a clear and concise overview of their financial performance. By monitoring key metrics in real-time, businesses can quickly identify trends and potential problems, and take corrective action as needed.
- ▶ Overall, a profit dashboard is a valuable tool for any business looking to stay on top of its finances and make data-driven decisions to improve profitability.

PROFIT DASHBOARD



heet 1





# What are the trends in the underlying data?

- trends may include seasonality, changes in consumer behavior, or shifts in market demand. If you are referring to financial data, trends may include changes in revenue or expenses, profit margins, or cash flow.
- In present scenario sales are constant and highest sales are done in the month of January
- Lowest sales was done in the month of December

# Which customer segment has the highest customer value?

- ▶ Wear2b is gaining most of the attention from customers
- ▶ Taking larger part in the market by dimension and value

# What do you propose should be Sprocket Central Pty Ltd 's marketing and growth strategy?

- ▶ As the maximum number of customer are males
- ▶ Sproket's should also personalize products based on female .
- ▶ Narco bycycle has least market share by profit average so it needs better marketing for better sales



# What additional external datasets may be useful to obtain greater insights into customer preferences and propensity to purchase the products?

1. **Social media data:** Social media platforms like Facebook, Twitter, and Instagram provide valuable insights into customer sentiment and preferences. By analyzing social media posts, businesses can understand what their customers are saying about their products and services and identify areas for improvement.
2. **Website analytics:** Website analytics tools like Google Analytics provide detailed information about website visitors, including their demographics, behavior, and interests. This data can be used to optimize website content, improve user experience, and increase conversions.
3. **Customer surveys:** Surveys are a powerful tool for understanding customer preferences and gathering feedback on products and services. By collecting feedback from customers, businesses can identify areas for improvement and tailor their products and services to better meet customer needs.

