



KPMG Sprocket Central Project

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Agenda


- Introduction
- Data Exploration
- Recommendation





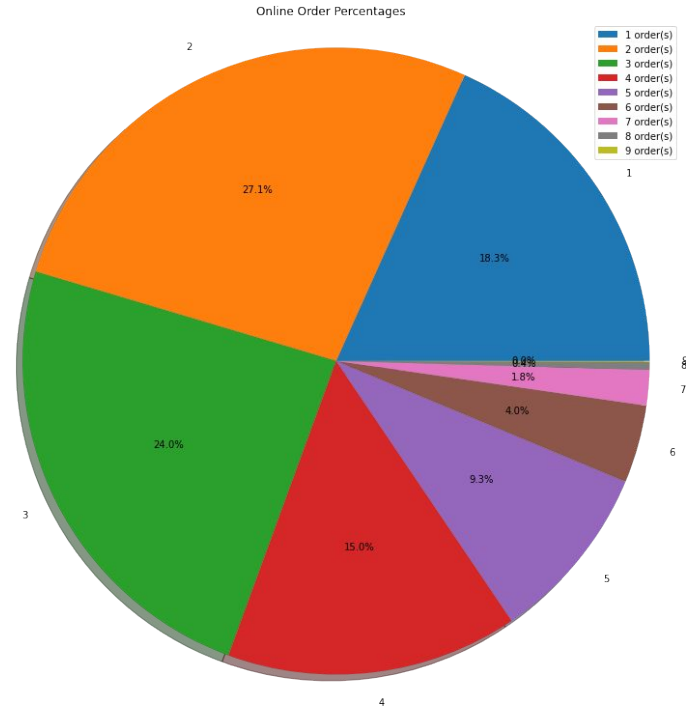
Introduction

Sprocket Central Pty Ltd specialises in high-quality bikes and accessible cycling accessories to riders. They've come to us because they are looking to boost business by analysing their existing customer dataset to determine customer trends and behaviour. Using 3 of their datasets (Customer demographic, customer address and transactions), I have conducted an analysis of the company's top spending customers, order dispersion, and profit and online orders by quarter.



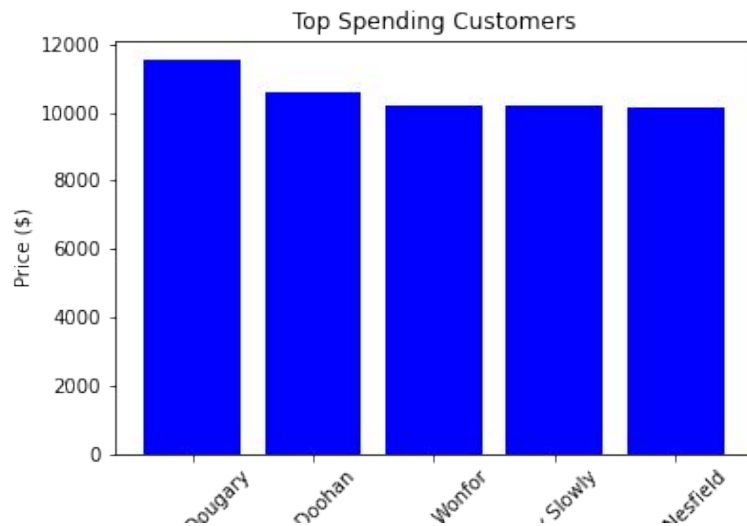
Data Exploration - Orders

- This pie chart shows the dispersion of online orders throughout the year (2017).
- Most of the new customers purchasing from the company buy 2 or 3 items; making up over half of the order percentages.
- The highest number of orders throughout the year is 7-9 however, not many people buy that much or that often.



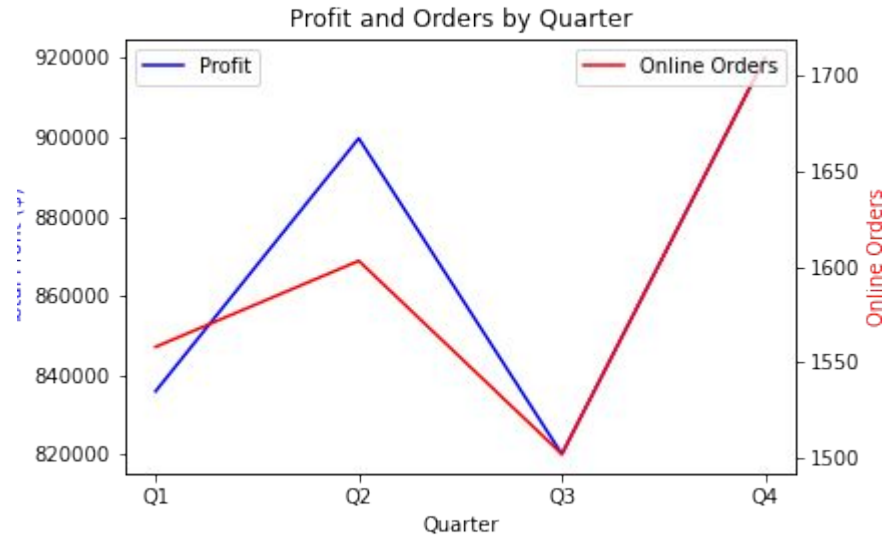
Data Exploration - Top Customers

- The top 5 spending customers are listed in the bar graph to the left.
- All of them made 8 or 9 purchases.



Data Exploration - Profits and Orders

- Each quarter performed drastically different than its previous.
- Profit and order trends follow a similar pattern to one another.
- Quarter 1 and Quarter 3 had the least sales and profit gain.





Recommendation

In summary, Quarter 2 and Quarter 4 performed the best and most customers purchased 2 or 3 items from the company in 2017.

One of the downfalls of the data used is that the performance each quarter is not predictable therefore, highly accurate recommendations on how to combat the losses that Quarter 1 and Quarter 3 faced cannot be made.

Nonetheless, by looking at the top spenders and they're behaviors, the company should consider starting a promotional program during the 1st and and 3rd quarter.

