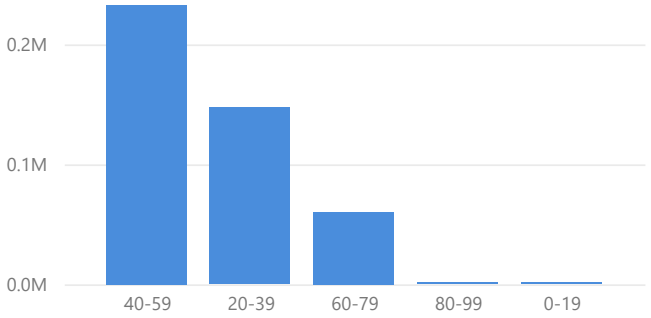
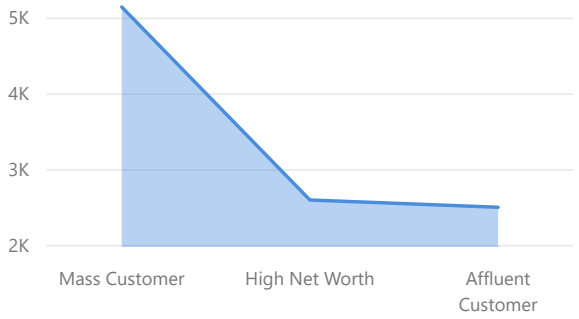
Data Insights - RFM Analysis

SPROCKET CENTRAL

RFM Score by Age Range



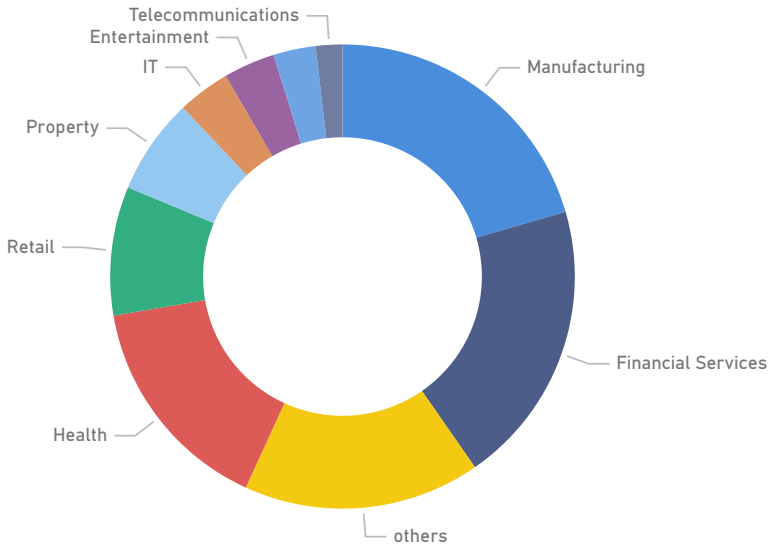
monetary_score by wealth_segment



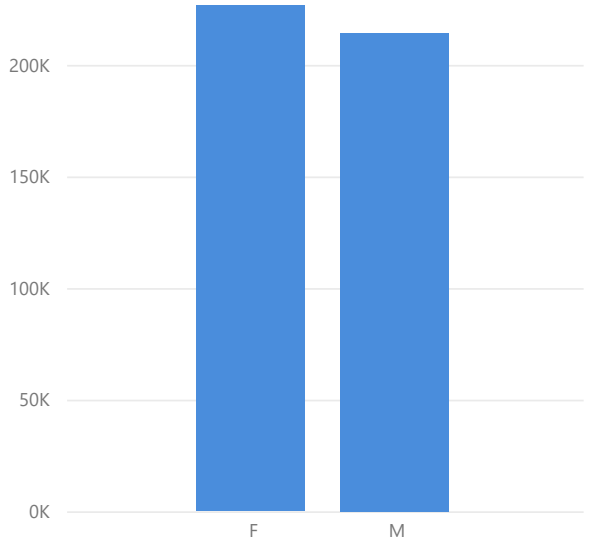
owns_car	frequency_score
No	4462
Yes	4500
Total	**8962**

RFM Score by state

rfm_score by job_industry_category

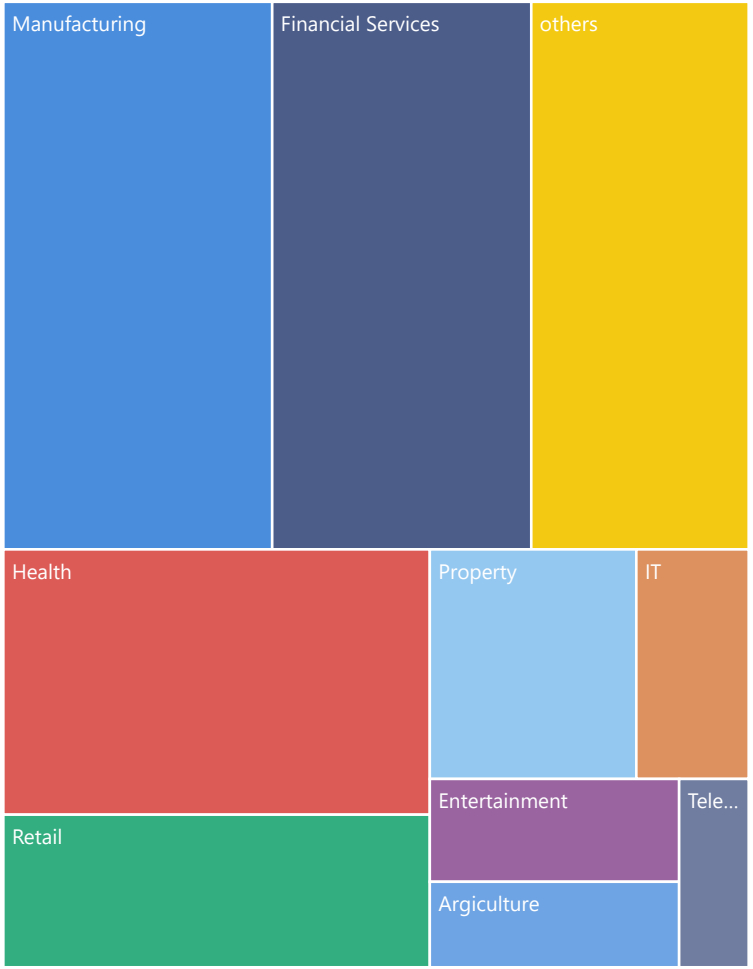


RFM Score by gender

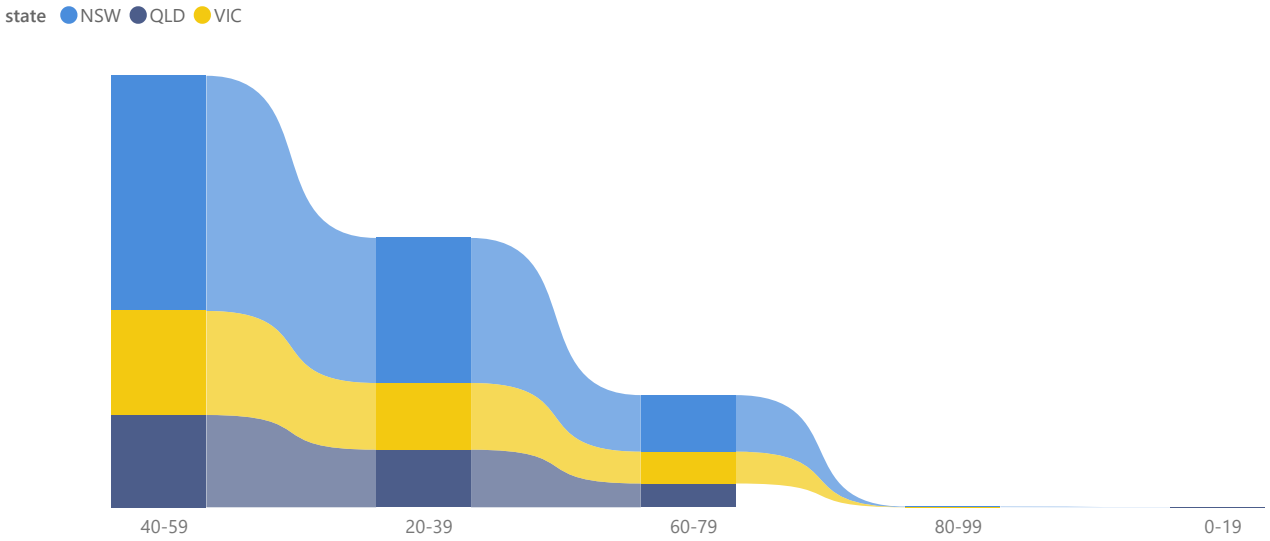


SPROCKET CENTRAL

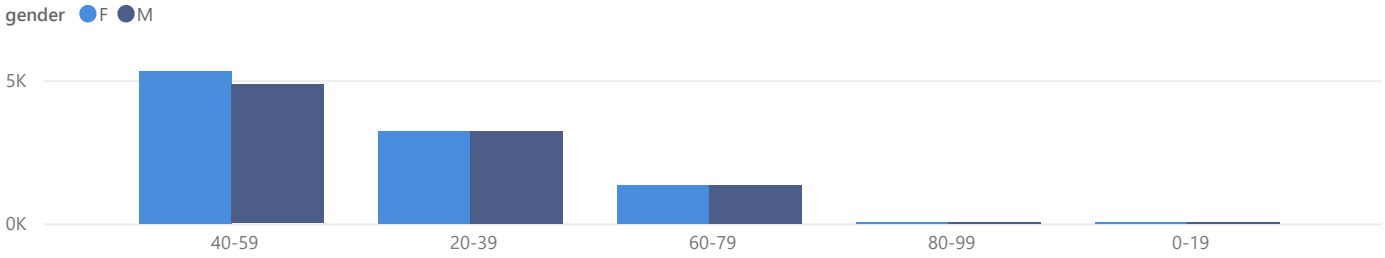
transaction_count by job_industry_category



frequency_score by age_range and state



transaction_count by age_range and gender



SPROCKET CENTRAL

Which customer segment has the highest customer value?

Customers between the age of 40-59 in New South Wales

High customer value by industries (Top 3):

- Manufacturing
- Financial Services
- Health

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

Sprocket Central Pty Ltd should launch a campaign and create more awareness in Queensland and Victoria on the benefits of owning and riding a bike