

TheAnalyticsTeam

# Sprocket Central Pty Ltd

Data Analytics Approach

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# Agenda

The approach will be implemented in four stages :

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

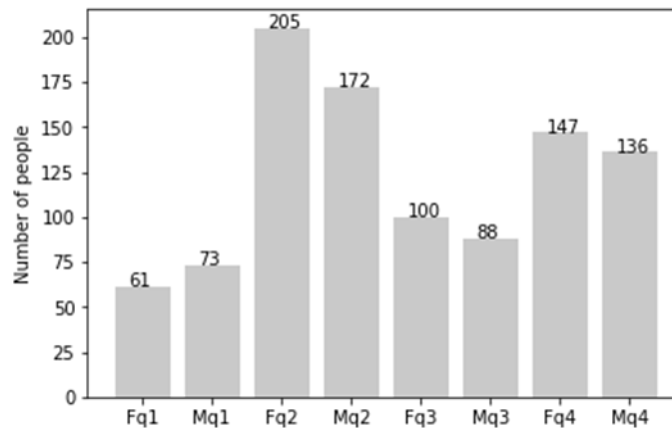
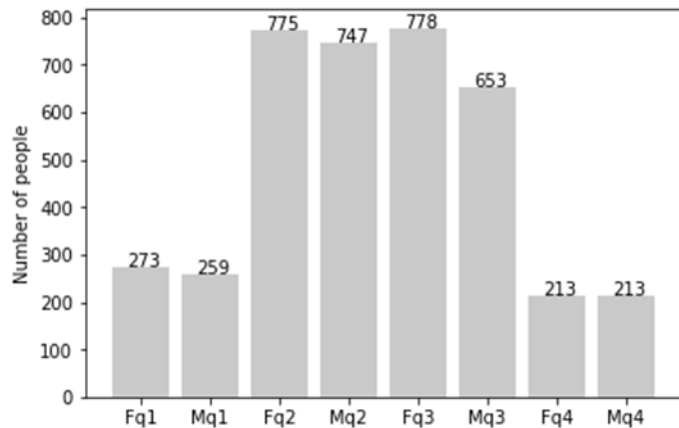
# Introduction

## Approach for New Customer Data Analysis

- Age distributions
- Number of bike purchases in 3 years / percentages purchases
- Job industry category.
- Wealth segments
- Number of cars own on each states

# Data Exploration

## Clients Age Distrubition

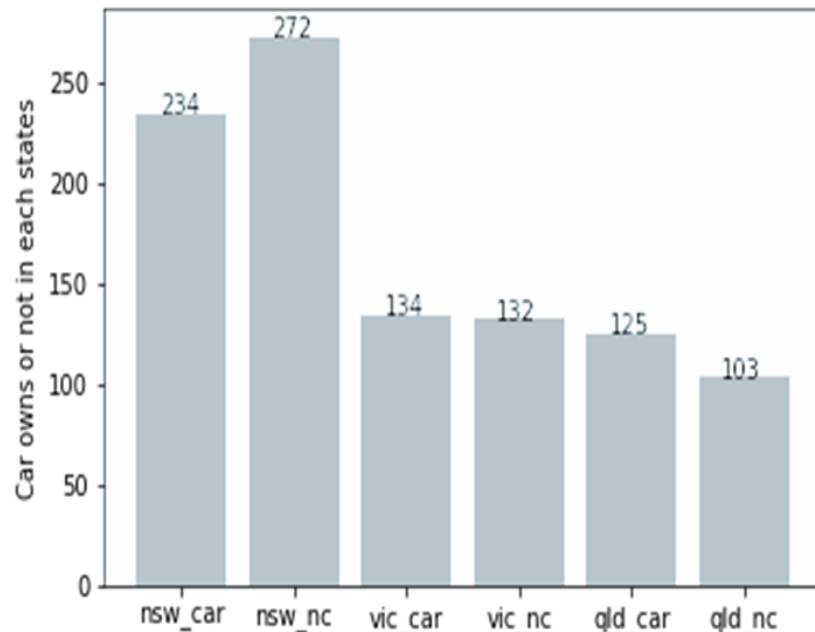


- As we can see, mostly our new customers are between 25 to 48 years old.
- Number of customers from 48 to 59 years old has big drops on percentages.
- It looks like the percentages of under 25 years old not really change.

# Data Exploration

## Number of Cars Owned

- Out of three states, New South Wales, could be potential market opportunities for the company.
- New South Wales has the biggest potential since the number of people who own vehicles is nearly equal to the number of individuals who do not own cars, indicating that there is room for value customers there.



# Interpretation

## High-Value Customer Summary Table

Customer ID	Bike Related Purchases for the last 3 years	Age	Job Industry	Wealth Segment	Owns Cars	State
1842	445	44	Financial Services	Mass Customer	No	New South Wales
2001	168	44	Manufacturing	Mass Customer	Yes	New South Wales
650	486	44	Health	Mass Customer	No	New South Wales
3297	234	46	Manufacturing	Mass Customer	No	Victoria
50	266	41	Manufacturing	Mass Customer	Yes	New South Wales

# **I wish you good work**