

TheAnalyticsTeam

Sprocket Central Pty Ltd

Data analytics Report

Grace Ikechi,
Junior Consultant

Agenda

1. Introduction
2. Data Exploration
3. Interpretation

Introduction

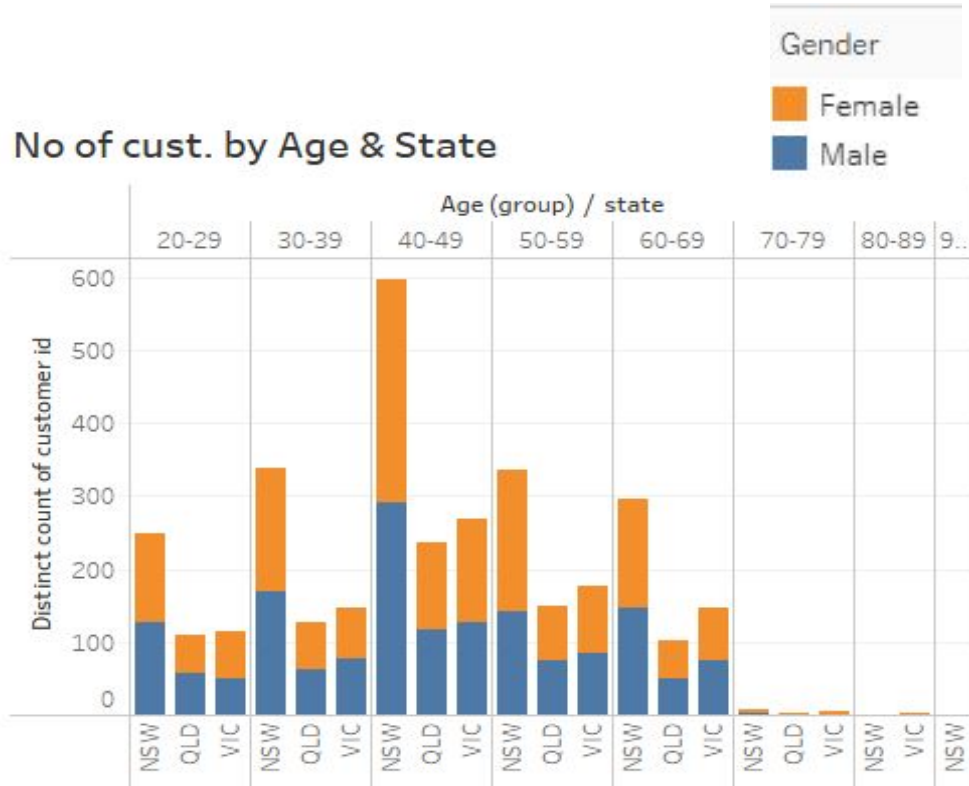
This insight is conducted using 3494 as the total number of customers

Total no. of cust. per table received

ID Customer Address	3,999.0
ID Customer Demograpgic	4,000.0
ID Transactions	3,494.0

Data Exploration

- Majority of the customers are between ages 40-49 years
- Majority of the customers are located in New South Wales, NSW
- Female customers are considerably higher than male customers
- Most customers belong to the Mass customer wealth segment



Model Exploration contd.

- Top 3 customer job categories includes Manufacturing, Financial services and Health.
- These 3 categories also made the most purchases
- Most purchases were made online
- In the last 3 years, people with cars made the most purchases.

Sales by cust. job category/gender

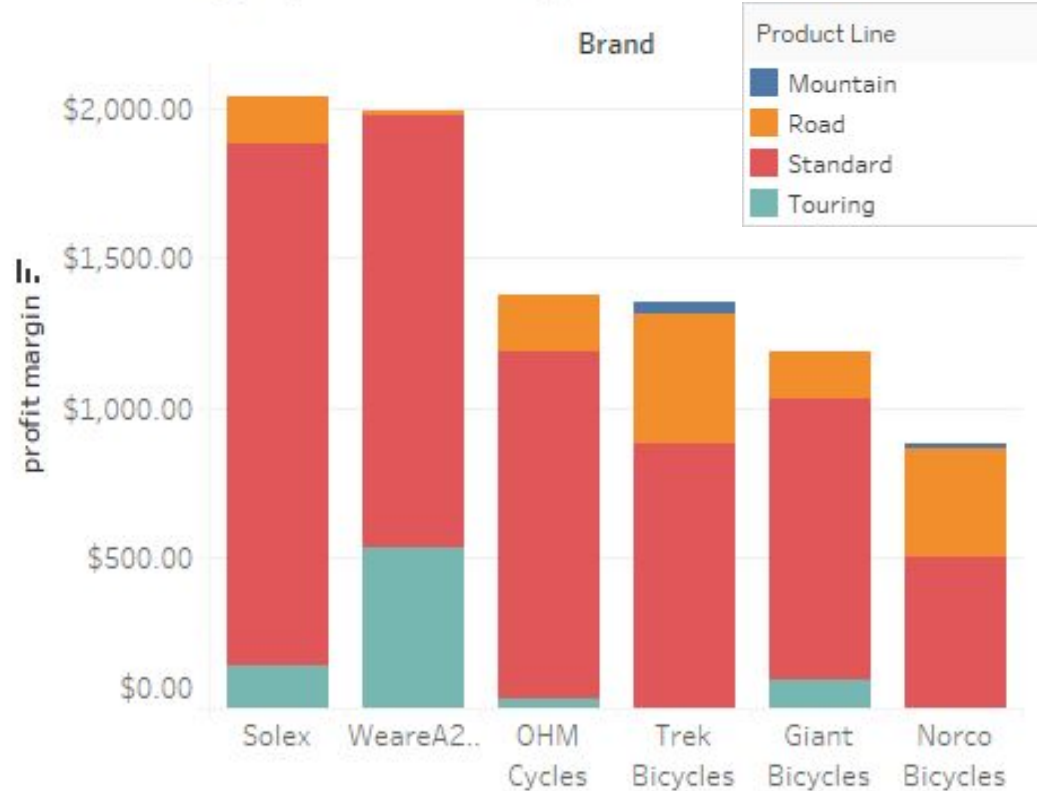


Interpretation

- The business made a profit of \$11,145,191.

The chart shows what brands and product lines had the highest profit margins.

Profit margin per brand & product line

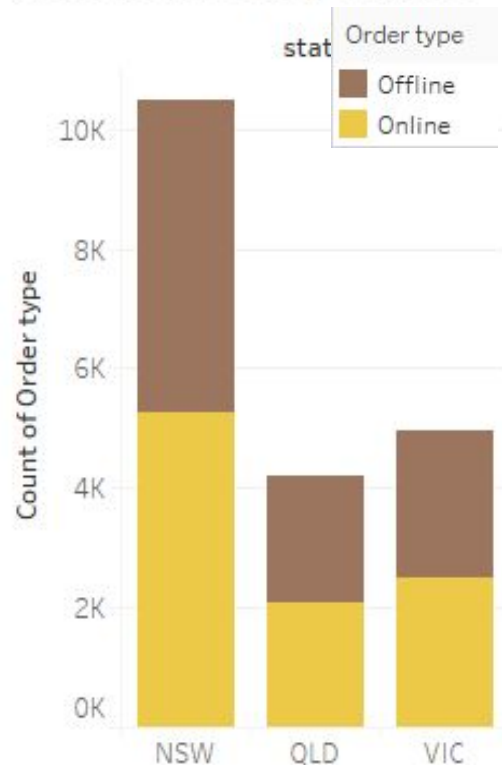


THANK YOU!

Appendix

Appendix

No. of orders by states



No of sales by Prod. brand & line

