

TheAnalyticsTeam

Sprocket Central Pty Ltd

Data analytics approach

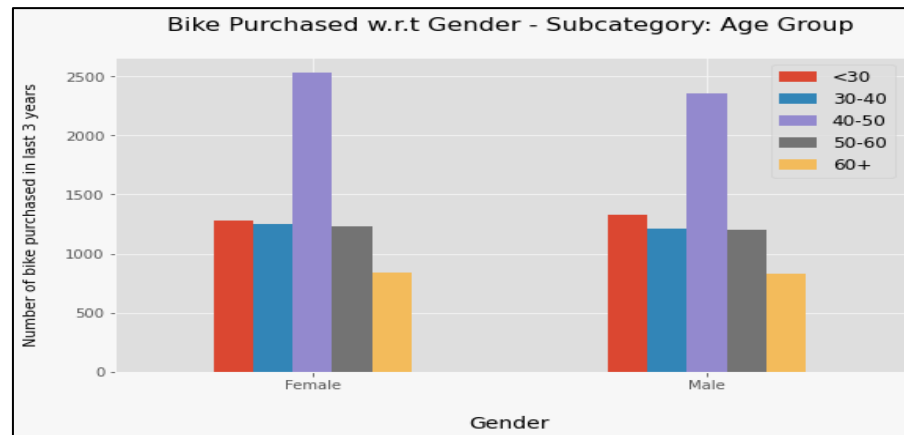
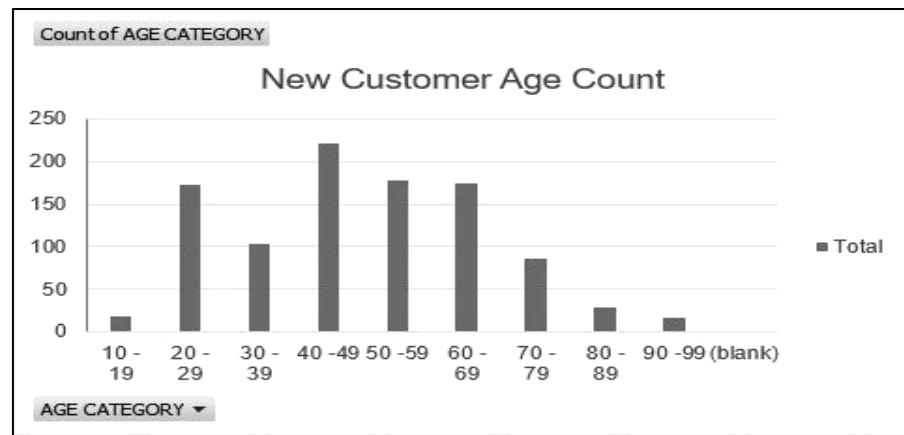
Agenda

1. Data Exploration
2. Model Development
3. Interpretation

Data Exploration

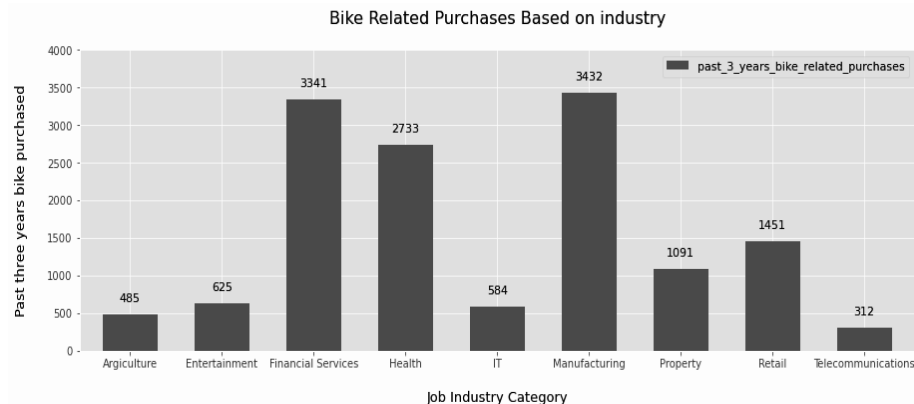
Ages between 40 – 50 has purchased more bikes in the last 3 years with most being females.

- Age group of 40-49 has most of the new customers followed by the 50-59 & 60-69.
- As there are more females, the marketing strategy should be concentrated more on females than males.



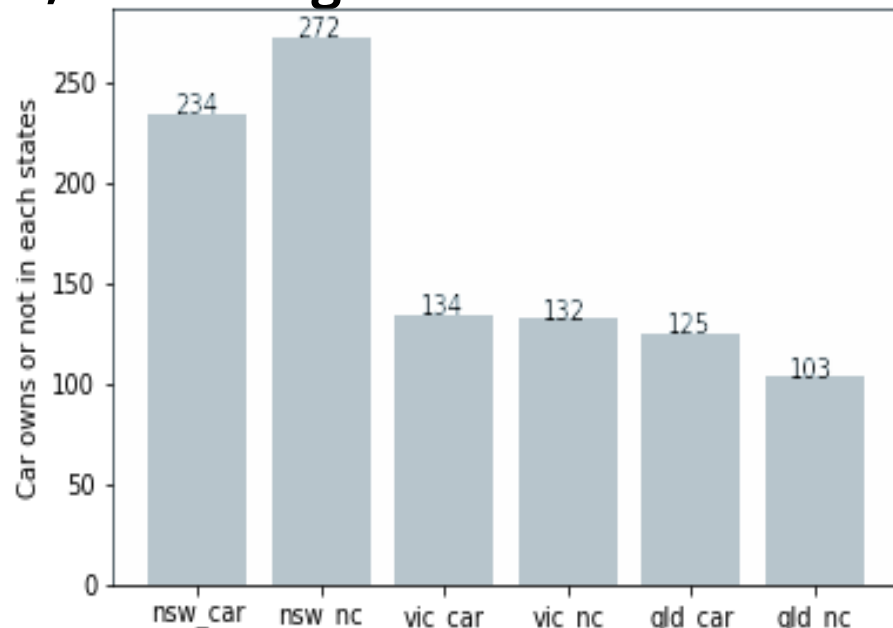
Data Exploration

- ❑ **Financial Services, Manufacturing, and Health are the top three profit-generating industries, followed by retail and property.**
- ❑ The highest profits are also Financial Services, Manufacturing, and Health as seen in the second chart.



Data Exploration

- ❑ **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.**
- ❑ VIC and QLD has more customers that own car than who don't but we can try to have something so that those who own cars will buy bikes.



Model Development

High Value Clients:

- Age Group 40 – 50.
- Most high value customers are females.
- Financial service, manufacturing & health are mostly working in these sectors.
- States of importance: New South Wales & Victoria

Interpretation – High Value Customers

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