

## Customer Segmentation key insights:

### Segmentation by Wealth Segment:

Wealth Segment	Count of Customer_id	Average of Tenure
Affluent Customer	979	10.51505711
High Net Worth	1021	10.74297189
Mass Customer	2000	10.68321392
<b>Grand Total</b>	<b>4000</b>	<b>10.65704063</b>

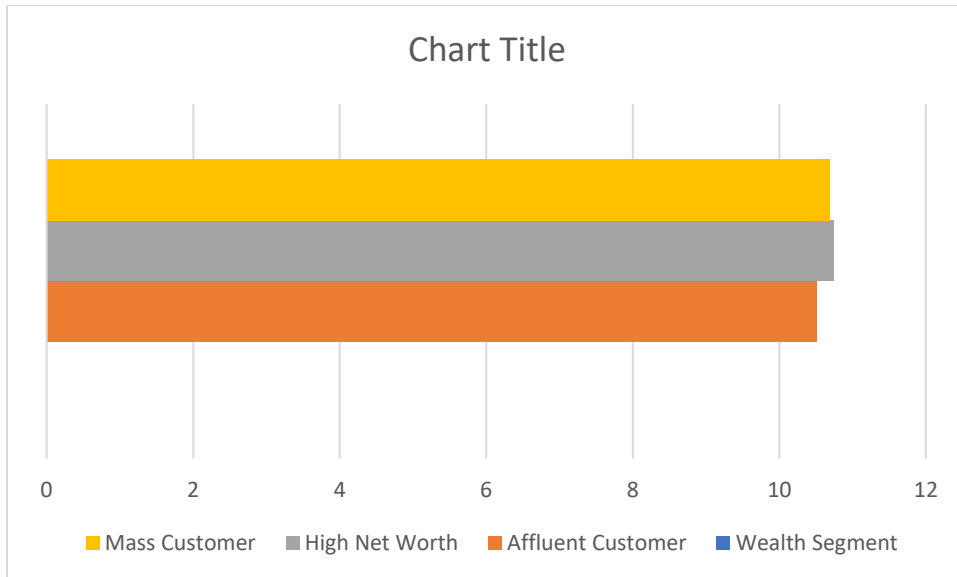
- **Total Customers:** There are 4000 customers in total across all wealth segments.
- **Affluent Customers:**
  - There are 979 affluent customers.
  - The Average tenure for affluent customers is 10.52 years, which means they have been with the company for an average of 10.52 years.
- **High Net Worth Customers:**
  - There are 1021 high net worth customers.
  - The Average tenure for high net worth customers is 10.74 years, slightly higher than the average for affluent customers.
- **Mass Customers:**
  - There are 2000 mass customers, which is the largest group.
  - The average tenure for mass customers is 10.68 years, slightly lower than the high net worth group but still substantial.
- **Overall Trend:**
  - The average tenure across all segments is 10.66 years, which suggests that customers, regardless of their wealth segment, tend to stay with the company for a long period. There's very little variation in tenure across the segments.

### 3. Key Takeaways

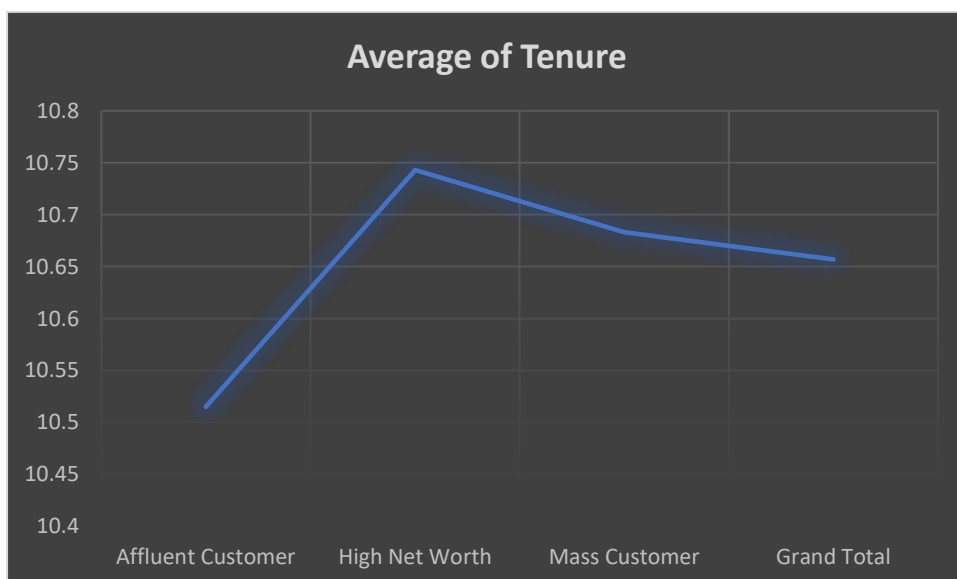
- The High Net Worth segment has the highest average tenure, which could imply that these customers are more loyal or satisfied.
- The Affluent and Mass customer segments have slightly lower average tenures compared to the High Net Worth segment but are still quite loyal (averaging over 10 years).
- Mass customers make up the largest portion of the customer base (2000 out of 4000), yet their tenure is just slightly less than the High Net Worth group.

## TASK 6: EXECUTIVE SUMMARY AND RECOMMENDATIONS

Wealth Segment	Count of Customer_id
Affluent Customer	979
High Net Worth	1021
Mass Customer	2000
<b>Grand Total</b>	<b>4000</b>



Wealth Segment	Average of Tenure
Affluent Customer	10.51505711
High Net Worth	10.74297189
Mass Customer	10.68321392
<b>Grand Total</b>	<b>10.65704063</b>



**Recommendation:**

To keep customers coming back, it's a good idea to prioritize High Net Worth customers by offering loyalty programs or special perks, since they tend to stay longer. For Mass Customers, who make up the biggest group, consider finding creative ways to engage them more and encourage longer-term relationships, like personalized offers or exclusive promotions.

**Segmentation by Gender:**

Gender	Count of Customer_id	Average of Past_3_years_bike_related_purchases
Female	2038	48.26153091
Male	1873	49.91720085
Unknown	89	41.79775281
<b>Grand Total</b>	<b>4000</b>	<b>48.89272318</b>

**Key Findings**

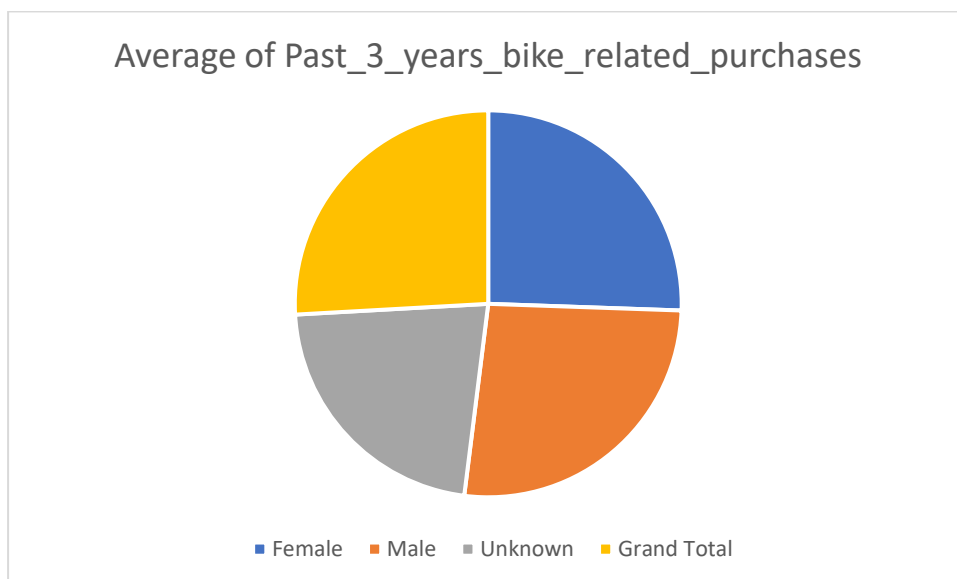
- **Total Customers:** There are 4000 customers in total, categorized by gender.
- **Female Customers:**
  - There are 2038 female customers.
  - On average, they have made 48.26 bike-related purchases over the past 3 years.
- **Male Customers:**
  - There are 1873 male customers.
  - On average, they have made 49.92 bike-related purchases over the past 3 years, slightly more than females.
- **Unknown Gender:**
  - There are 89 customers with unknown gender.
  - The average number of bike-related purchases for this group is 41.80, which is lower than both female and male customers.
- **Overall Trend:**
  - The total average for all customers is 48.89 bike-related purchases, which is slightly higher than the average for female customers but lower than for male customers.

## TASK 6: EXECUTIVE SUMMARY AND RECOMMENDATIONS

### Key Takeaways

- Male customers tend to make slightly more bike-related purchases on average than female customers.
- Female customers make up the largest portion of the customer base (2038), with a solid average of 48.26 purchases.
- Customers with unknown gender have fewer bike-related purchases on average, possibly indicating incomplete or less engaged customer profiles.

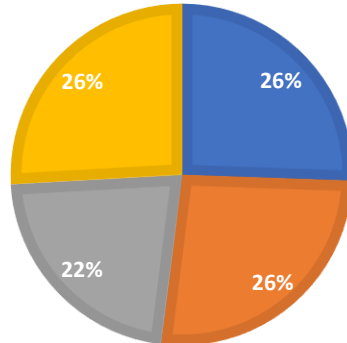
Gender	Count of Customer_id
Female	2038
Male	1873
Unknown	89
<b>Grand Total</b>	<b>4000</b>



Gender	Average of Past_3_years_bike_related_purchases
Female	48.26153091
Male	49.91720085
Unknown	41.79775281
<b>Grand Total</b>	<b>48.89272318</b>

### AVERAGE OF PAST\_3\_YEARS\_BIKE\_RELATED\_PURCHASES

■ Female ■ Male ■ Unknown ■ Grand Total



**Recommendation:** To boost engagement, consider running targeted campaigns for female customers, encouraging them to make more bike-related purchases. Additionally, address the unknown gender group by gathering more information or offering incentives to encourage more interaction with the brand.

Count of Customer_id	Wealth Segment			
Job industry	Affluent Customer	High Net Worth	Mass Customer	Grand Total
Agriculture	22	37	54	113
Entertainment	32	33	71	136
Financial Services	188	204	382	774
Health	134	155	313	602
Information Technology	53	61	109	223
Manufacturing	224	171	404	799
n/a	168	170	318	656
Property	54	77	136	267
Retail	88	92	178	358
Telecommunications	16	21	35	72
<b>Grand Total</b>	<b>979</b>	<b>1021</b>	<b>2000</b>	<b>4000</b>

#### Key Findings

- The Grand Total of all customers across the three wealth segments is 4000 customers.

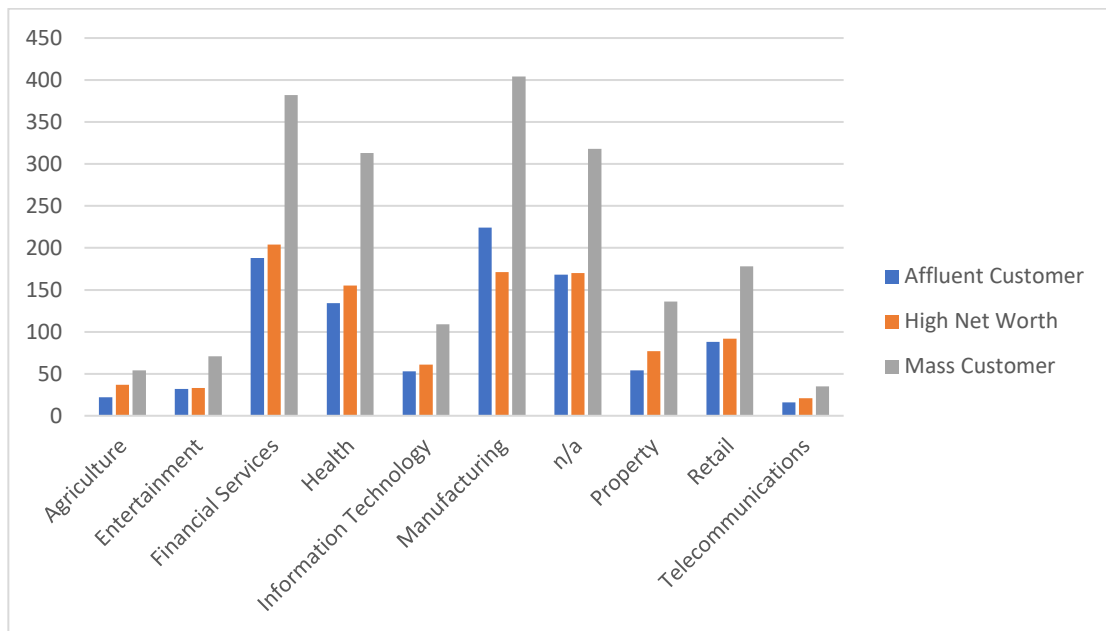
## TASK 6: EXECUTIVE SUMMARY AND RECOMMENDATIONS

- **Affluent Customer Segment:**
  - The Affluent Customer group has a total of 979 customers across all the rows.
  - The count of customers within this segment varies in each row, with the highest count in the 6th row (224 customers) and the lowest in the 10th row (16 customers).
- **High Net Worth Segment:**
  - The High Net Worth segment has a total of 1021 customers.
  - The customer count ranges from 37 in the first row to 170 in the 7th row.
- **Mass Customer Segment:**
  - The Mass Customer segment makes up the largest group, with 2000 customers.
  - The customer count is highest in the 6th row (404 customers) and lowest in the 10th row (35 customers).

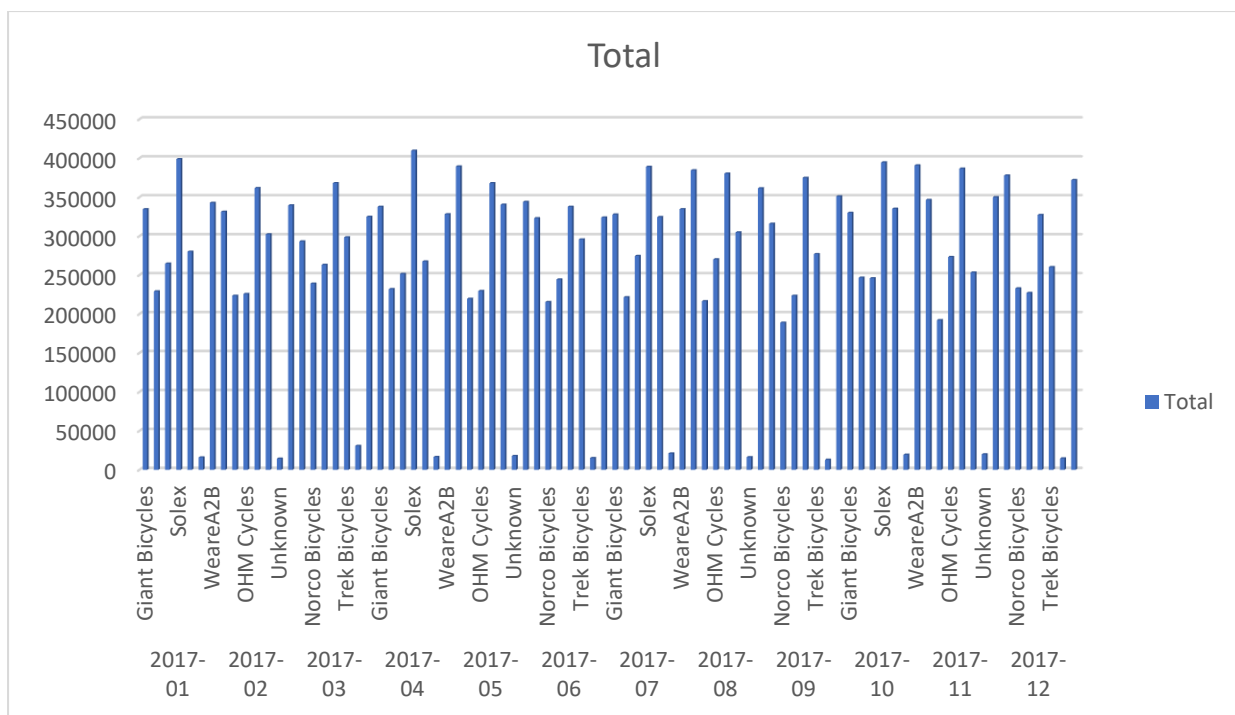
### **Key Takeaways**

- The Mass Customer segment is by far the largest, contributing 2000 customers to the total base.
- The Affluent and High Net Worth segments are significantly smaller, but their customer count is more evenly distributed across rows, whereas the Mass Customer segment sees more fluctuation.
- The lowest customer count appears in the Affluent and High Net Worth segments in the last row (16 and 21 customers, respectively).

## TASK 6: EXECUTIVE SUMMARY AND RECOMMENDATIONS



### Key findings of Transaction analysis



### Key Insights:

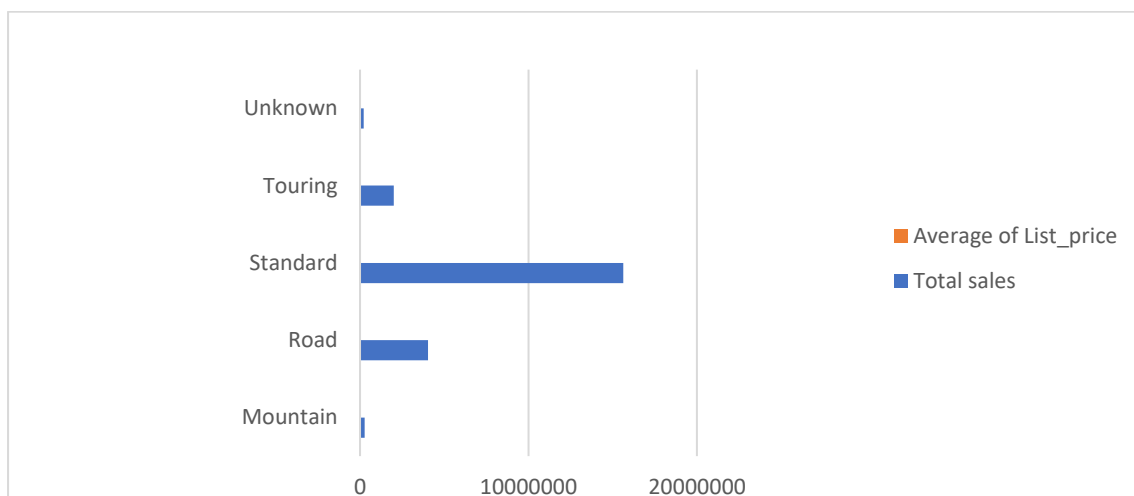
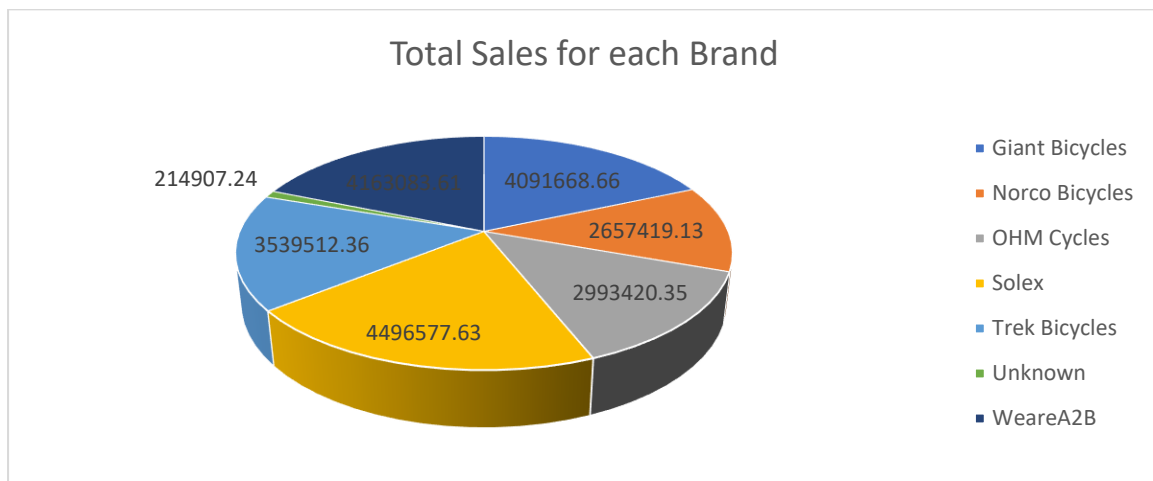
1. Top Performers: Giant Bicycles, WeareA2B, and Solex are the best-selling brands, consistently generating the most revenue each month.
2. Fluctuating Brands: Trek Bicycles and Norco Bicycles have varying sales, with some months performing better than others.

## TASK 6: EXECUTIVE SUMMARY AND RECOMMENDATIONS

3. Sales Trend: Revenue is highest in May and remains steady for top brands like Giant Bicycles and WeareA2B.
4. Unknown Brand: The Unknown category has the lowest sales, contributing a small fraction of total revenue.

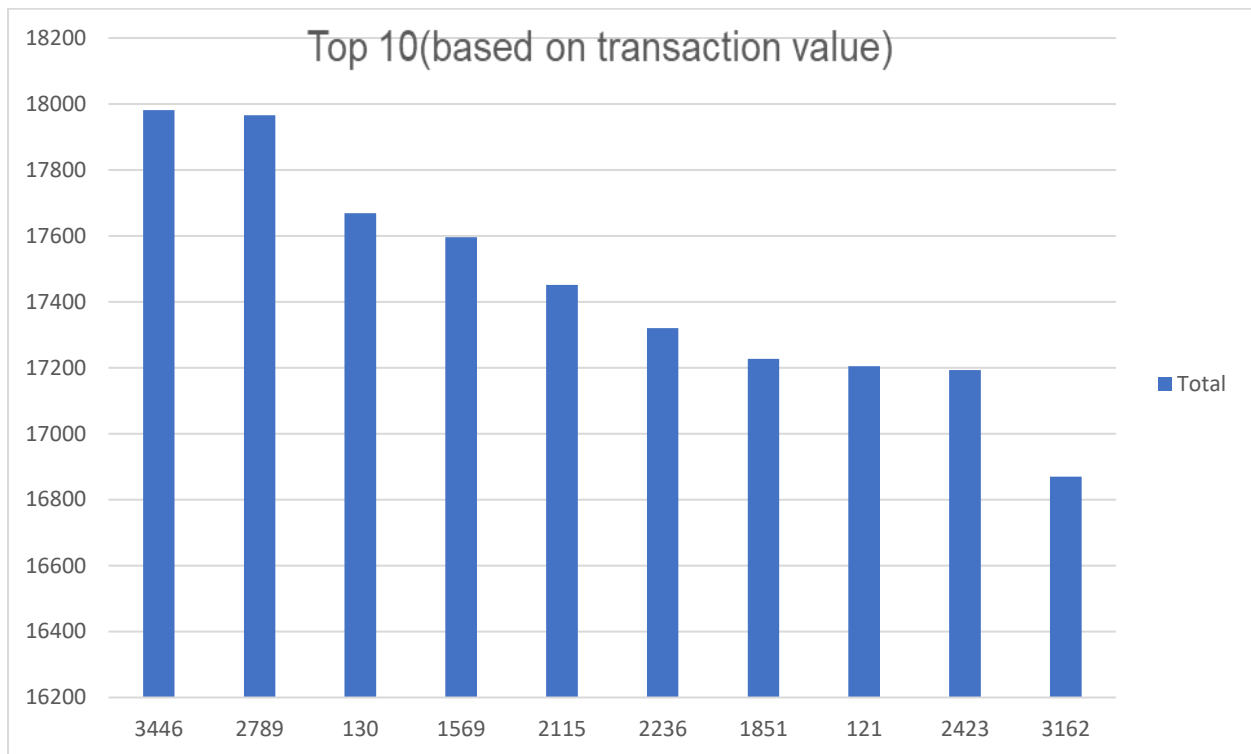
### Recommendations:

1. Focus on Giant Bicycles, WeareA2B, and Solex for targeted promotions.
2. Boost sales of Norco Bicycles and Trek Bicycles with promotions and marketing campaigns.
3. Plan seasonal campaigns in May to take advantage of peak sales.



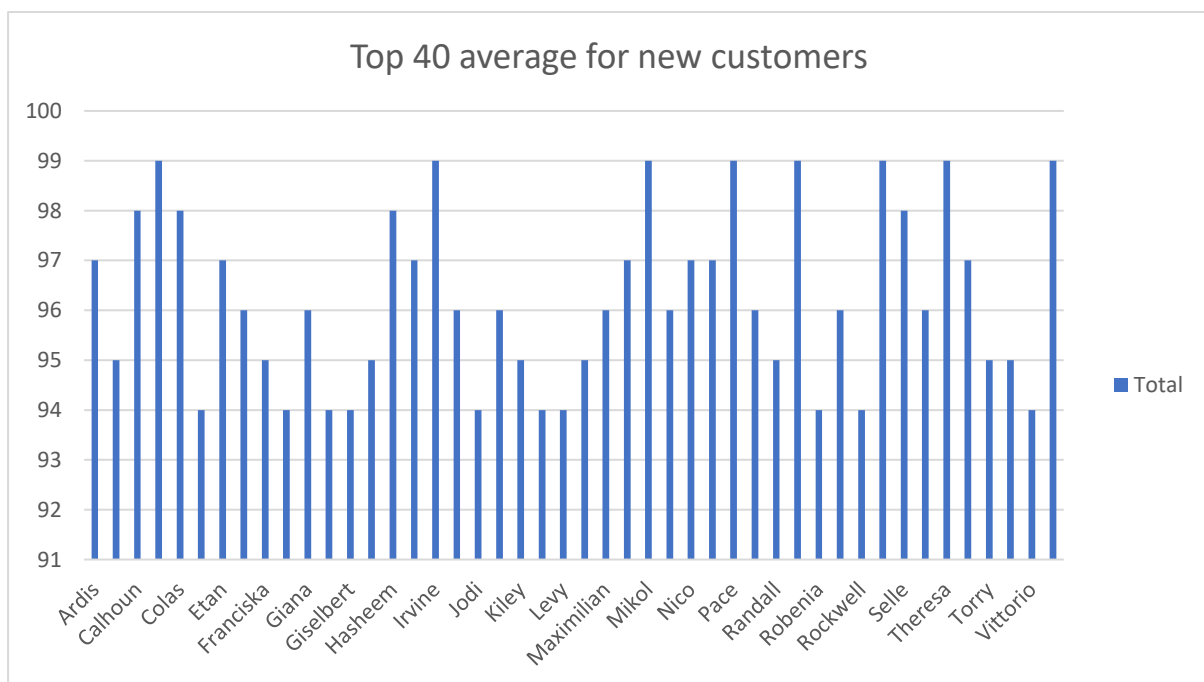


## TASK 6: EXECUTIVE SUMMARY AND RECOMMENDATIONS



## Customer Insights

Average past\_3\_years\_bike\_related\_purchases for new customers.



Key Insights:

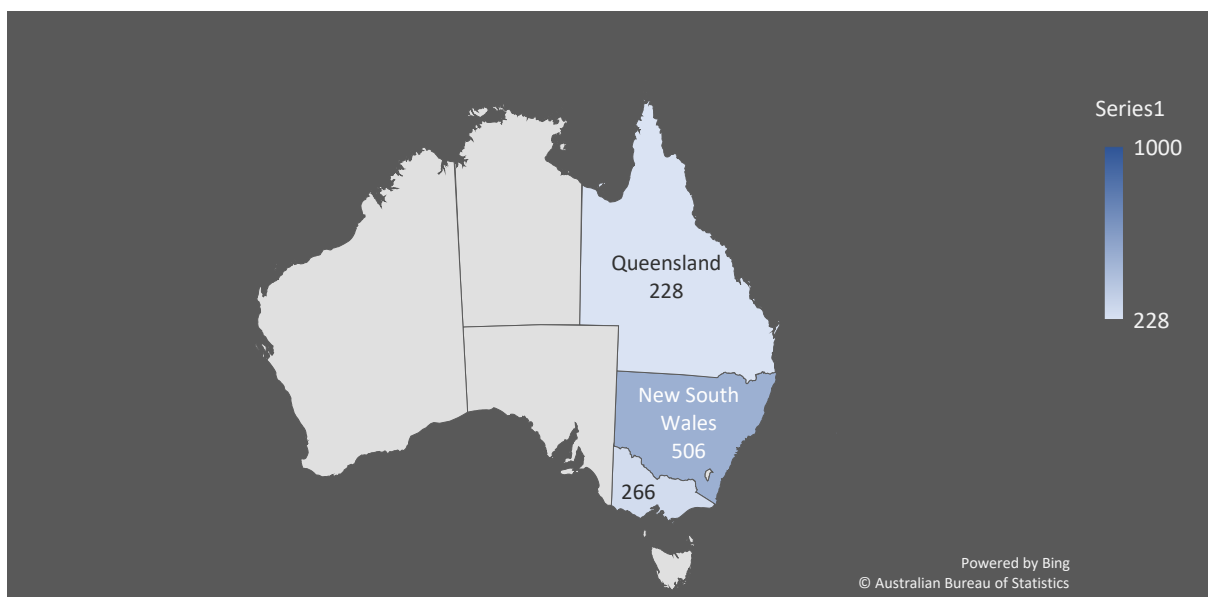
## TASK 6: EXECUTIVE SUMMARY AND RECOMMENDATIONS

1. **Average Purchases:** The average number of bike-related purchases over the past 3 years for all customers is 96.24.
2. **Top Performers:** Customers like Calhoun, Irvine, Mikol, Pace, and Wylie have made the highest number of purchases, with scores of 99.
3. **Lower Purchases:** Some customers, such as Fredia, Robenia, and Vittorio, have made fewer purchases, with scores of 94.
4. **Consistent Purchasers:** Most customers are around the average of 95-98, showing a consistent trend in bike-related purchases.

### Recommendations:

1. **Target High Performers:** Customers like Irvine and Pace can be given exclusive offers or loyalty rewards to retain their business.
2. **Re-engage Low Purchasers:** For customers with lower purchase frequencies, such as Fredia and Robenia, consider sending personalized discount offers or reminders to encourage more purchases.
3. **Promote to the Mass:** Since most customers are near the average score of 96, general promotions or loyalty programs can be introduced to boost engagement.

State	Count of new customers
NSW	506
QLD	228
VIC	266
<b>Grand Total</b>	<b>1000</b>



**Key Insights:**

1. NSW (New South Wales) has the highest number of new customers, with 506.
2. VIC (Victoria) follows with 266 new customers.
3. QLD (Queensland) has the fewest new customers at 228.

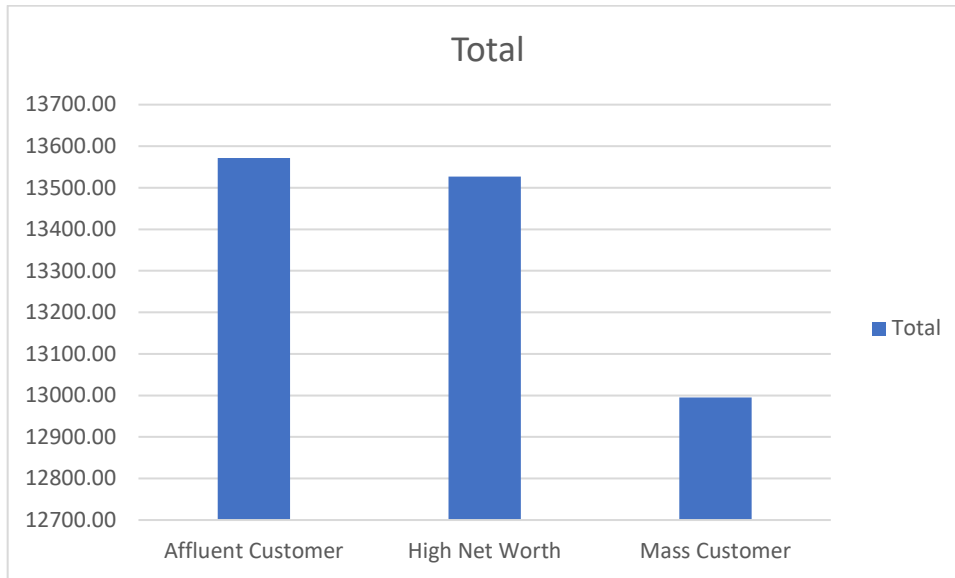
**Recommendations for Business Expansion:**

1. **Focus on NSW:** Since NSW has the highest number of new customers, expanding business activities or launching targeted marketing campaigns in this state can help solidify a strong customer base.
2. **Strengthen Presence in VIC:** VIC is the second-largest market, and there is potential for growth. Explore localized promotions or events to further attract customers in this area.
3. **Tap into QLD:** While QLD has fewer new customers, there's an opportunity to grow the market share there. Consider expansion strategies such as offering region-specific products or running targeted ads to attract more customers in Queensland.

**Summary of CLV Analysis**

Wealth Segment	Average of CLV
Affluent Customer	13571.74
High Net Worth	13527.06
Mass Customer	12995.20
<b>Grand Total</b>	<b>13271.02</b>

## TASK 6: EXECUTIVE SUMMARY AND RECOMMENDATIONS



### Key Insights:

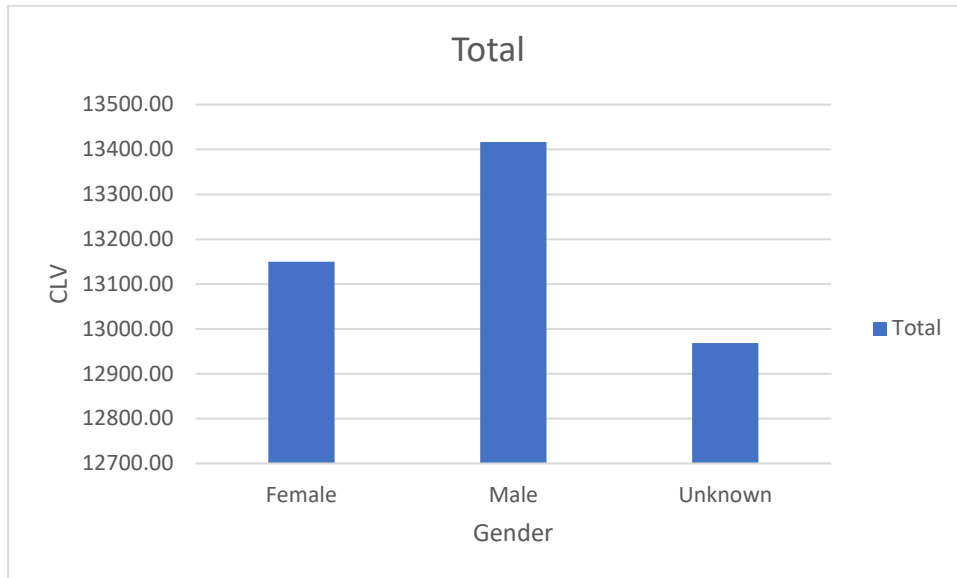
1. Affluent Customers have the highest Customer Lifetime Value (CLV), with an average of \$13,571.74.
2. High Net Worth customers have a similar CLV, averaging \$13,527.06.
3. Mass Customers have the lowest CLV among the three segments, with an average of \$12,995.20.
4. Overall Average CLV across all segments is \$13,271.02.

### Recommendations:

1. **Keep Affluent Customers Happy:** Since Affluent Customers have the highest value, offer them special deals, rewards, and exclusive products to keep them coming back.
2. **Target High Net Worth Customers:** These customers are also valuable. Provide them with personalized services or premium experiences to maintain their loyalty.
3. **Engage Mass Customers More:** Though Mass Customers have a slightly lower value, they are a big group. Find ways to encourage them to buy more, like offering discounts or bundled deals.
4. **Focus on Retention:** Work on keeping all your customers happy by offering rewards and incentives, which can increase their overall spending with your brand.

### Based on gender

## TASK 6: EXECUTIVE SUMMARY AND RECOMMENDATIONS



### Key Insights:

1. Male Customers have the highest Customer Lifetime Value (CLV), with an average of \$13,416.90.
2. Female Customers have a slightly lower CLV, averaging \$13,149.43.
3. Unknown Gender Customers have the lowest CLV, with an average of \$12,968.37.
4. Overall Average CLV is \$13,271.02.

### Recommendations:

1. **Focus on Male Customers:** Since Male Customers have the highest CLV, continue offering targeted promotions and loyalty programs to increase their lifetime value.
2. **Engage Female Customers:** While Female Customers have a slightly lower CLV, they still represent a significant portion of your business. Consider personalized offers or products to boost their CLV.