TheAnalyticsTeam

Sprocket Central Pty Ltd

Data analytics approach

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Agenda

1. Introduction
2. Data Cleaning
3. Data Exploration
4. Interpretation

Problem Outline

❖ Sprocket Central pvt Ltd is a Company that specialization in high quality bike and motorcycle and accessories

❖ The Company is targeting 1000 New Customers For target Marketing

❖ The Company is focused in maximizing profit Through Bike Sales

Data Cleaning

In this Analysis We have three Table (Transaction , Customer Demographical, And Customer Address) with 1000 Target Customer Table

| Dataset	Missing Values Columns	Inconsistency	Default Columns
Customer Demographical	Last_name, DOB, job_title, job_industry_category, wealth_segment, tenure	gender	default
Customer Address		States	
Transaction	online_order, product_line, product_class, product_size, standard_cost, product_first_sold_date		

Bike Related Purchases Based On The Age of Customer

❖ Most of the bike related purchases are made by customers between the age of 40-50.

❖ In the New Customer purchases visual most purchases are from the age of 40 and 50 also between the age 40-50.

❖ The Data show the middle aged customers are one of the most potential and profitable customers..
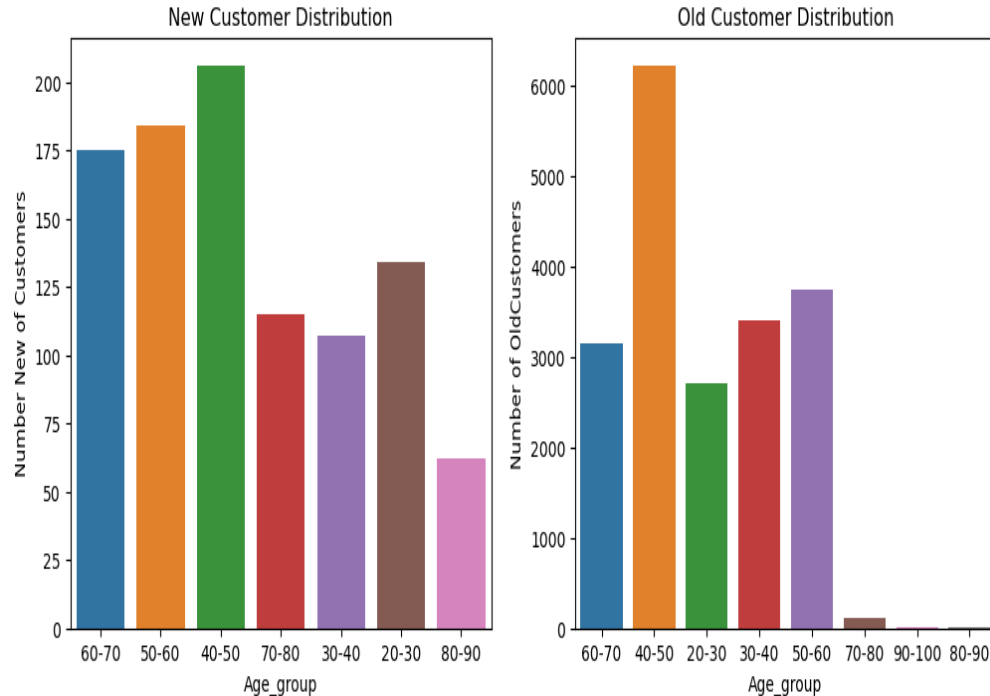
Bike Related Purchases Based On Job industry

❖ In the Old Customers, Financial Services, Manufacturing and Health are top three Profit generate industries,
followed by Retail , IT, and Property.

❖ In the New Customer, also followed the same trend like old customer.

❖ In both tables are lowest profitable sectors are Agriculture and telecommunication.

New Customer - Job Title Customer Distribution
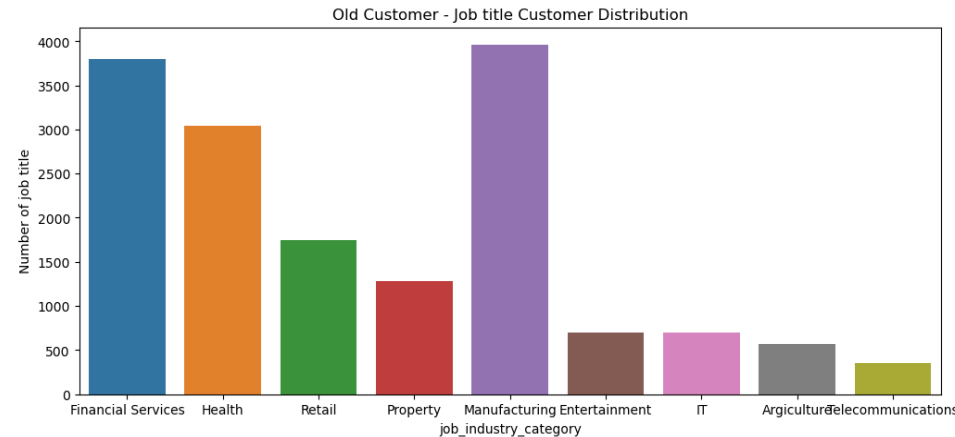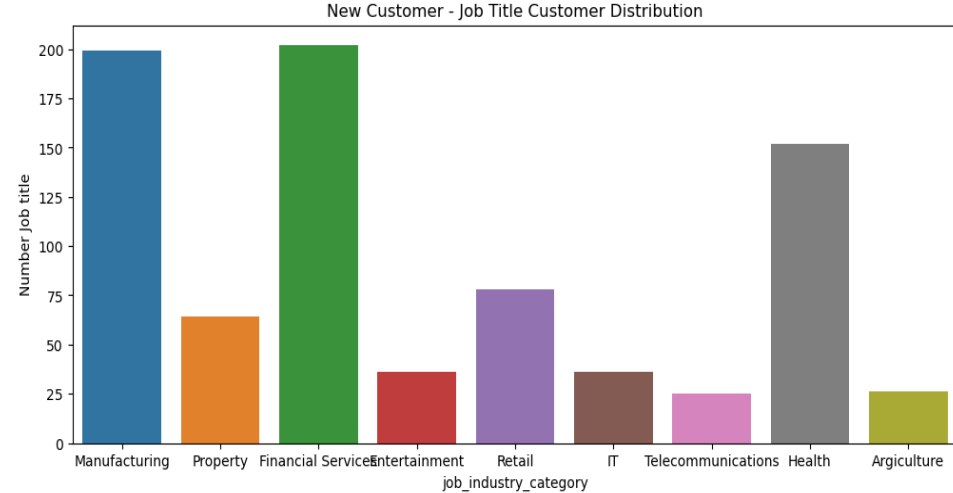
Old Customer - Job title Customer Distribution

# Bike Related Purchases In each Segments Based on Age group

❖ In the Old Customers, the highest profitable customer of age between 40-50 In all segmentation,
But Less profitable customer after age of 70+.

❖ In the New Customer, also followed the same trend like old customer.

❖ At the between 40 -50, Mass Customers have the highest number followed by high net worth and finally Affluent Customers.

Old Customer - Wealth Distribution by Age Group

New Customer - Wealth Distribution by Age Group
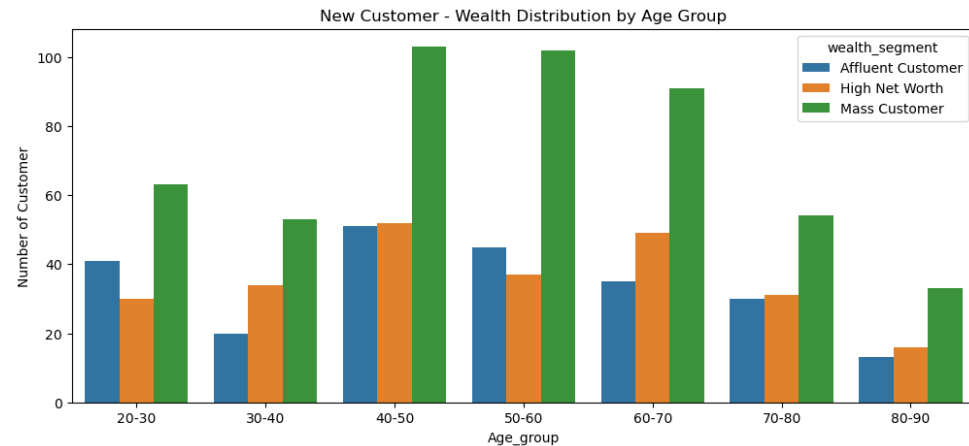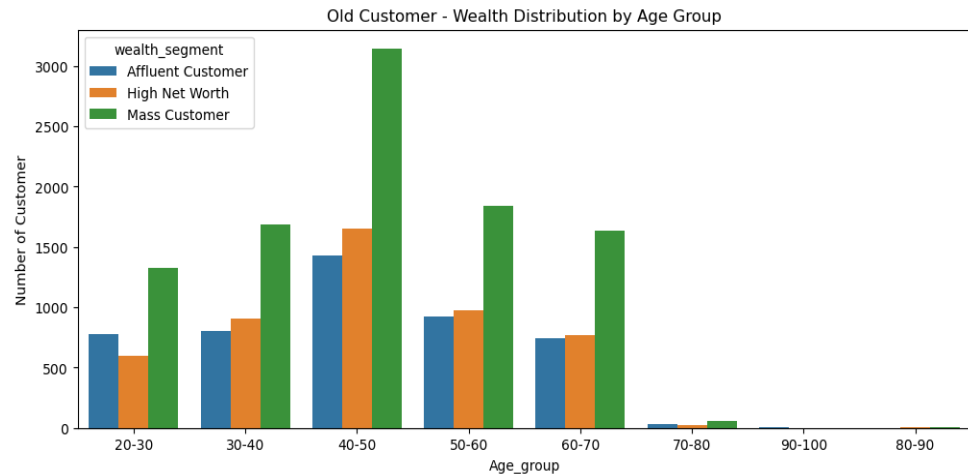
Bike Related Purchases with respect to Car Ownership in each states

❖ Most of the Bike related purchases are from customer of NSW who have own cars or not in both situation.

❖ For those customer that don't have own cars most purchases are also from NSW, followed by VIC and QLD.

❖ Bike related purchases and the number of customer in each state are directly proportional.

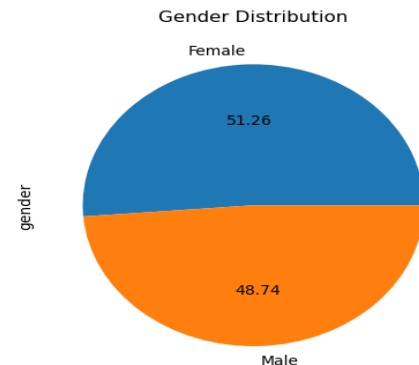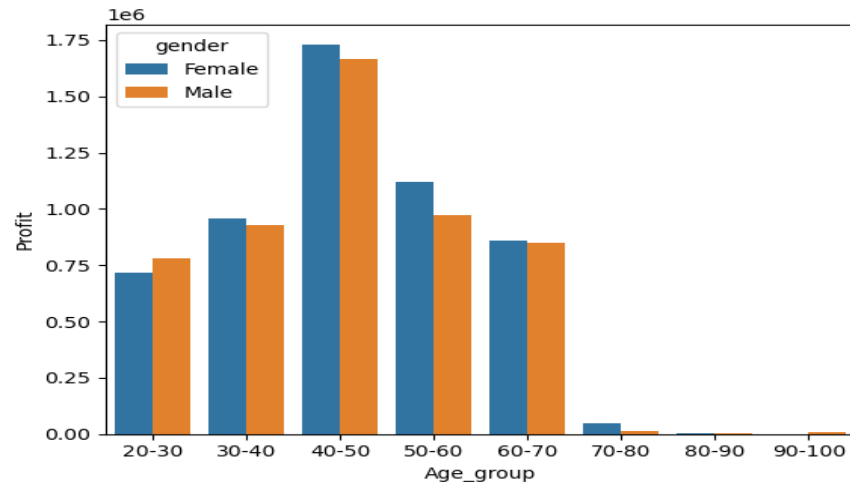

Number of Cars (yes or No)
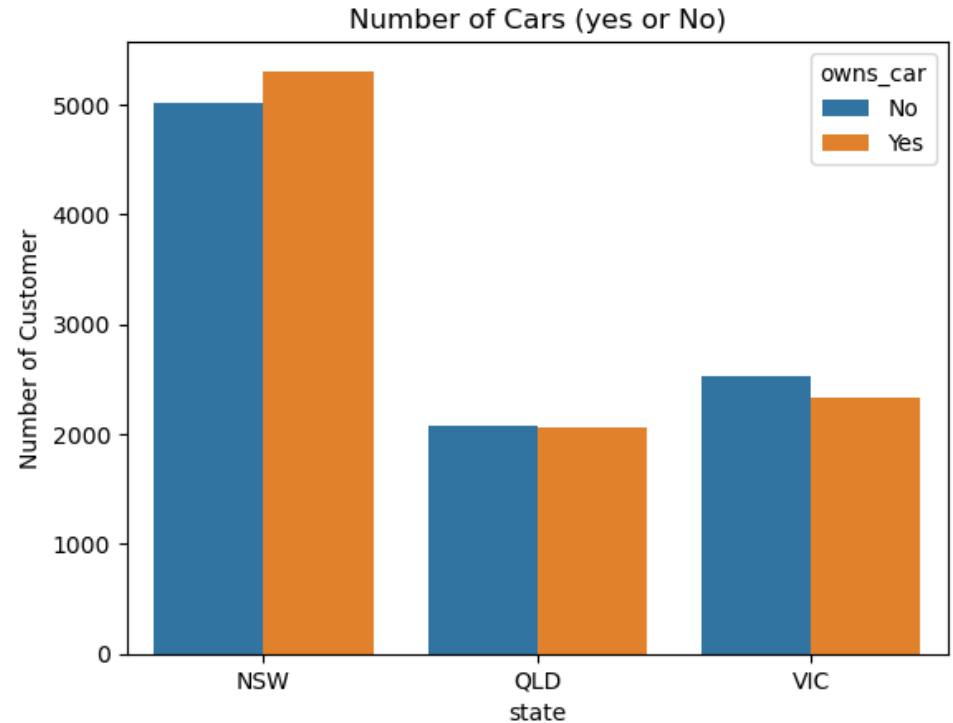
Profit based on t Age group and gender

❖ Maximum profit is generated from customers from age group of 40-50

❖ From the data the highest numbers of customer are female followed by male

Gender Distribution

RFM Analysis

❖ The Customer who purchases recently who generate more revenue as compare to who visit long time ago.
The Customer who purchase recently (50-100) day ago who generate more revenue
And purchase (200 +) ago who generate lowest revenue

❖ The customer purchase frequently who generate more profit as compare to lower frequently.

Recency vs Monetary Distribution

Frequency vs Monetary Distribution
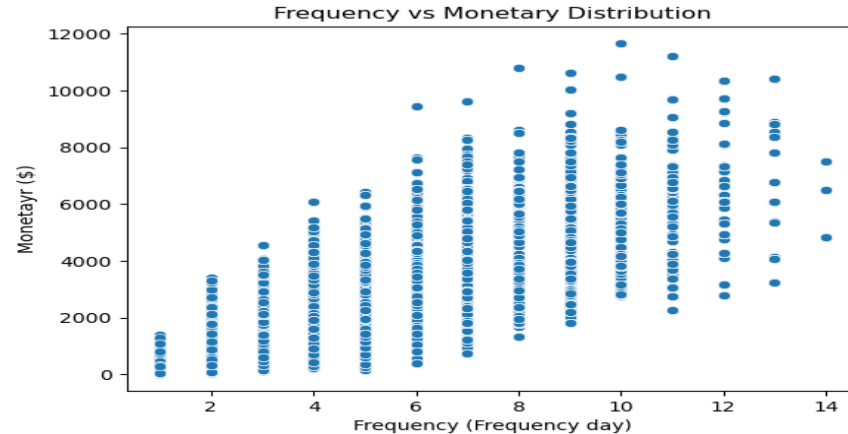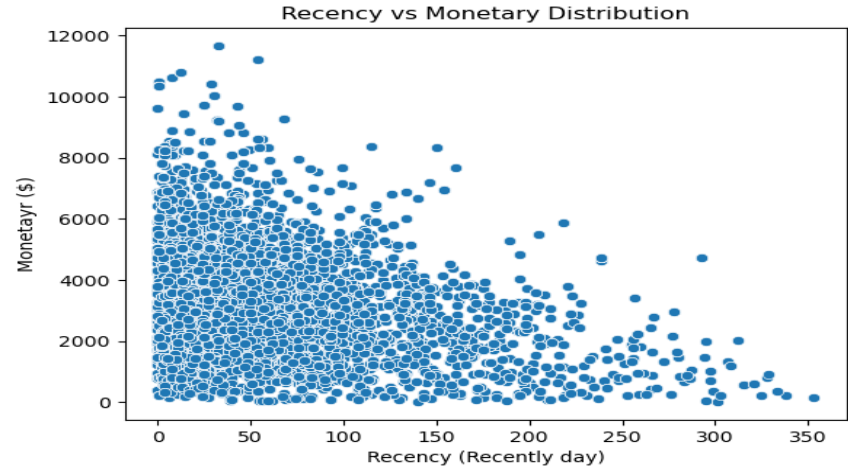
RFM Customer Analysis

❖ Based on the Recency of purchase of customers, Frequency of their purchase and Monetary from the purchases made a customer profile and visual was generated

❖ Most of the Customer are Platinum Customer with maximum RFM 27.53%

❖ Gold customers being in the second place in terms of Number percentage, followed by Silver and Bronze

Custmer Distribution

Platinum 27.53
Gold 26.73
Silver 24.31
Bronze 21.43
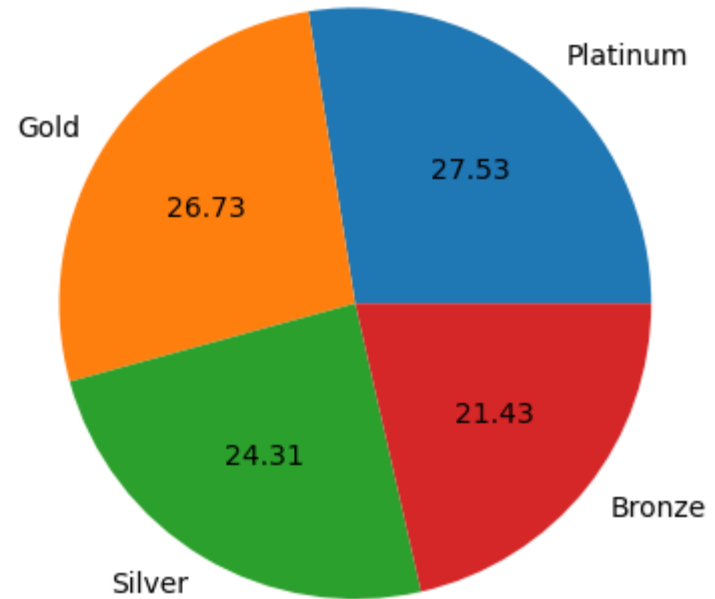
Targeting Customers

❖ According to RFM Analysis we found top 20 Customer with highest RFM Score rank with different job title and address.

❖ These are highest valuable Customer with high frequency orders.

first_name	last_name	job_title	postcode	address	rank
Marge	Girault	Registered Nurse	2099	06069 Hayes Road	1
Jillie	Fyndon	Programmer Analyst IV	4132	8142 Tomscot Drive	1
Wells	Pressman	Registered Nurse	4514	95 Eliot Street	1
Slade	Semark	Missing	2036	11 Victoria Place	1
Joachim	Amer	Research Assistant IV	4070	29 Portage Street	1
Tatum	Askem	Executive Secretary	3179	77433 Sunfield Court	1
Reggie	Mulliner	VP Accounting	2160	079 Merry Park	1
Merola	Stutard	Account Coordinator	2153	84 Porter Alley	1
Ammamaria	Standbridge	Analog Circuit Design manager	3150	8044 Emmet Hill	1
Leesa	Castleman	Sales Associate	2062	010 Namekagon Parkway	1
Mercy	Wilsone	Health Coach I	2759	9427 Tennyson Plaza	1
Waylin	Eassom	Research Nurse	3380	43811 Golf View Road	1
Damien	Haddeston	Web Designer II	2153	7174 Thackeray Point	1
Benedicto	Hoxey	Speech Pathologist	2100	73042 Roth Crossing	1
Nicko	Pembridge	Accountant IV	2323	3 Luster Junction	1
Emmott	Mercik	Chemical Engineer	3022	88545 Milwaukee Center	1
Laurie	Dwerryhouse	Social Worker	4726	54 Sage Plaza	1
Clare	Attoe	Web Designer III	2446	35 Harbort Way	1
Andie	Shorto	Director of Sales	2487	70 Shopko Drive	1
Andonis	Cochrane	Missing	2223	6 Canary Plaza	1

CUSTOMER CLASSIFICATION- Targeting high value Customers

Based on Data Analysis and Visualization, These are the high values Customers that should be Targeted :

❖ Customers Age between 40-50

❖ Customers who worked in the financial service, Manufacturing and Health Industries.

❖ Customers who Property valuation should be between 6 to 10.

❖ Customers who currently living in New South Wales and Victoria states

❖ Most of the high valuable customers are Females.

❖ Most of the highly values customers are the mass wealth segment than High Net Worth.

Dashboard :-

Months

All ▼

Brands

☐ Giant Bicycles
☐ Norco Bicycles
☐ OHM Cycles
☐ Solex

Product Line

☐ Mountain
☐ Road
☐ Standard
☐ Touring

Order States

☐ Approved
☐ Cancelled

Own Cars

☐ No
☐ Yes

Total Profit
10.7M

Male
9433
48.7%

Female
9921
51.3%

Type Of Customers

Platinum	Silver	Bronze
5.33K		
Gold	4.71K	4.15K
5.17K		

Own Cars In States

owns_car ● No ● Yes

- NSW: 5.0K / 5.3K
- VIC: 2.5K / 2.3K
- QLD: 2.1K / 2.1K

Age Distribution

- 40-50: 6.2K
- 50-60: 3.7K
- 30-40: 3.4K
- 60-70: 3.1K
- 20-30: 2.7K
- 70-80: 0.1K
- 80-90: 0.0K
- 90-100: 0.0K
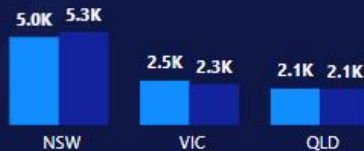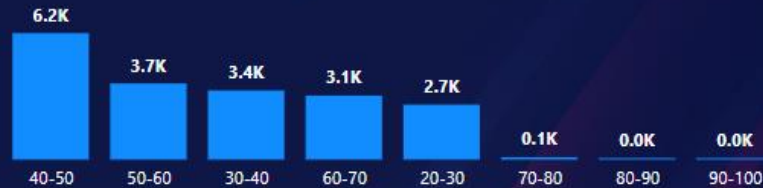
Job Industry Distribution

- Manufacturi...: 4.0K
- Financial Ser...: 3.8K
- Health: 3.0K
- Retail: 1.7K
- Property: 1.3K
- IT: 0.7K
- Entertainment: 0.7K
- Argiculture: 0.6K
- Telecommu...: 0.4K
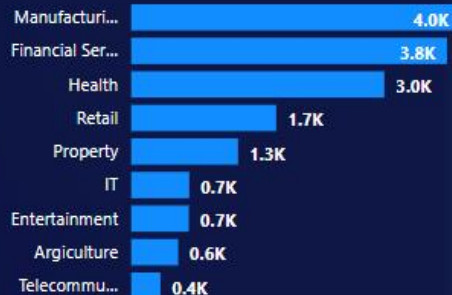
Wealth Segment Distribution

wealth_segment ● Affluent Customer ● High Net Worth ● Mass Customer

- 40-50: 1.4K / 1.6K / 3.1K
- 50-60: 0.9K / 1.0K / 1.8K
- 30-40: 0.8K / 0.9K / 1.7K
- 60-70: 0.7K / 0.8K / 1.6K
- 20-30: 0.8K / 0.6K / 1.3K
- 70-80: 0.0K / 0.1K
- 80-90: 0.0K
- 90-100: 0.0K