

TheAnalyticsTeam

Sprocket Central Pty Ltd

Data analytics approach

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Agenda

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

Introduction

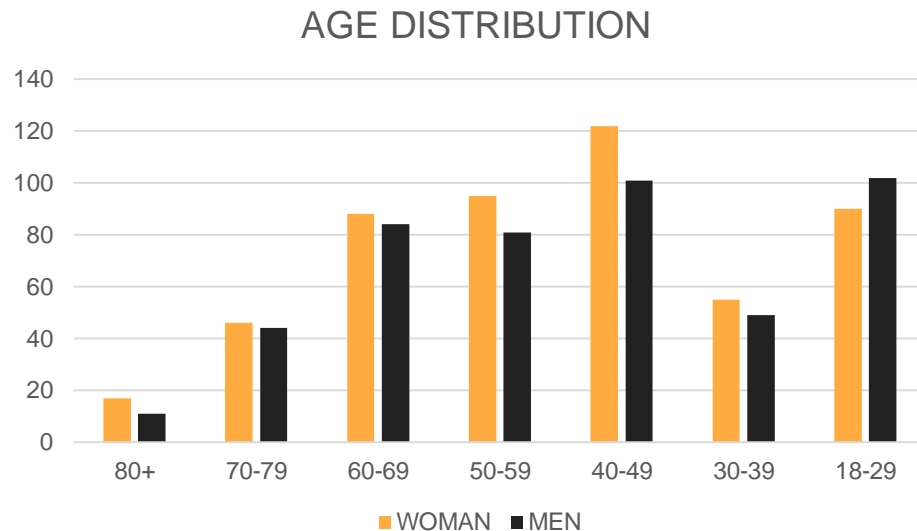
Analysis of Customers

- Relationship between states and owned vehicles
- Distribution of age
- Which segment of wealth does the consumer belong to
- Number of bike purchases made in the past three years

Data Exploration

Age distribution and Gender

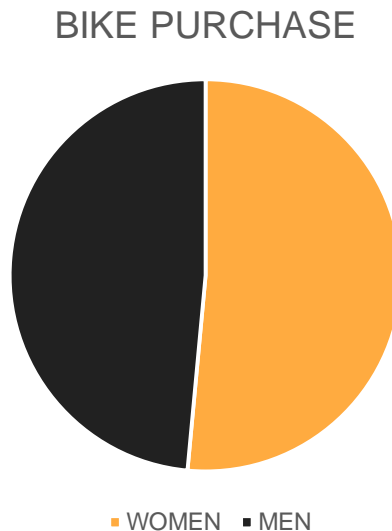
- From the data we can see that most of our new customers are in the range of 40-49 and 18-29
- There has been a large drop of customers in the age range of 50+



Model Development

Bike purchases

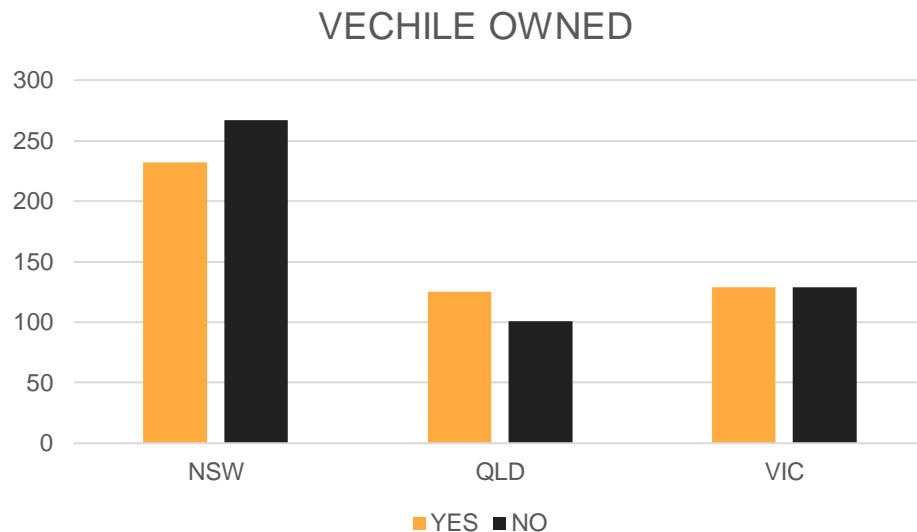
- We currently have slightly more female customers than male, 25,212 and 23,765 respectively.
- Since the contribution of females towards purchases is 51.5% we should slightly focus on advertising for them



Interpretation

Cars owned

- The state NSW should be targeted heavily as there is an increase of 15.1% from customers who own vehicles and customers who do not.
- Whereas QLD has a decrease of 19.2%.



Appendix