

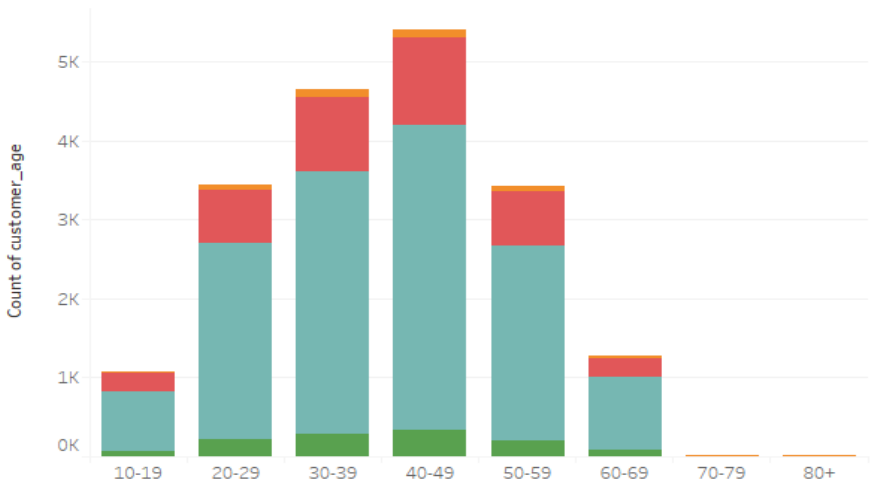
KPMG Marketing Strategy Data Analysis

File created on: 2020-08-22 11:24:06 PM

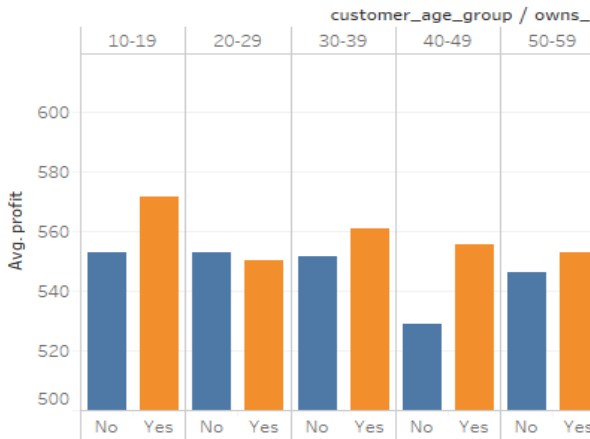
Sprocket Central Data Analysis

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|-----------------------------|--|----------------------|---|--------------|
| Customer Age Group Analysis | Wealth Segment in each state with customer titles comp.. | Seasonality Analysis | Profitability with customer segments analysis | RFM Analysis |
|-----------------------------|--|----------------------|---|--------------|

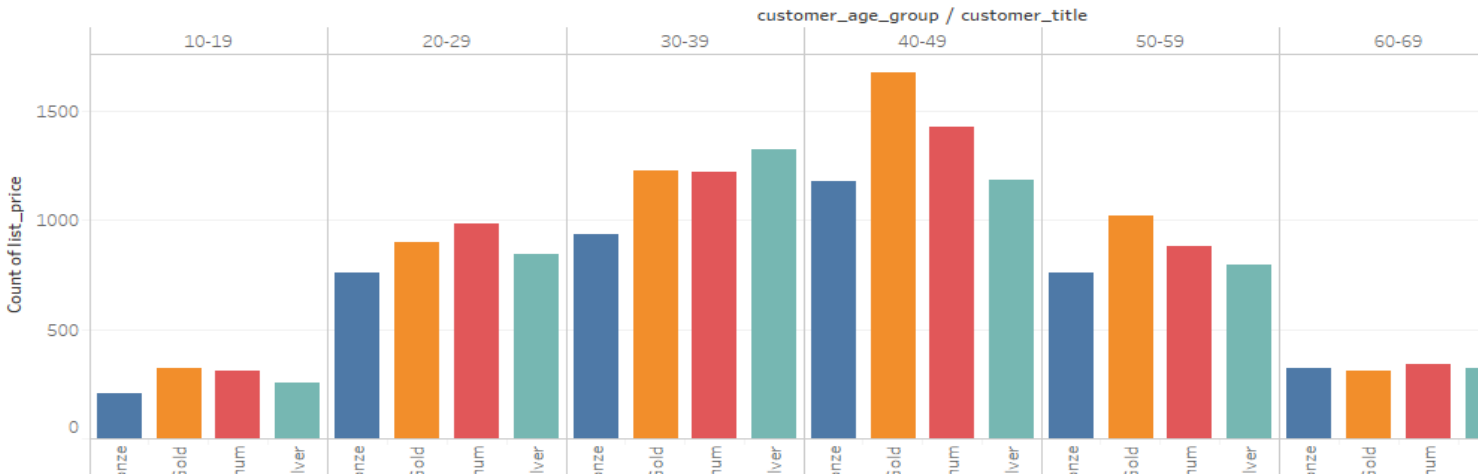
Purchase Frequency Comparison Between Age Groups



Profitability Between Car Owners With Groups

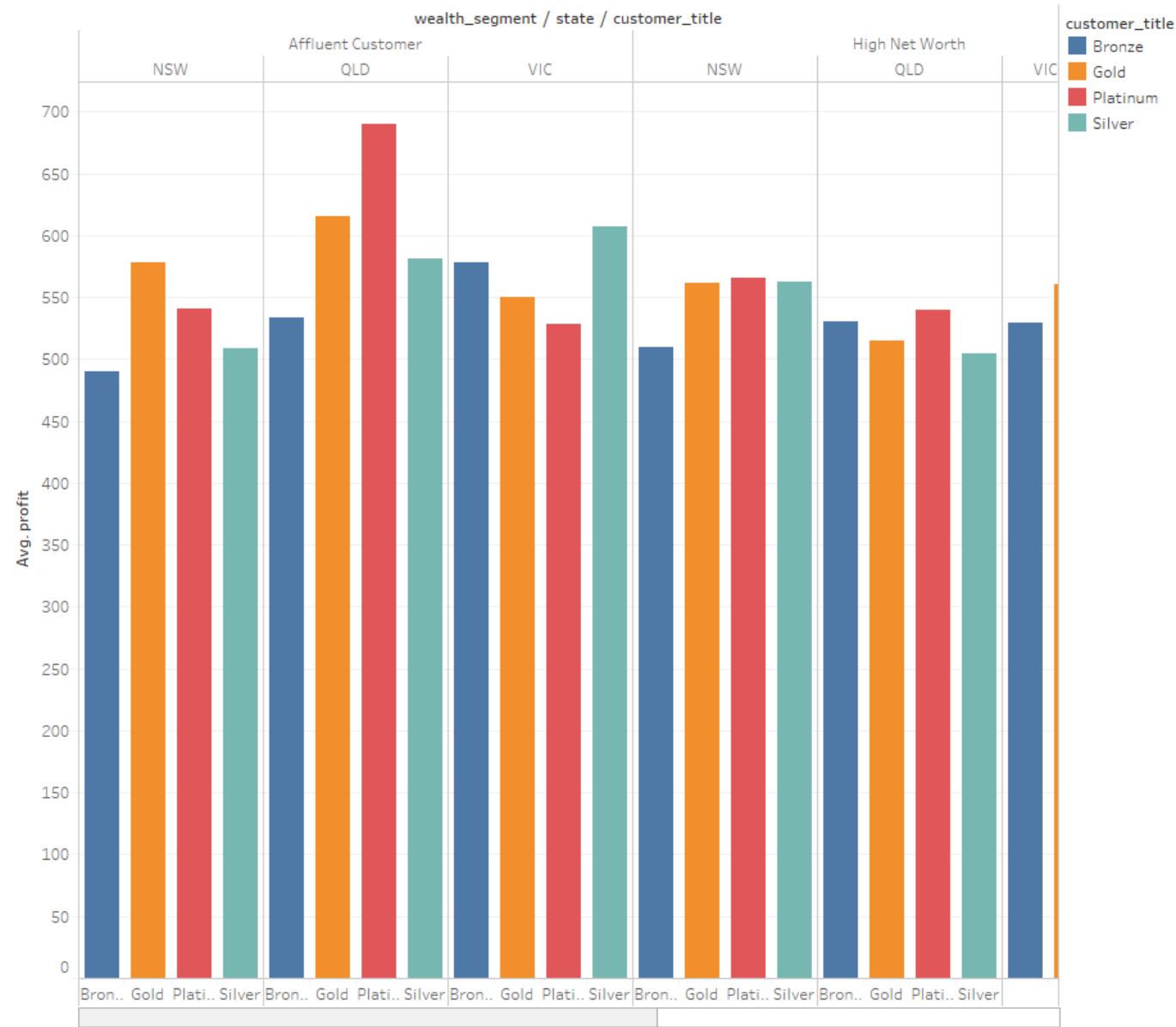


Age Group With Customer Title Purchase Frequency



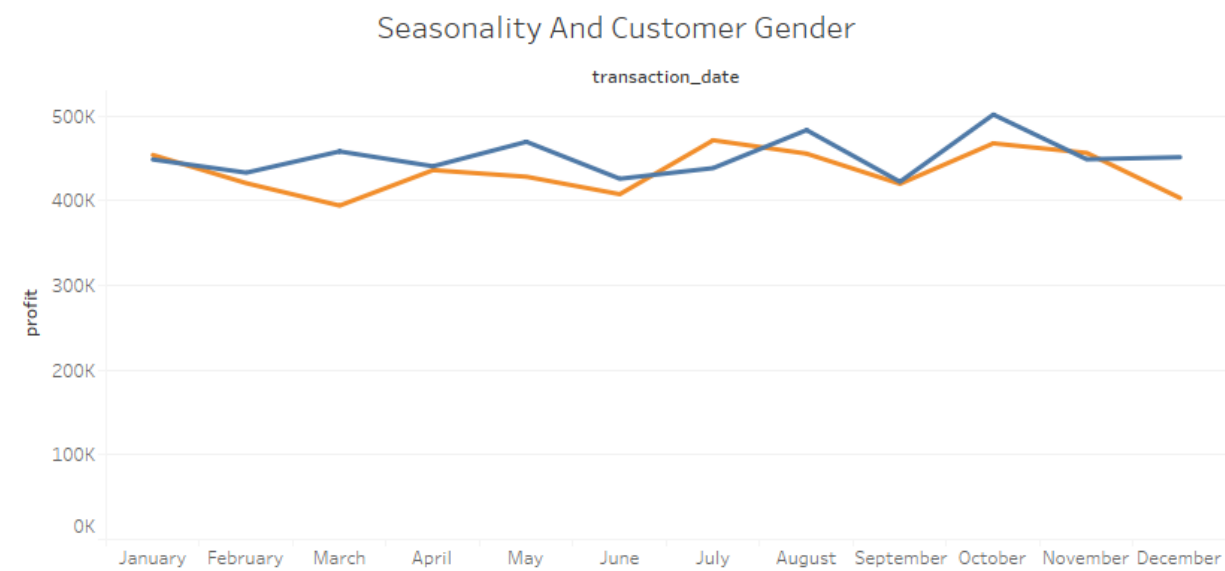
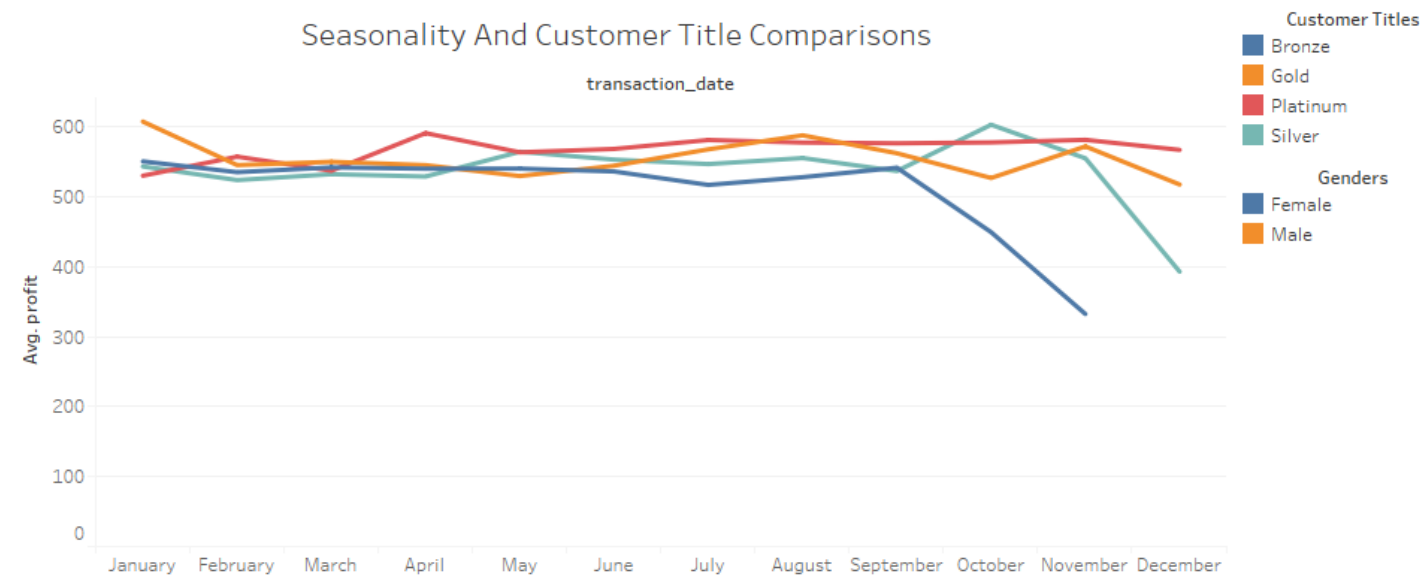
Sprocket Central Data Analysis

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| Customer Age Group Analysis | Wealth Segment in each state with customer titles comp.. | Seasonality Analysis | Profitability with customer segments analysis | RFM Analysis |
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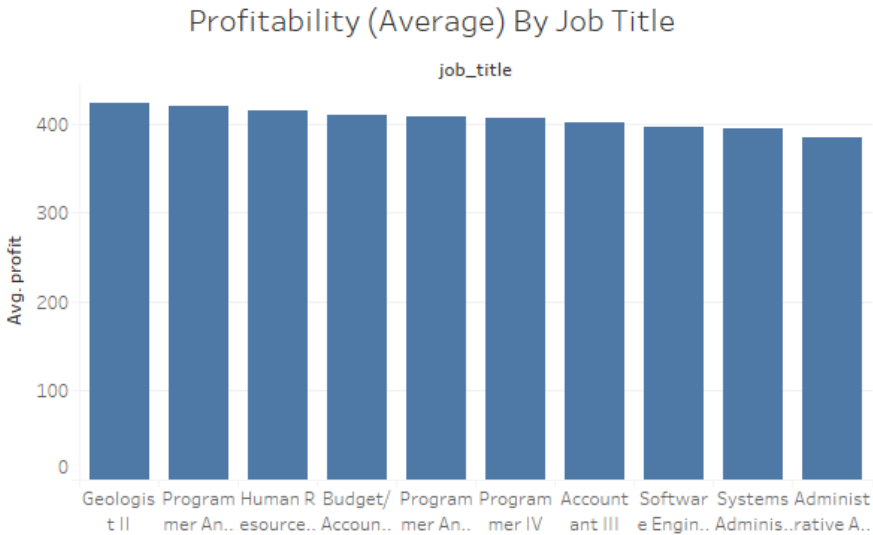
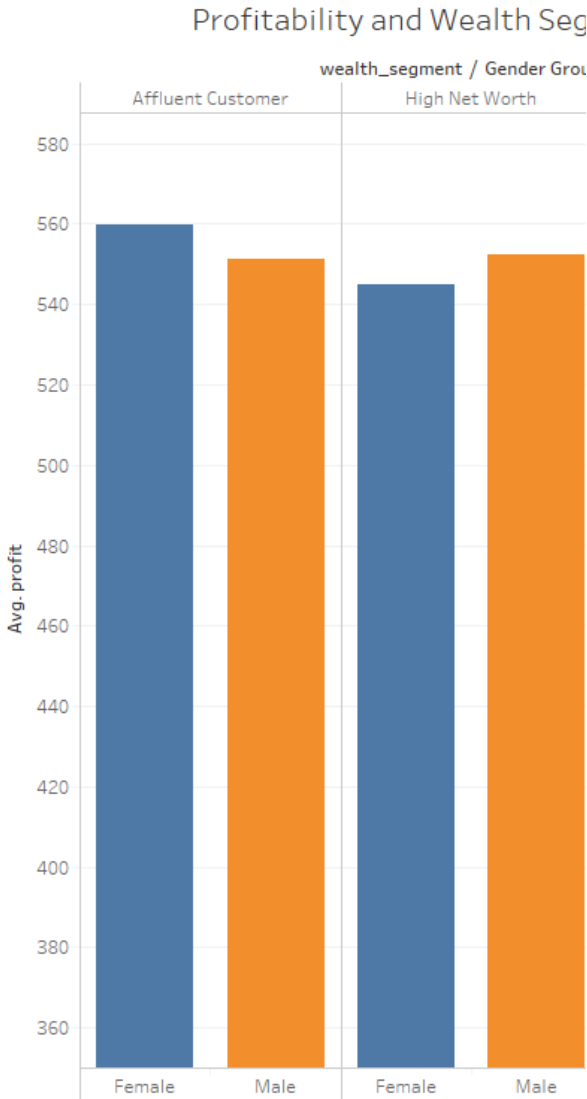
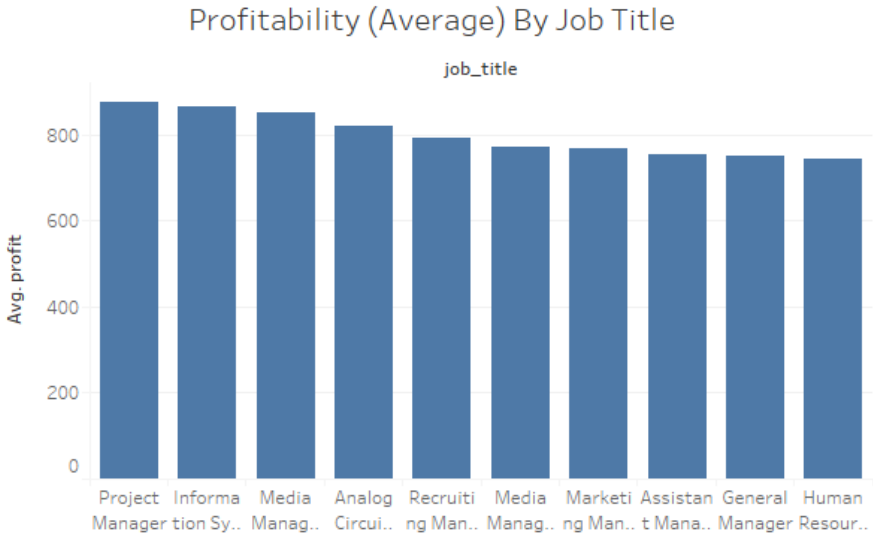
Sprocket Central Data Analysis

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| Customer Age Group Analysis | Wealth Segment in each state with customer titles comp.. | Seasonality Analysis | Profitability with customer segments analysis | RFM Analysis |
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Sprocket Central Data Analysis

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| Customer Age Group Analysis | Wealth Segment in each state with customer titles comp.. | Seasonality Analysis | Profitability with customer segments analysis | RFM Analysis |
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Sprocket Central Data Analysis

Customer Age Group
Analysis

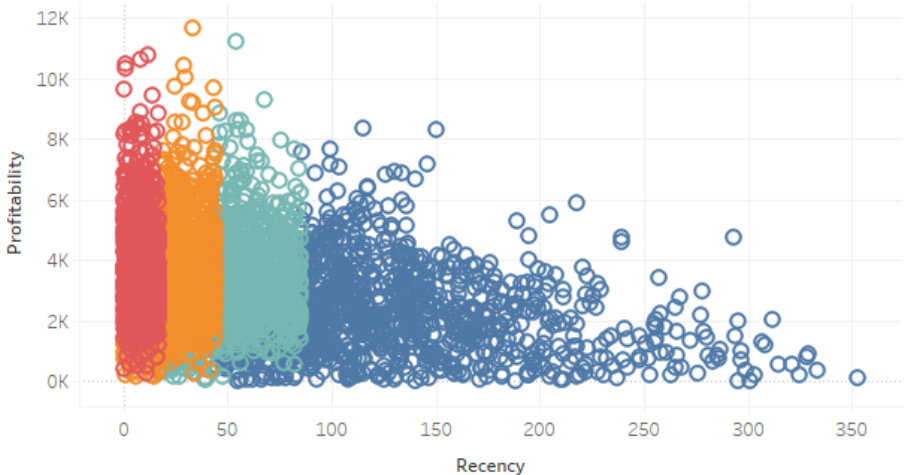
Wealth Segment in
each state with
customer titles comp..

Seasonality Analysis

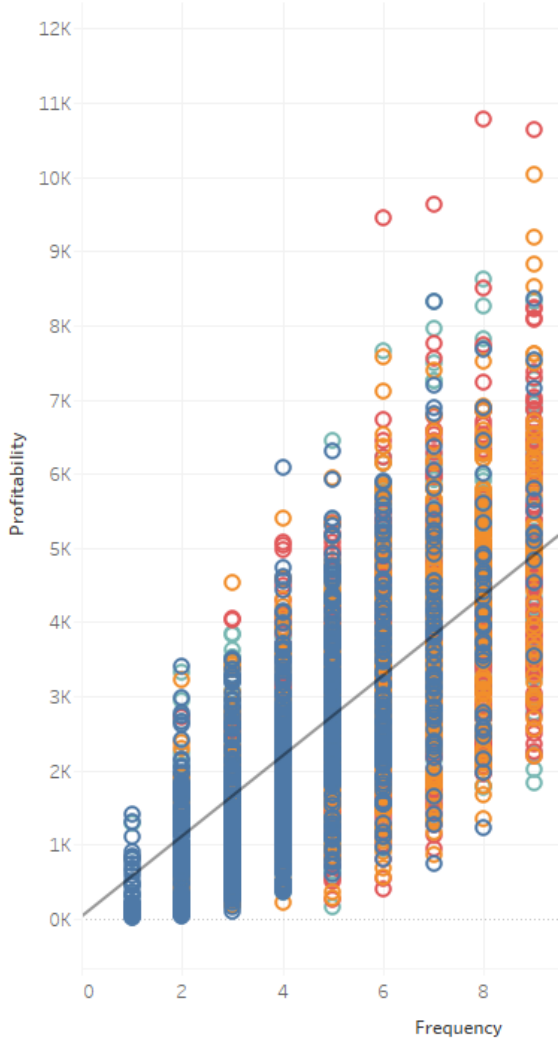
Profitability with
customer segments
analysis

RFM Analysis

Recency VS Monetary



Frequency VS Monetary



Recency VS Frequency

