**KPMG VIRTUAL INTERNSHIP**

**Sprocket Central Pty Report**

**Updated August, 2023**

# **Overview and Business Task**

For context, Sprocket Central Pty Ltd is a long-standing KPMG client who specializes in high-quality bikes and accessible cycling accessories to riders. Their marketing team is looking to boost business by analyzing their existing customer dataset to determine customer trends and behavior .

Using the existing 3 datasets (Customer demographic, customer address and transactions) as a labeled dataset, please recommend which of these 1000 new customers should be targeted to drive the most value for the organization .

# **Findings**

# The report identifies most of the customer groups and their trends through the Key Performance Indicators (KPIs) and Slicers in the report. Findings are;

# The **female** gender has a higher number of customers

* Most of the customers have a **mass** wealth segment
* The **Middle age (31-45)** group contributes the largest to the customers while the Youths (21-30) have the lowest group of customers
* **New South Wales** has a higher margin of customers while **Queensland** has the lowest number of customers
* The report also displays the trends in sales and discovered **October** as the month with the highest sales, **Manufacturing Job Industries** and **Solex brand** as being major contributors to the sales

# **Recommendations**

Irrespective of the wealth segment, age groups and states, the driving force behind all is that the females have a higher margin in each of these groups. This is displayed when the report is filtered by gender. Hence, for the new customers, targets should be directed to the female gender, Middle age group and New South Wales state. Further analysis is recommended to discover the reason(s) for the low increase in male participation.

**TOOLS USED**

* Power Bi
* Microsoft Excel

**Contact**

Phone/WhatsApp: 09035520657

Email: zainabmoretiola@gmail.com