

TheAnalyticsTeam

Sprocket Central Pty Ltd

Data analytics approach

[Division Name] - [Engagement Manager], [Senior Consultant], [Junior Consultant]

Agenda

1. Data Visualization Through Dashboard

Snapshots



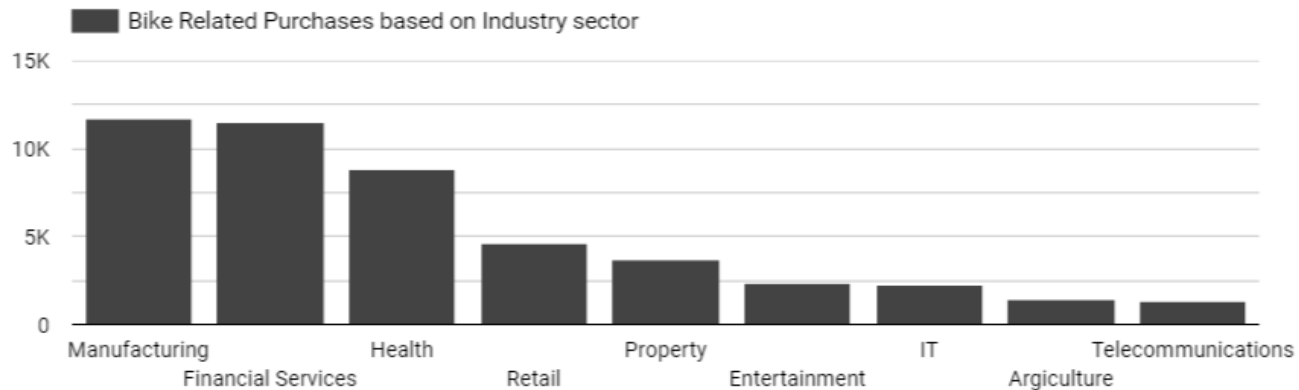
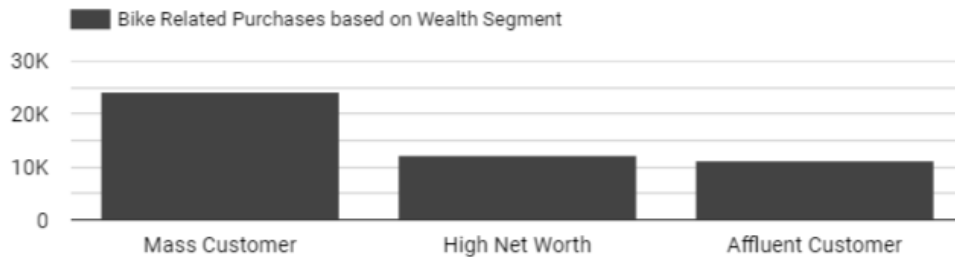
Total Bike Related Purchases By Males

22,987

Total Bike Related Purchases By Females

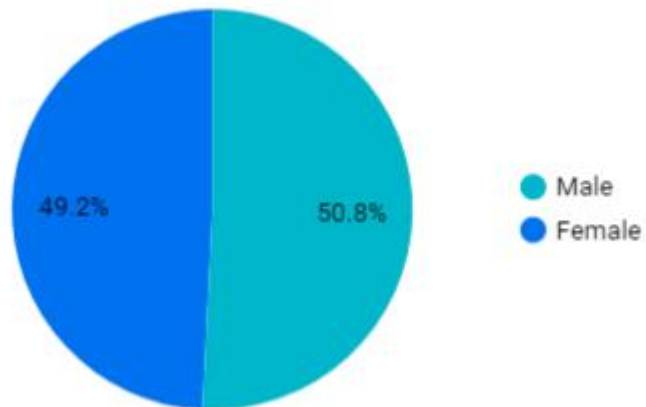
24,673

Snapshots



Snapshots

Percentage of Males and Females ages between 20 - 50 who do not own a car



Snapshots

| | first_... | gender | job_ind... | owns_car | DOB | wealth_segment | state | past_3_years_bike_related_purc... | owns_car ▾ |
|----|-----------|--------|---------------|----------|--------------|----------------|-------|-----------------------------------|------------|
| 1. | Rutled... | Male | Financial ... | No | Oct 6, 1976 | Mass Customer | NSW | 23 | 1 |
| 2. | Nancie | Female | Retail | Yes | Dec 27, 1972 | Mass Customer | QLD | 74 | 1 |
| 3. | Melba | Female | Health | No | Dec 9, 1976 | Mass Customer | NSW | 38 | 1 |
| 4. | Winnif... | Female | Financial ... | No | Jun 8, 1976 | Mass Customer | VIC | 83 | 1 |
| 5. | Gaston | Male | Financial ... | Yes | Sep 29, 1993 | Mass Customer | NSW | 44 | 1 |
| 6. | Sybilla | Female | Financial ... | Yes | Jan 15, 1987 | Mass Customer | NSW | 88 | 1 |
| 7. | Mikel | Male | Financial ... | No | Sep 22, 1981 | Mass Customer | QLD | 71 | 1 |
| 8. | Colene | Female | Financial ... | No | Mar 14, 1985 | Mass Customer | VIC | 24 | 1 |
| 9. | Cole | Female | Financial ... | Yes | Mar 14, 1977 | Mass Customer | VIC | 50 | 1 |

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Dashboard Link

<https://datastudio.google.com/reporting/d070e7bd-b53f-4a89-ac13-1fc4f51f338a>