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[Homepage](https://www.insidesherpa.com/virtual-internships/theme/m7W4GMqeT3bh9Nb2c/KPMG-Data-Analytics-Virtual-Internship)   >   [Module Overview Page](https://www.insidesherpa.com/virtual-internships/m7W4GMqeT3bh9Nb2c)  >   [Data Insights](https://www.insidesherpa.com/modules/m7W4GMqeT3bh9Nb2c/PH6AYWBqqJvSzDBbd)

Task 2

**Data Insights**

Targeting high value customers based on customer demographics and attributes.

[[](https://www.insidesherpa.com/modules/m7W4GMqeT3bh9Nb2c/PH6AYWBqqJvSzDBbd#step1)](https://www.insidesherpa.com/modules/m7W4GMqeT3bh9Nb2c/PH6AYWBqqJvSzDBbd" \l "step1)

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[Get background info and context](https://www.insidesherpa.com/modules/m7W4GMqeT3bh9Nb2c/PH6AYWBqqJvSzDBbd" \l "step2)

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[[](https://www.insidesherpa.com/modules/m7W4GMqeT3bh9Nb2c/PH6AYWBqqJvSzDBbd#step6)](https://www.insidesherpa.com/modules/m7W4GMqeT3bh9Nb2c/PH6AYWBqqJvSzDBbd" \l "step6)

[Unlock the model work](https://www.insidesherpa.com/modules/m7W4GMqeT3bh9Nb2c/PH6AYWBqqJvSzDBbd" \l "step6)

**1**

**Get your instructions from your supervisor**

Watch this video and hear about your task.

Optional: Employment Preferences

**What kind of employment opportunities are you looking for?**

* Pre-internship
* Internships / Vacation schemes
* Full time

🌏  Update working rights  →

📃  Upload your Resume  →

This helps companies on InsideSherpa reach out to you for the right roles.

**2**

**Here is the background information on your task**

**[Please make sure you attempt Module 1 before starting this Module]**

Sprocket Central Pty Ltd has given us a new list of 1000 potential customers with their demographics and attributes. However, these customers do not have prior transaction history with the organisation.

The marketing team at Sprocket Central Pty Ltd is sure that, if correctly analysed, the data would reveal useful customer insights which could help optimise resource allocation for targeted marketing. Hence, improve performance by focusing on high value customers.

**3**

**Here is your task**

For context, Sprocket Central Pty Ltd is a long-standing KPMG client whom specialises in high-quality bikes and accessible cycling accessories to riders. Their marketing team is looking to boost business by analysing their existing customer dataset to determine customer trends and behaviour.   
  
Using the existing 3 datasets (Customer demographic, customer address and transactions) as a labelled dataset, please recommend which of these 1000 new customers should be targeted to drive the most value for the organisation.   
  
In building this recommendation, we need to start with a PowerPoint presentation which outlines the approach which we will be taking. The client has agreed on a 3 week scope with the following 3 phases as follows - Data Exploration; Model Development and Interpretation.

Prepare a detailed approach for completing the analysis including activities – i.e. understanding the data distributions, feature engineering, data transformations, modelling, results interpretation and reporting. This detailed plan needs to be presented to the client to get a sign-off. Please advise what steps you would take.

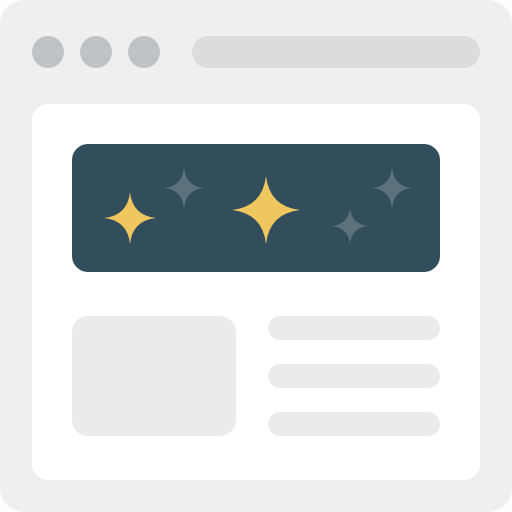
Please ensure your PowerPoint presentation includes a detailed approach for our strategy behind each of the 3 phases including activities involved in each - i.e. understanding the data distributions, feature engineering, data transformations, modelling, results interpretation and reporting. This detailed plan needs to be presented to the client to get a sign-off.

--

Tips: Raw data fields may be transformed into other calculated fields for modelling purposes (i.e. converting D.O.B to age or age groups).  Tips: You may source external data from the ABS / Census to add additional variables that may help support your model.

**4**

**Resources to help you with the task**

[[](http://www.abs.gov.au/browse?opendocument&ref=topBar)](http://www.abs.gov.au/browse?opendocument&ref=topBar" \t "_blank)

**[Link to the Australian Bureau of Statistics](http://www.abs.gov.au/browse?opendocument&ref=topBar" \t "_blank)**

[View this website to find other datasets that may be relevant to this task.](http://www.abs.gov.au/browse?opendocument&ref=topBar" \t "_blank)

**[Click to view website →](http://www.abs.gov.au/browse?opendocument&ref=topBar" \t "_blank)**

[[](https://s3-ap-southeast-2.amazonaws.com/insidesherpa-assets/vinternship_modules/kpmg_data_analytics/KPMG_VI_New_raw_data_update_final.xlsx)](https://s3-ap-southeast-2.amazonaws.com/insidesherpa-assets/vinternship_modules/kpmg_data_analytics/KPMG_VI_New_raw_data_update_final.xlsx" \t "_blank)

**[Required File: The dataset from Sprocket Central](https://s3-ap-southeast-2.amazonaws.com/insidesherpa-assets/vinternship_modules/kpmg_data_analytics/KPMG_VI_New_raw_data_update_final.xlsx" \t "_blank)**

[Use this as the basis of your presentation. This is the same file as in Module 1.](https://s3-ap-southeast-2.amazonaws.com/insidesherpa-assets/vinternship_modules/kpmg_data_analytics/KPMG_VI_New_raw_data_update_final.xlsx" \t "_blank)

[KPMG\_Virtual\_internship\_dataset\_insidesherpa.xlsx](https://s3-ap-southeast-2.amazonaws.com/insidesherpa-assets/vinternship_modules/kpmg_data_analytics/KPMG_VI_New_raw_data_update_final.xlsx" \t "_blank)

**[Click to download file →](https://s3-ap-southeast-2.amazonaws.com/insidesherpa-assets/vinternship_modules/kpmg_data_analytics/KPMG_VI_New_raw_data_update_final.xlsx" \t "_blank)**

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[[](https://s3-ap-southeast-2.amazonaws.com/insidesherpa-assets/vinternship_modules/kpmg_data_analytics/Module_2_Template_slide.pptx)](https://s3-ap-southeast-2.amazonaws.com/insidesherpa-assets/vinternship_modules/kpmg_data_analytics/Module_2_Template_slide.pptx" \t "_blank)

**[Optional File: A template presentation to fill in for this task](https://s3-ap-southeast-2.amazonaws.com/insidesherpa-assets/vinternship_modules/kpmg_data_analytics/Module_2_Template_slide.pptx" \t "_blank)**

[You may use this file as the basis for the presentation. Feel free to add or remove slides.](https://s3-ap-southeast-2.amazonaws.com/insidesherpa-assets/vinternship_modules/kpmg_data_analytics/Module_2_Template_slide.pptx" \t "_blank)

[Module\_2\_Template\_slide.pptx](https://s3-ap-southeast-2.amazonaws.com/insidesherpa-assets/vinternship_modules/kpmg_data_analytics/Module_2_Template_slide.pptx" \t "_blank)

**[Click to download file →](https://s3-ap-southeast-2.amazonaws.com/insidesherpa-assets/vinternship_modules/kpmg_data_analytics/Module_2_Template_slide.pptx" \t "_blank)**

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**5**

**Submit your work**

You may only credit this task to your CV if you make a genuine attempt at the work. You may resubmit work, iterate upon and reattempt work as many times as you want.

**Practice or learning attempt:**

 toggle this switch to flag this was a practice attempt to KPMG

Top of Form

Drop files here or click to upload.(You can resubmit your work as many times as you wish)

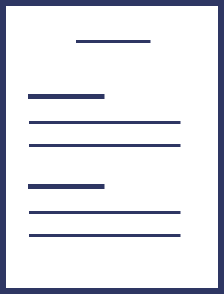
Bottom of Form

**Your completed task attempts:**

**6**

**Unlock the model work**

Download an example of work done at KPMG in this topic. Submit an attempt at work first before this unlocks.



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[Go to the Module Overview Page](https://www.insidesherpa.com/virtual-internships/m7W4GMqeT3bh9Nb2c)

[Next Task →](https://www.insidesherpa.com/modules/m7W4GMqeT3bh9Nb2c/RBG3BtaHDFwHqofFs)

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