

TheAnalyticsTeam

*Sprocket  
Central Pty Ltd*

*Data analytics approach*

# Agenda

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

# Data Analytics Approach

## Data Exploration

From data insight around 51% Female purchases bikes. And around 48% male purchases bike.

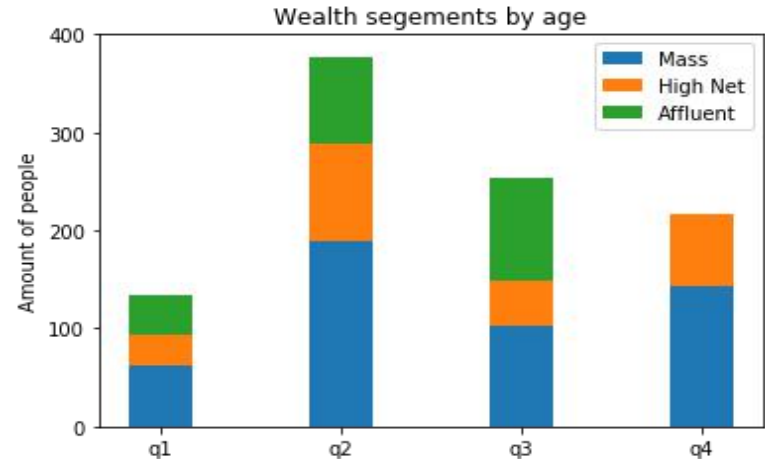
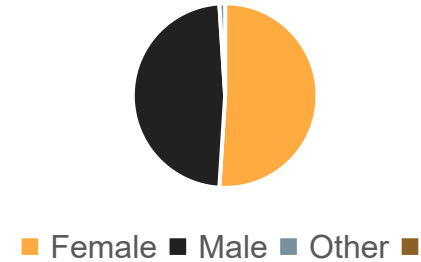
From new customer Data, age group 25 year old to 50 year old purchase rate is quite high compare to other age group.

Taking insight from new Customer Data, most of the new customer belong to manufacturing and financial service sector.

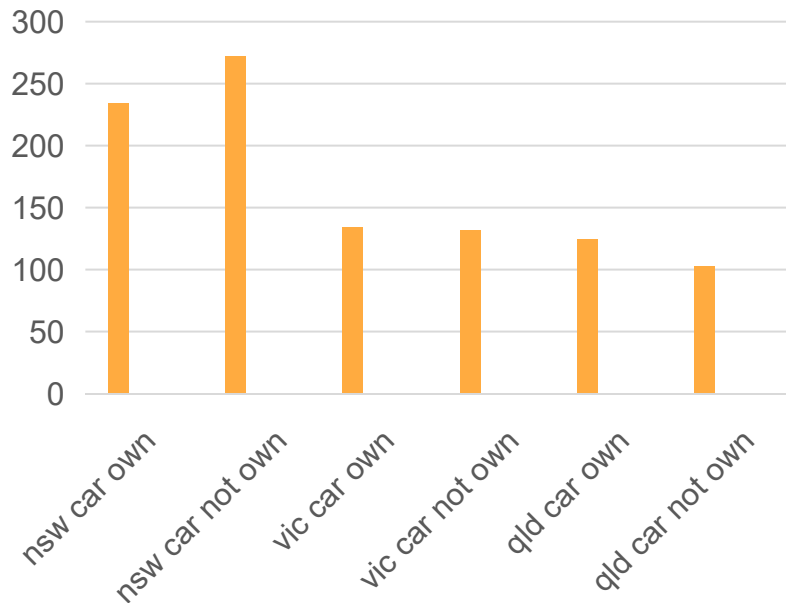
Number of Customer belonging to other job category are comparatively less than manufacturing and financial sector.

Number of mass customer is more compare to High net worth and Affluent customer.

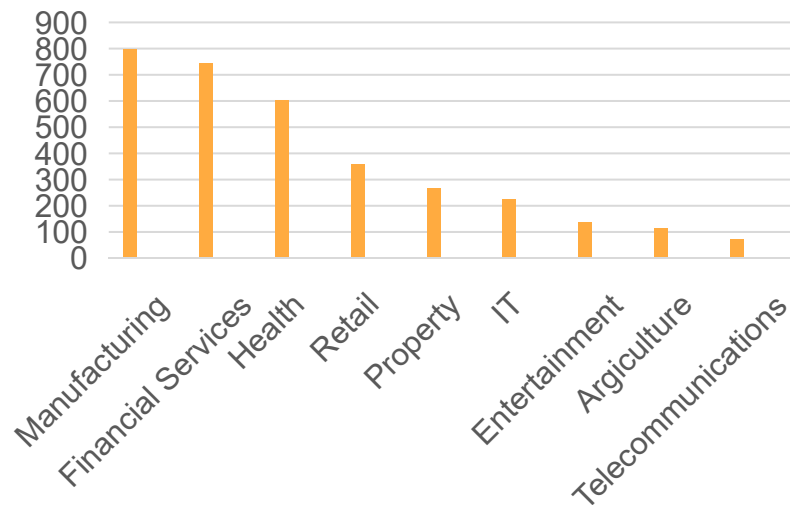
Number of Customer that don't own car is large in NSW states whereas for other states number of car owned and not owned is nearly same.



Car own or car not own vs states in Australia



Number of people vs Job Category



# Model Development

Aim: To determine hypothesis with the help of given database.

Features we should count to develop hypothesis function:

1. Number of bike purchases in past 3 year
2. Customer Age Distribution
3. Job Category
4. Wealth Segment
5. Number of Cars

# Interpretation

Company should focus on Female as percentage of female is more in opting for bike.

Company may be launch some fascinating scheme for Female.

So we can focus on age group between 25 to 50 year old by approaching then through advertising.

As per Data, for other age group purchase rate is quite low. So our target is 25 to 50 year old age group.

Number of Customer belonging to other job category are comparatively less than manufacturing and financial sector. As most of the new customer belong to manufacturing and financial service sector, we should focus on them and make them attract towards purchasing of bikes.

We should be on Mass customer to increase sales of bike.

As number of customer that don't owned car is more in NSW states, so we should target to sales our bikes to NSW states and increase our revenue.

# Thank You