

# **Sprocket Central Pty Ltd**

Data analytics approach

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# Agenda

1. Introduction
2. Data Exploration
3. Model Development
4. Interpretation

# Introduction

**Sprocket Central Pty Ltd has given us three datasets regarding Customer Demographic, Customer Address and Transactions. Upon analysing the datasets, we can arrive at the following conclusions.**

# Introduction

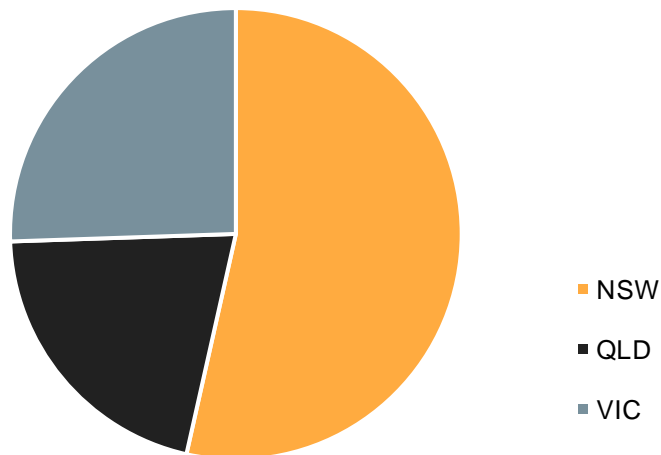
**Sprocket Central Pty Ltd has given us three datasets regarding Customer Demographic, Customer Address and Transactions. Upon analysing the datasets, we can arrive at the following conclusions.**

# Data Exploration

**Maximum sales occurred in New South Wales followed by Victoria and Queensland.**

**New South Wales should be our main area of focus.**

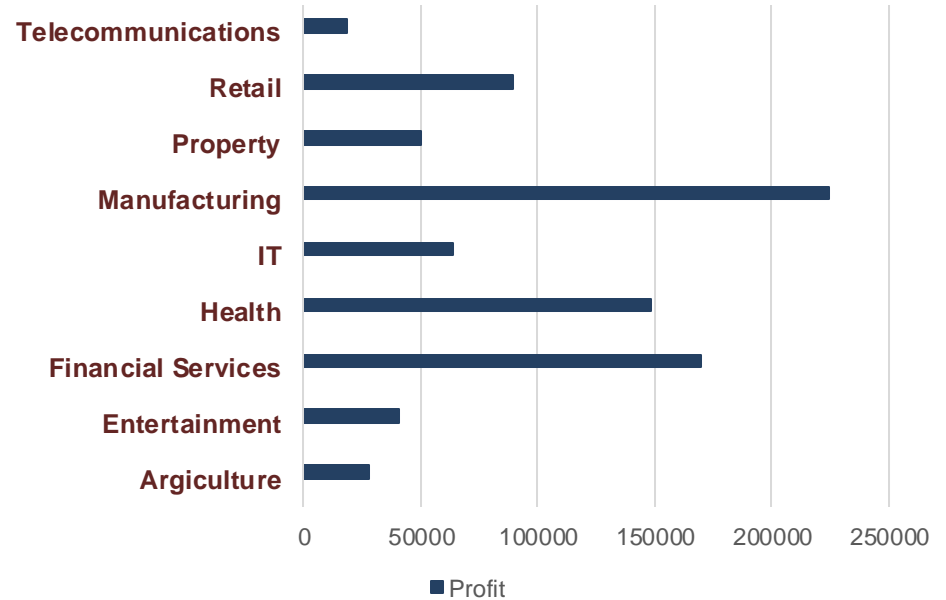
Statewise Customers



# Data Exploration

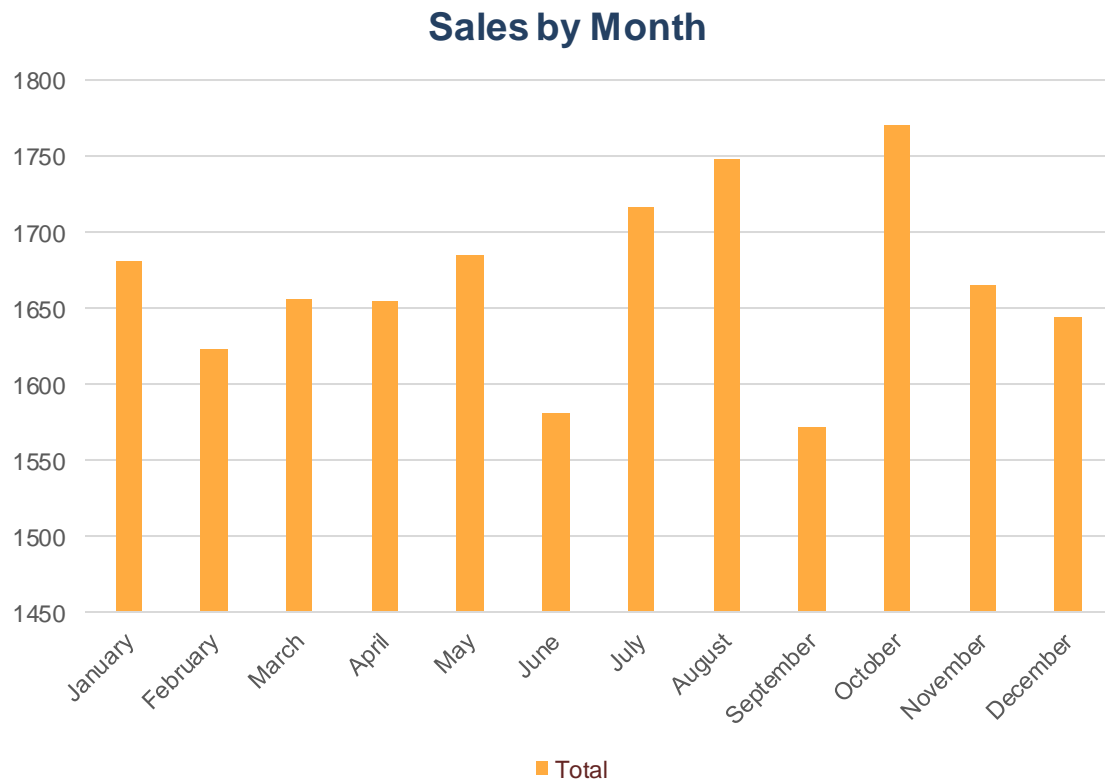
**Orders placed by people belonging to Manufacturing Sector has contributed for maximum profits.**

Profits based on Job Industry



# Data Exploration

**Maximum sales occurred in the month of October followed by August and July.**



# Conclusion

**To improve Sales and Profits,**

- 1) We can offer additional discounts in the month of June and September**
- 2) We need to market well for people belonging to Agriculture, Telecommunications and Entertainment sector.**
- 3) Sales is concentrated mainly in New South Wales and it has to be improved in Queensland.**