

# KPMG-Internship Sprocket Central Pty Ltd

Data analytics approach

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# Agenda

1. Introduction
2. Data Exploration & Model Development
3. Final Dashboard

# Introduction

## **Goal: Customer Insights for Optimal Resource Allocation**

### **Dataset**

1. Transactions Data(Year-2017) (20k Transactions)
2. Customer Demographic Data (4000)
3. Customer Address Data(4000)
4. New Customer Data (1000)

# Data Exploration & Model Development

## Exploratory Data Analysis

1. Missing Values
2. All The Numerical Variables
3. Distribution of the Numerical Variables
4. Categorical Variables
5. Cardinality of Categorical Variables
6. Outliers

## Feature Engineering

1. Dropping unnecessary feature
2. Filling in Missing Values
3. Categorical features
4. Standardization of values, and
5. Model Selection

# Final Dashboard



## Summary dashboard

Total number of customers

3,494

Total customers in past month

1,322

Four month trend



Total spend

\$22,156,589

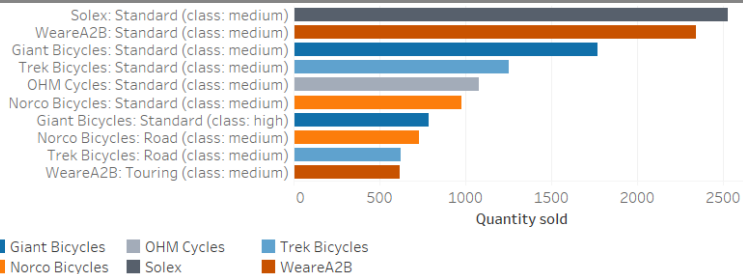
Total spend in past month

\$1,811,865

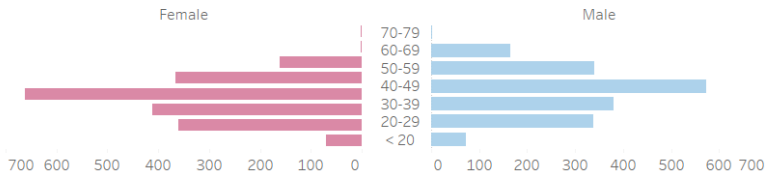
Four month trend



### Top 10 goods

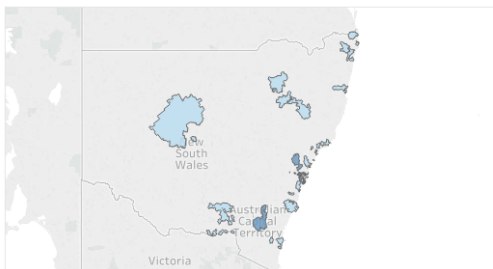


### Customer demographics



### Target customers

Name	Job Title	Address	Postcode	State	Model rank
Ardelis Forrester	Senior Cost Accountant	5 Colorado Crossing	3505	VIC	1
Chickie Brister	General Manager	45 Shopko Center	4500	QLD	1
Morly Genery	Structural Engineer	14 Mccormick Park	2113	NSW	1
Lucine Stutt	Account Representative ..	207 Annamark Plaza	4814	QLD	4
Melinda Hadlee	Financial Analyst	115 Montana Place	2093	NSW	4
Druci Brandli	Assistant Media Planner	89105 Pearson Terrace	4075	QLD	6
Rutledge Hallt	Compensation Analyst	7 Nevada Crossing	2620	NSW	6
Duff Karlowicz	Speech Pathologist	717 West Drive	2200	NSW	8
Nancie Vian	Human Resources Assist..	85 Carioca Point	4814	QLD	8
Barthel Docket	Accounting Assistant IV	80 Scofield Junction	4151	QLD	10



Show target or current customers

☒ Target  
☐ Current

Number of predicted top target customers  
200

State

☒ NSW  
☐ QLD  
☐ VIC