

TheAnalyticsTeam

# Sprocket Central Pty Ltd

## Data Analytics Approach

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

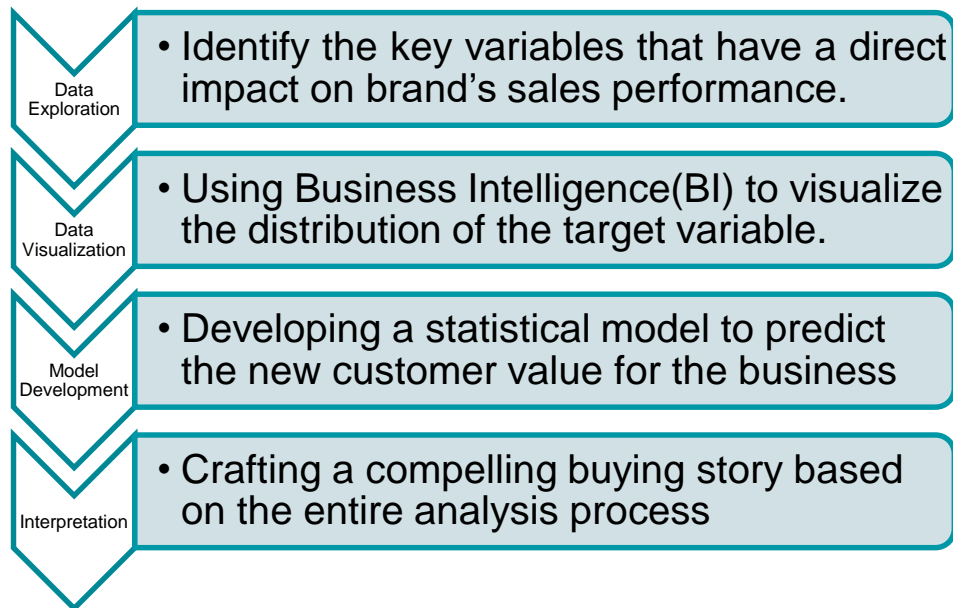
# Agenda

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

# Introduction

## “Driving Business Value for Sprocket Central Pty Ltd”

- The goal of the project is to analyze Sprocket Central's customer datasets to identify trends and behaviors that can be used to target new customers and drive business value.
- Three-week scope with three phases: Data Exploration, Model Development and Interpretation

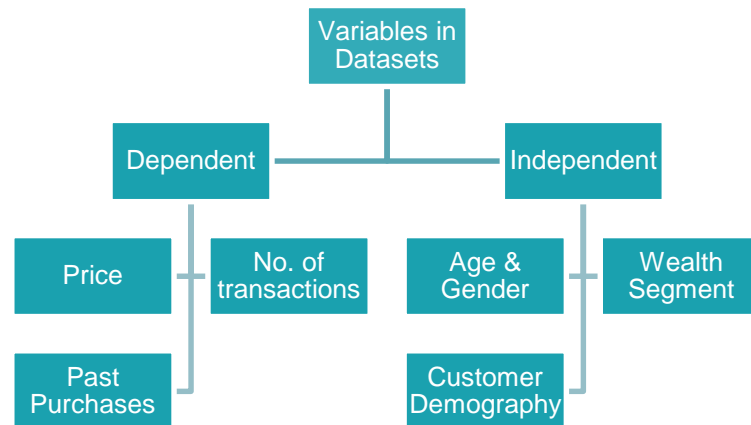


# Data Exploration

## Key Variables: Driving Business Value

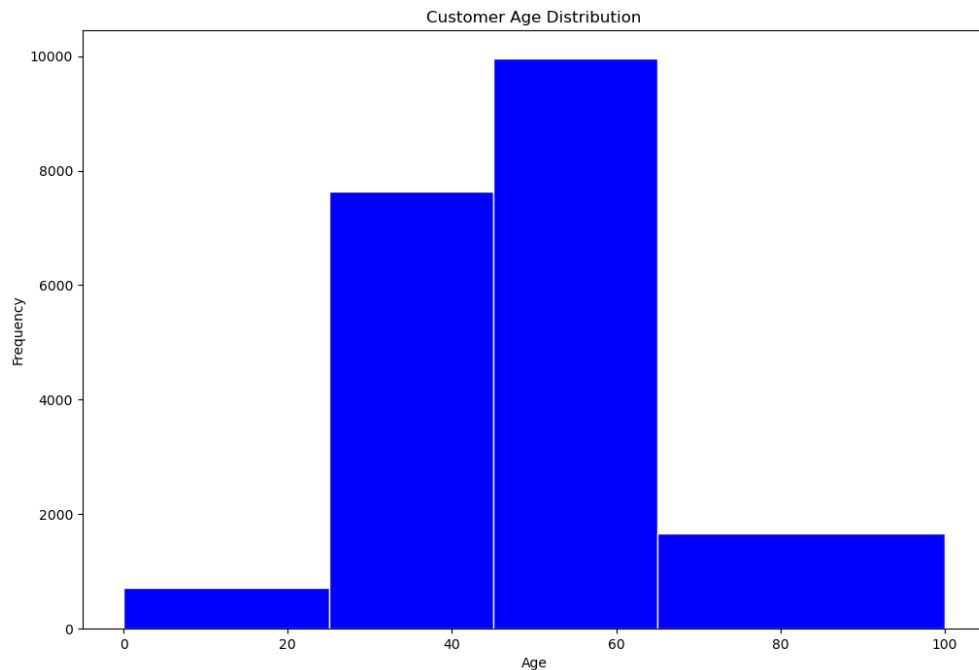
Features used in Data Exploration Analysis:

- Age distributions
- Number of purchases in 3 years / percentages purchases
- Job industry category
- Wealth segments
- Number of cars owned in each states



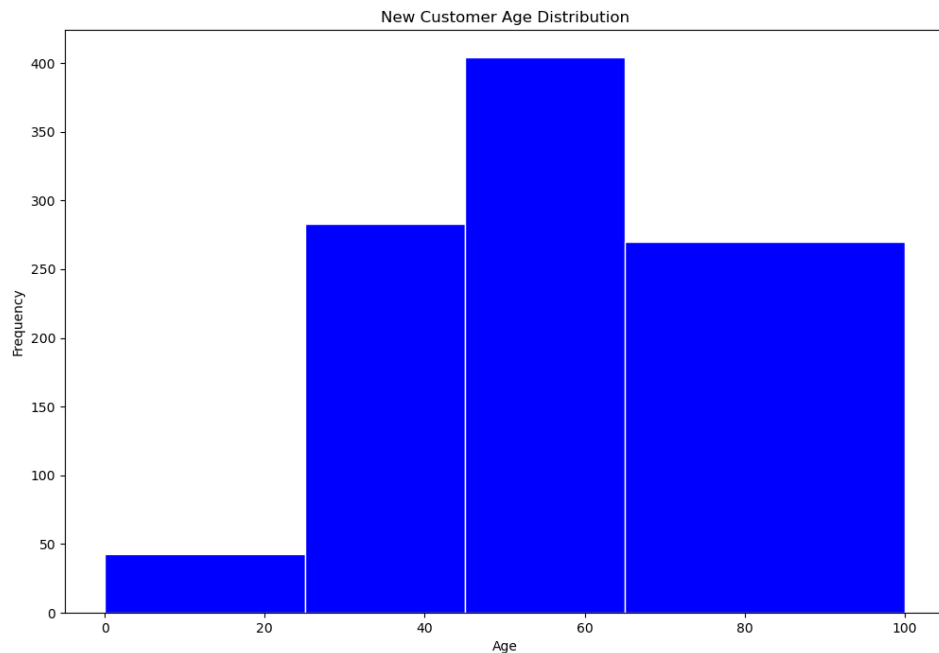
# Data Exploration

## Key Insights from Data Exploration: Customer's Age Distribution



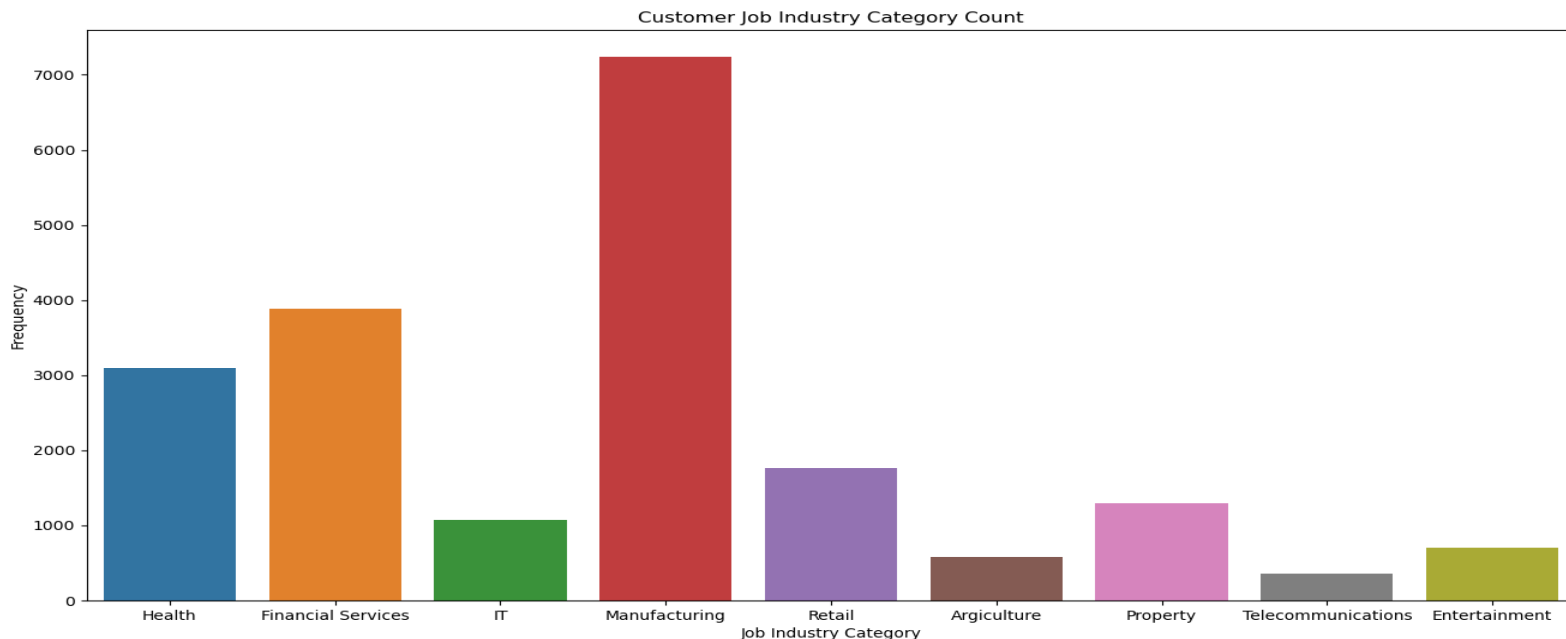
# Data Exploration

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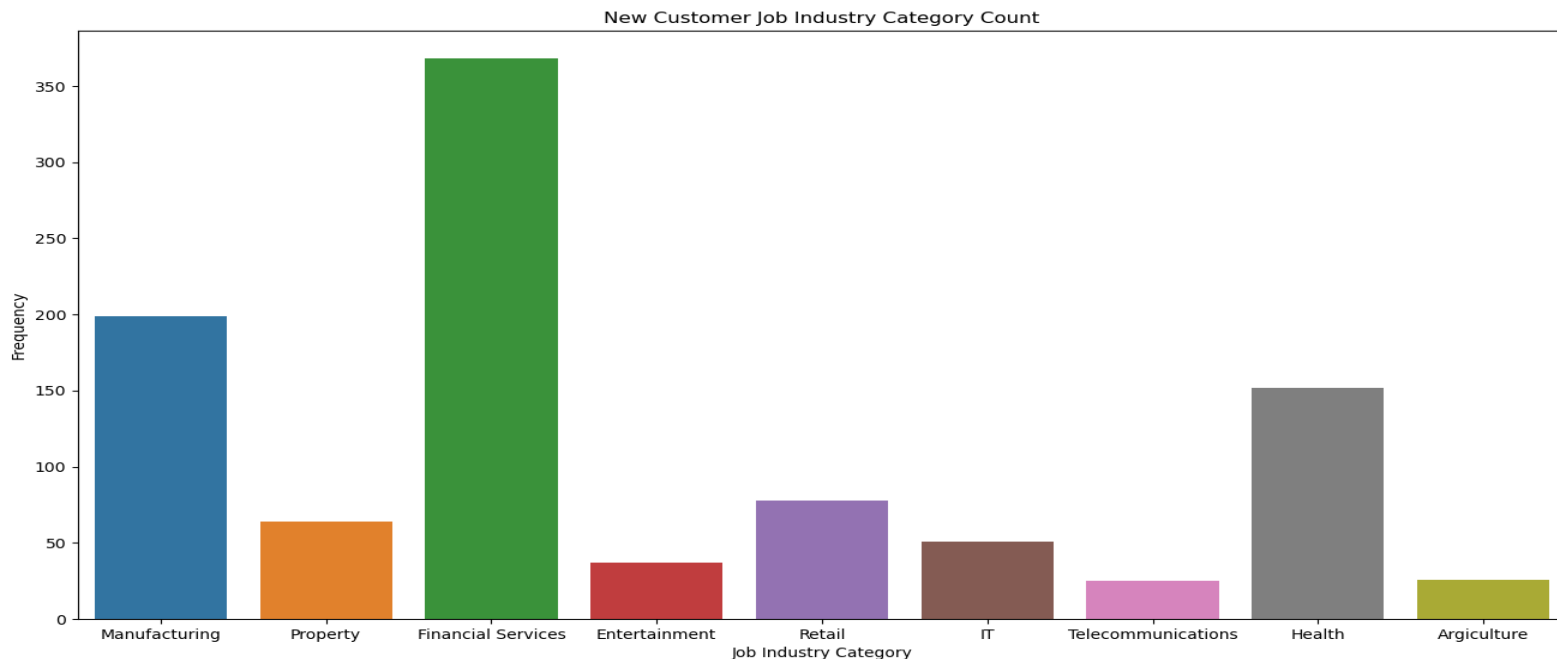
# Data Exploration

## Key Insights from Data Exploration: Job Industry Category Distribution



# Data Exploration

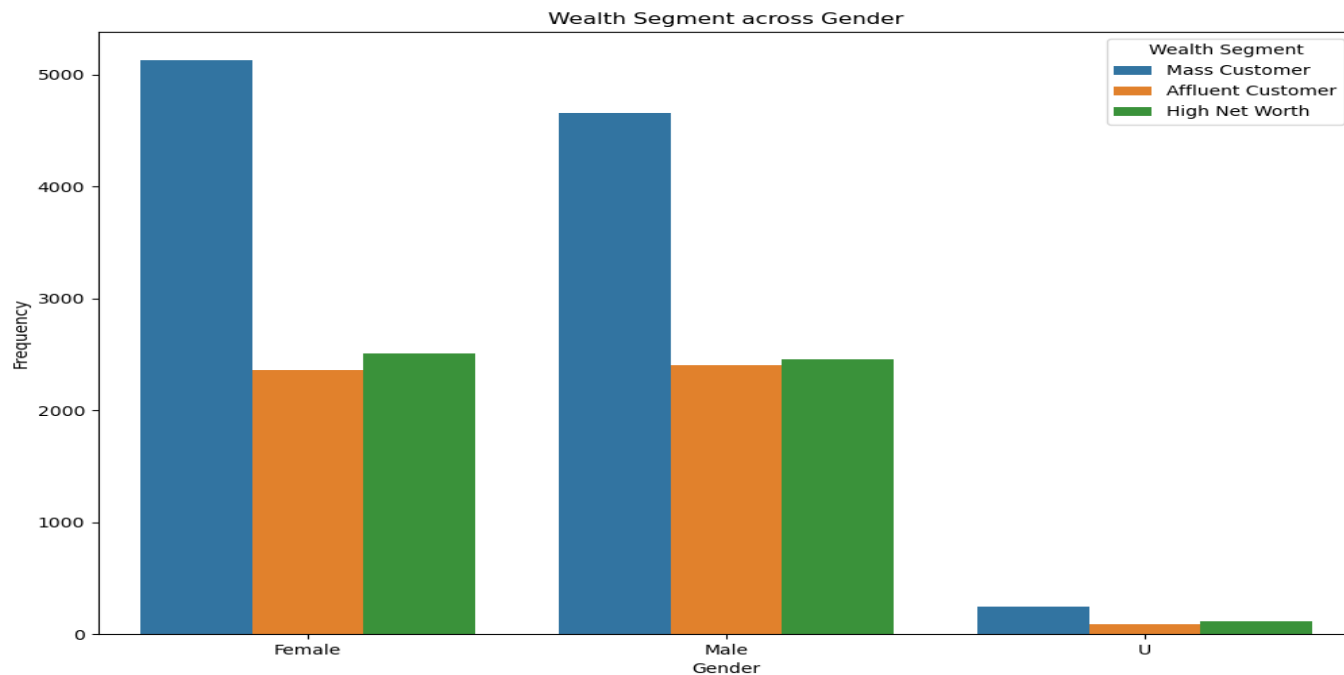
## Key Insights from Data Exploration: Job Industry Category Distribution





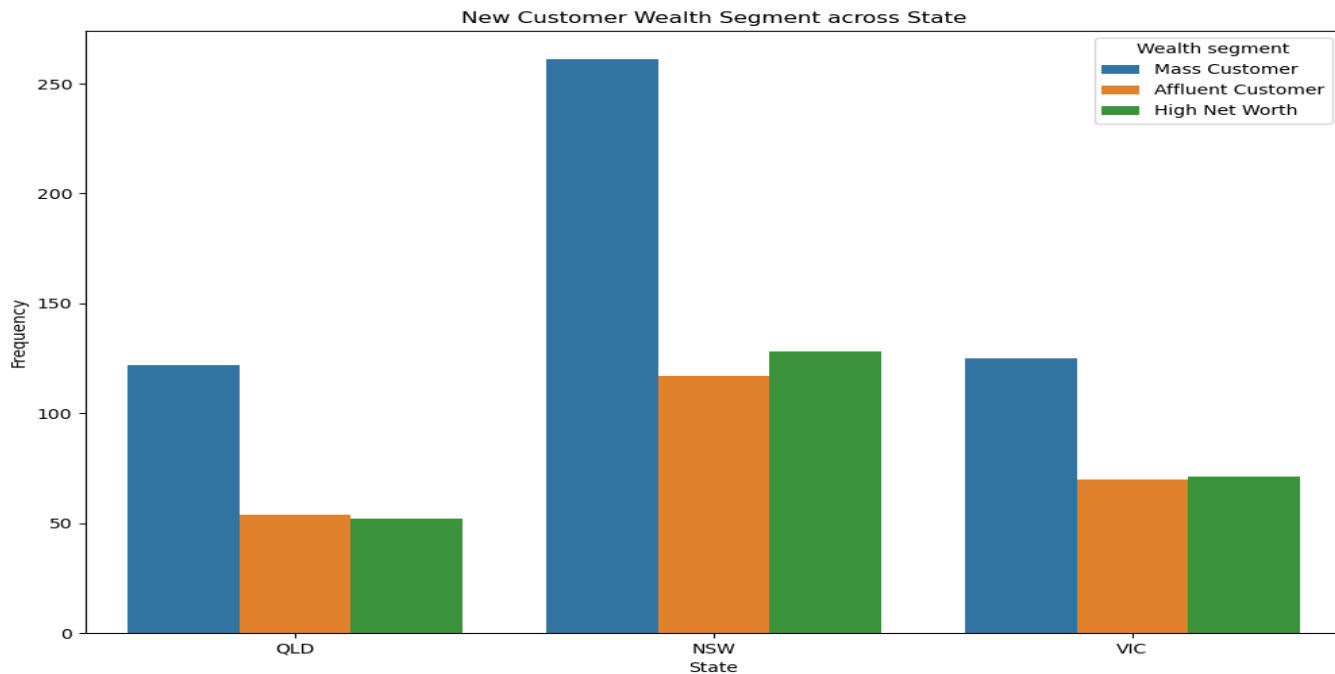
# Data Exploration

## Key Insights from Data Exploration: Wealth across Gender



# Data Exploration

## Key Insights from Data Exploration: Wealth across Gender



# Model Development

## Tasks in the pipeline

- Purpose of model development and its role in the analysis process
- Types of models we will develop, such as clustering, classification and regression
- Activities involved in model development such as feature engineering, data transformations and selection of appropriate modeling techniques
- Example output: customer segments based on demographic and transactional data
- Importance of evaluating and refining models to ensure accuracy and robustness
- Example output: comparing performance of different modeling techniques and selecting the best one

# Interpretation

## Tasks in the pipeline

- Purpose of interpretation and its role in the analysis process
- Activities involved in interpretation, such as analyzing results, identifying trends and patterns, and generating insights and recommendations
- Example output: identifying customer segments that are most likely to drive value for the organization
- Importance of communicating results and recommendations to the client
- Example output: creating a report with insights and recommendations for targeting new customers

# Appendix