KPMG's, Sprocket Central Data Analysis and Summary.
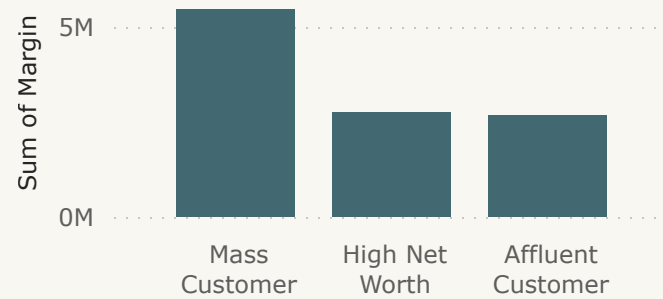### •Customer Demographics
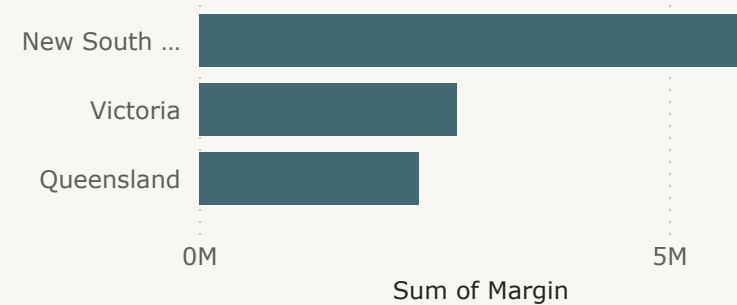
Gender

1.87K (47....)

2.04K (52....)

gender
● Female
● Male
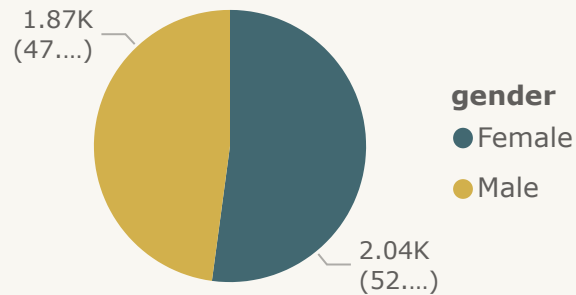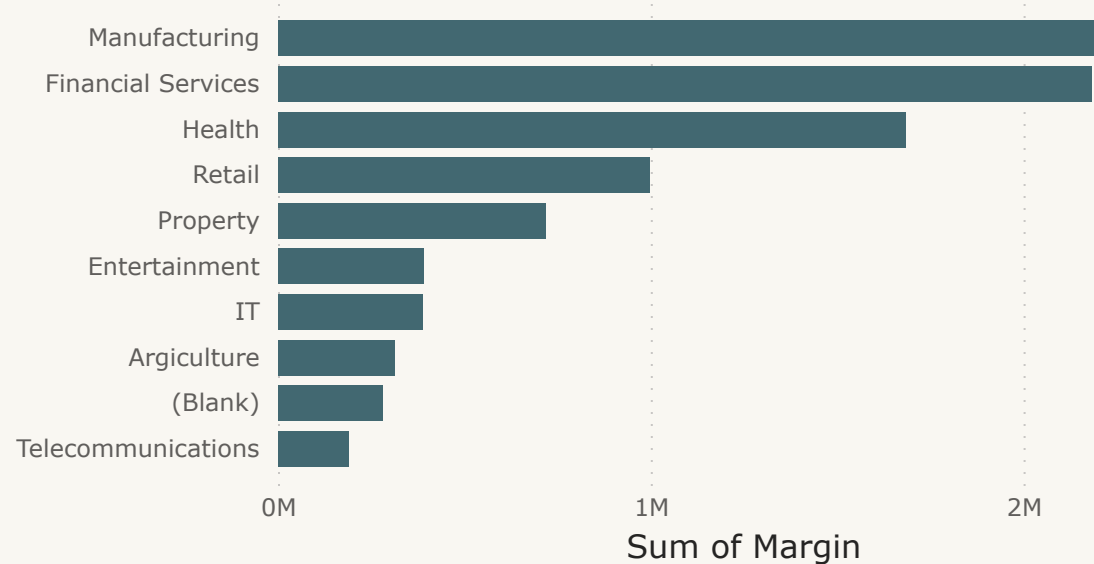
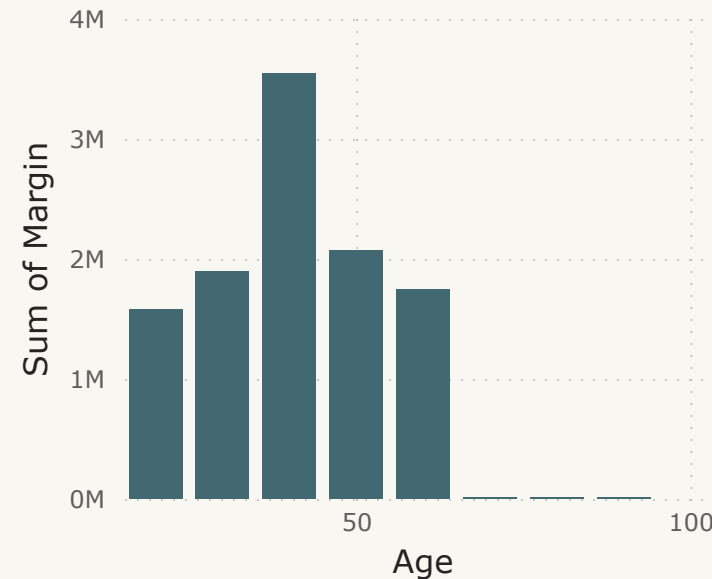## Sum of Margin by wealth_segment

Sum of Margin by state

Number of Customers

3912

Sum of Margin by job_industry_category

Sum of Margin by Age (bins)

Sum of Margin by tenure (bins)

Margin by Product Line
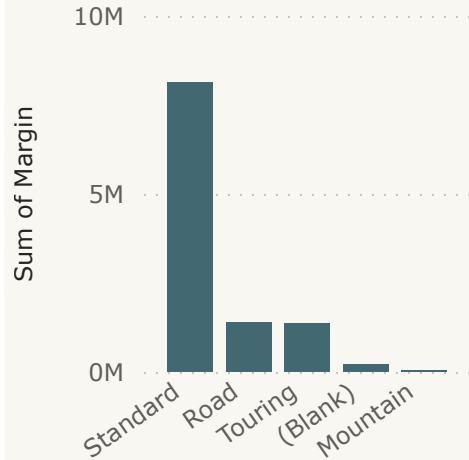
Approved Against Cancelled Orders

0.18K (0.9%)

19.82K (99.11%)

order_sta...
- Approv...
- Cancell...
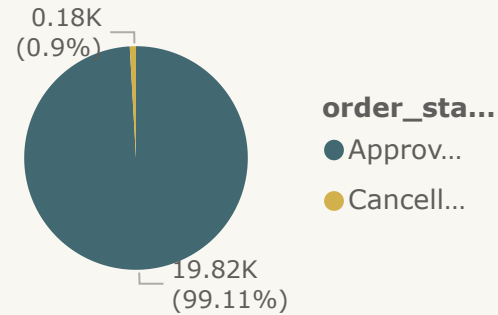
Total Revenue

22.16M

Total Margin

11.15M

Sum of Margin by Month
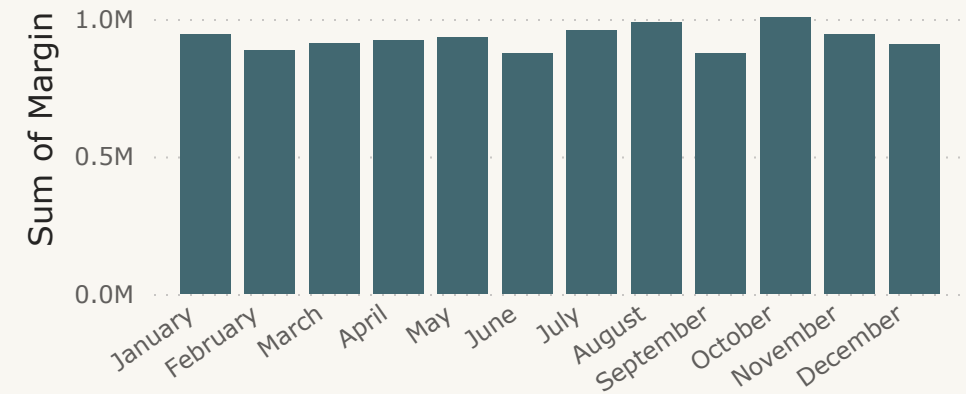
Sum of Margin by product_size
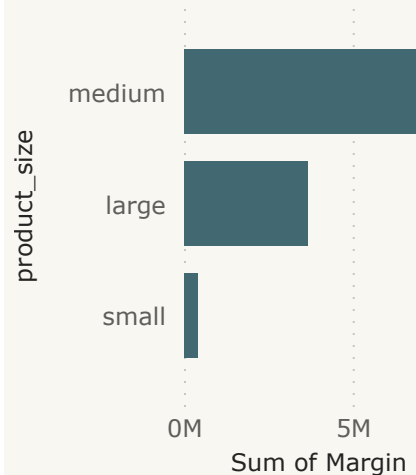
Sum of Margin by product_class

Sum of Margin by brand

Main Goal of this Analysis was to come up with predictive insights on which of the new potential customers the company, Sprocket Central should focus on to maximize on their sales in terms of Margin an Revenue.

Here are some of the recommendations used to come up with the names of potential customers on the left:

- The Job Industry with highest margins are Manufacturing and Financial Services, hence we'll start filtering by the above industries.
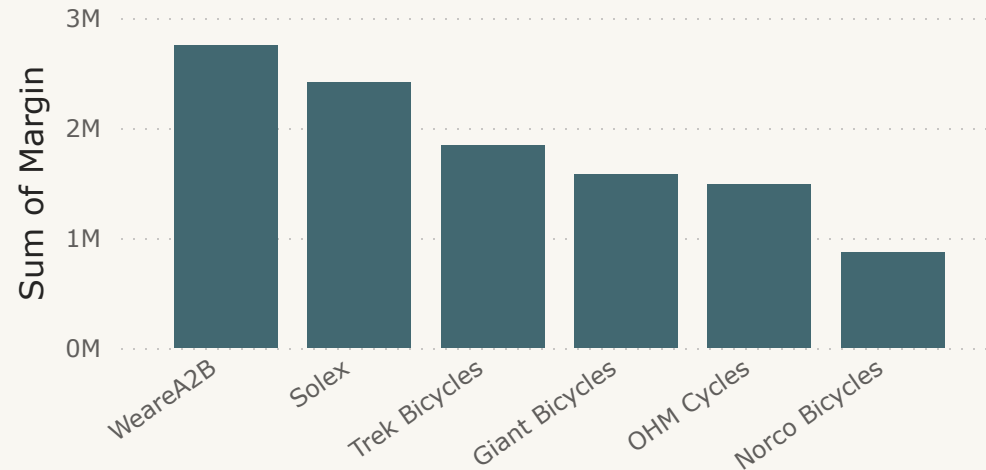- New South Wales has the highest State with high margins and most customers, so we expect the same trend to apply to the new customers, hence, we'll filter next with this insight.
- Customers between the ages of 20 and 60 seem to have the highest number in terms of customers, sales and margins, hence we will filter next using this insight.
- Wealth Segment will be our last filter as, Mass Customer sector leads the other two by a big margin.

The List on the Right are the customers, Sprocket Central should rush and focus on as from the predictive analysis they are likely to purchase high margins products. Also the company should focus on the other types of customers, i.e hard sales and marketing to bring them onboard.

first_name	last_name	state	job_industry_category	wealth_segment	Ne
Ajay	Worham	New South Wales	Manufacturing	Mass Customer	
Aldin	Newsome	New South Wales	Financial Services	Mass Customer	
Aldric	Birney	New South Wales	Manufacturing	Mass Customer	
Aleece	Feige	New South Wales	Manufacturing	Mass Customer	
Alexina	Mabley	New South Wales	Manufacturing	Mass Customer	
Allsun	Biner	New South Wales	Financial Services	Mass Customer	
Alta	Pithcock	New South Wales	Financial Services	Mass Customer	
Amabel		New South Wales	Financial Services	Mass Customer	
Andriana	Gosnoll	New South Wales	Manufacturing	Mass Customer	
Archibald	Blessed	New South Wales	Financial Services	Mass Customer	
Becky	Lassen	New South Wales	Financial Services	Mass Customer	
Bessie	Roscow	New South Wales	Financial Services	Mass Customer	
Biddie	Gorce	New South Wales	Financial Services	Mass Customer	
Brendis	Pineaux	New South Wales	Manufacturing	Mass Customer	
Chanda	Mensler	New South Wales	Manufacturing	Mass Customer	
Claude	Bowstead	New South Wales	Manufacturing	Mass Customer	
Claudette	Renackowna	New South Wales	Manufacturing	Mass Customer	
Clotilda	Southers	New South Wales	Financial Services	Mass Customer	
Daisi	Tinwell	New South Wales	Financial Services	Mass Customer	
Daryl	Pauncefort	New South Wales	Financial Services	Mass Customer	
Davie	Blay	New South Wales	Financial Services	Mass Customer	
Dodi	Kiggel	New South Wales	Financial Services	Mass Customer	
Donica	Humby	New South Wales	Financial Services	Mass Customer	
Dorian	Emery	New South Wales	Manufacturing	Mass Customer	
Dorian	Stollen	New South Wales	Financial Services	Mass Customer	
Duff	Karlowicz	New South Wales	Manufacturing	Mass Customer	
Esther	Rooson	New South Wales	Financial Services	Mass Customer	
Fayre	Brannigan	New South Wales	Manufacturing	Mass Customer	