1. **Summary of Key Insights**

Key findings from customer segmentation, transaction analysis, new customer insights, and CLV analysis is as follows: -

**1. CUSTOMER SEGMENTATION**

**1. Wealth Segmentation:**

* The **Mass Customer** segment is the largest, comprising **2,000 individuals**, followed by **High Net Worth** (1,021) and **Affluent** (979) segments.
* **Customer tenure** is consistent across all segments, ranging between **10.5 to 10.7 years**.

**2. Gender Distribution:**

* The customer base is majorly **female** (2,039), followed by **male** (1,873), with **others** representing a smaller group (88).
* On average, **male customers** make slightly more **bike-related purchases** (49.91) than **females** (48.24).

**3. Job Industry Distribution:**

* The highest number of customers comes from the **Financial Services** industry (774), followed by **Health** and **Retail** sectors.

**2. Transaction Analysis:**

**Sales Trends:**

* **October** record the **highest sales volumes** (approximately **1.9M** ), indicating a potential **seasonal peak** in purchasing activity.

**Product Performance:**

* **WeareA2B** leads brand performance with approximately **4.1M** in sales.
* The **Touring product line** has the **highest average price point** .

**Customers Purchase Behaviour:**

* The **leading customer having customer ID (2183)** has a **lifetime transaction value exceeding 19k**, highlighting a strong **loyalty opportunity**.

**3. New Customer Insights:**

* Most **new customers** are from **New South Wales (506)** and **Victoria (266)**.
* The **Mass Customer** segment accounts for the majority (508) of new entrants.
* **Financial Services** continues to be the **dominant industry** among new customers (203).

**4. Customer Lifetime Value (CLV) Analysis:**

* CLV reaches up to **80K** , particularly among customers with **frequent purchases** (up to 10 transactions).

**Recommendations**

**1. Marketing Strategies:**

**Loyalty Programs**: Implement rewards for repeat purchases, particularly for high-value product lines like "Standard" bikes.

**Seasonal Promotions**: Maximize revenue during Jan-Feb like months where demand is high and with targeted campaigns we can improve sales very much.

**2. Business Expansion:**

**Geographic Focus**: Expand stores or distribution in NSW and VIC based on high new customer acquisition.

**Industry-Based Partnerships**: Collaborate with companies in Financial Services and Health for corporate sales or employee discounts.

**3. Product Improvements**:

**Standard Bikes**: Continue innovation and customization in the Standard line, especially in mid-to-high price range.

**Entry-Level Models**: Offer more attractive options for the growing Mass Customer segment.

**Brand Focus**: Prioritize stock and marketing for top performers like Giant and OHM WeareA2BCycles.

[***VIDEO LINK FOR PROJECT***](https://drive.google.com/file/d/1b3xW0VPiVNInv-pkWxrDsNQNGYD51osO/view?usp=sharing)*: -* https://drive.google.com/file/d/1b3xW0VPiVNInv-pkWxrDsNQNGYD51osO/view?usp=sharing