ANALYTICAL DASHBOARD FOR KPMG
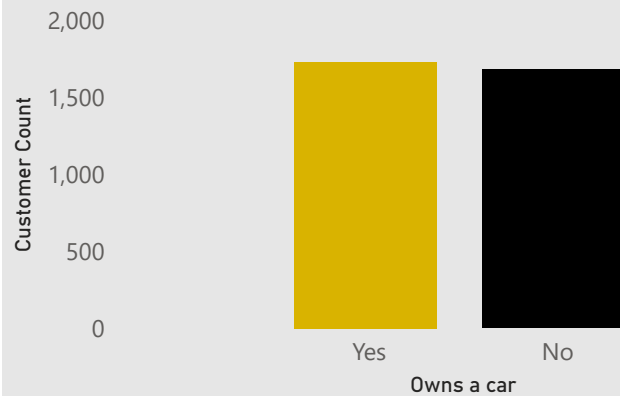
Overview → Analysis → Results

Company Profile:

Sprocket Central Pty Ltd is a long-standing KPMG client whom specialises in high-quality bikes and accessible cycling accessories to riders. Their marketing team is looking to boost business by analysing their existing customer dataset to determine customer trends and behaviour.
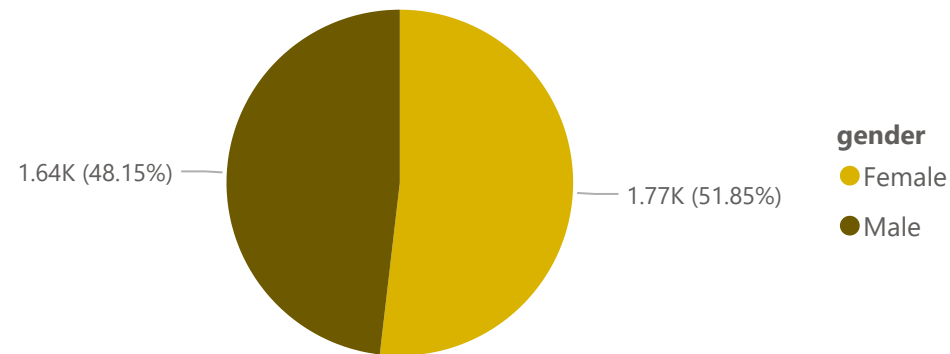
Project:
 • What are the trends in the underlying data?
 • Which customer segment has the highest customer value?
 • What do you propose should be Sprocket Central Pty Ltd 's marketing and growth strategy?
 • What additional external datasets may be useful to obtain greater insights into customer preferences and propensity to purchase the products?
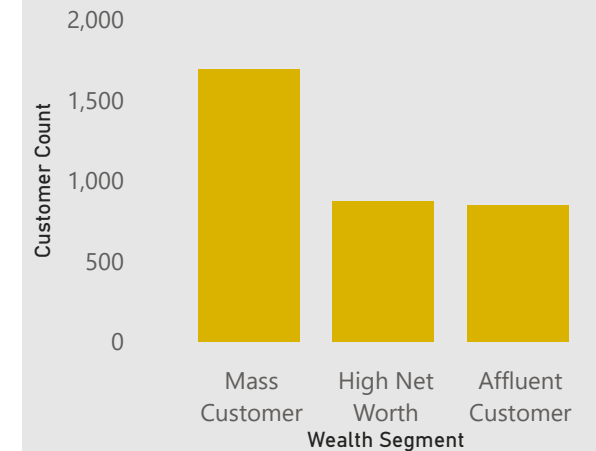
How many customer own a car?

Owns a car ● Yes ● No

Customer Count — Owns a car (Yes, No)

Count of customer_id by gender

1.64K (48.15%)   1.77K (51.85%)

gender
● Female
● Male

Wealth of Customers

Customer Count — Wealth Segment (Mass Customer, High Net Worth, Affluent Customer)

ANALYTICAL DASHBOARD FOR KPMG
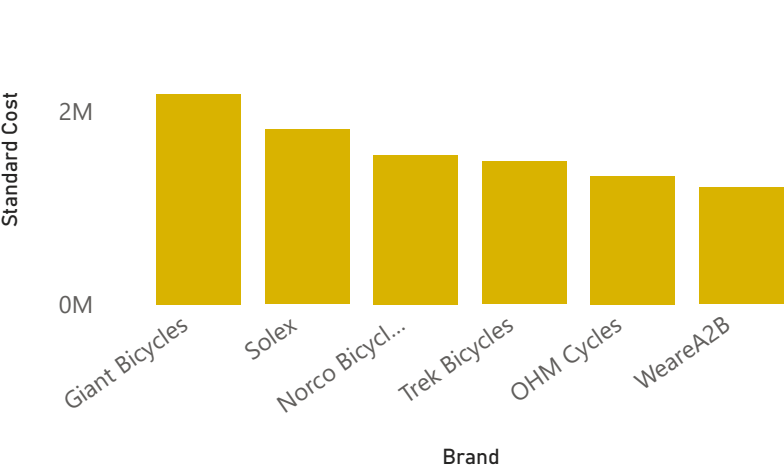
BUILT BY NATASHA NEWBOLD
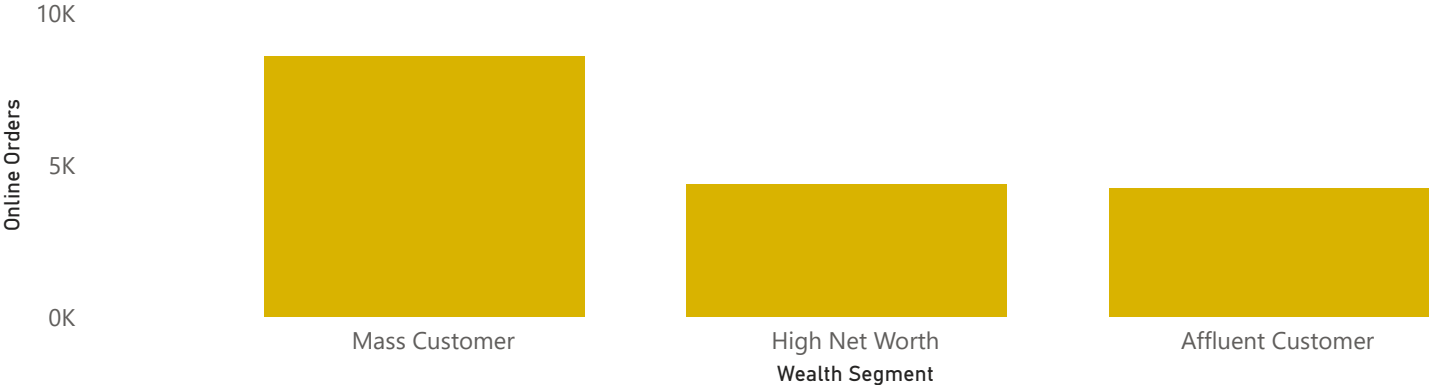
Overview → Analysis → Results

Average Product First Sold by Month
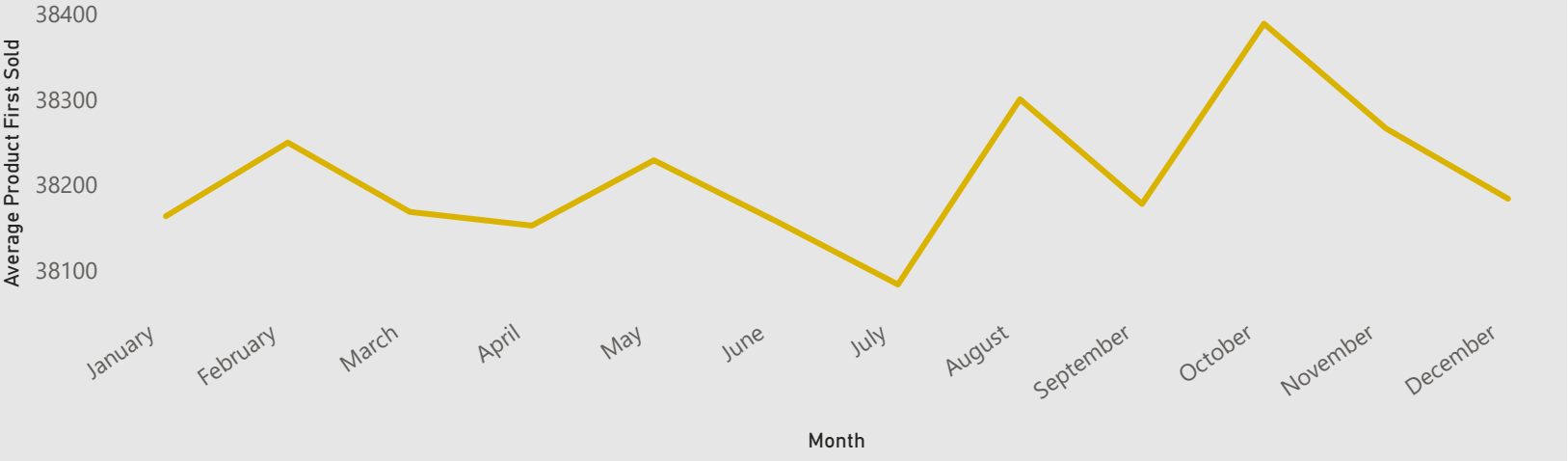
Standard Cost by Brand

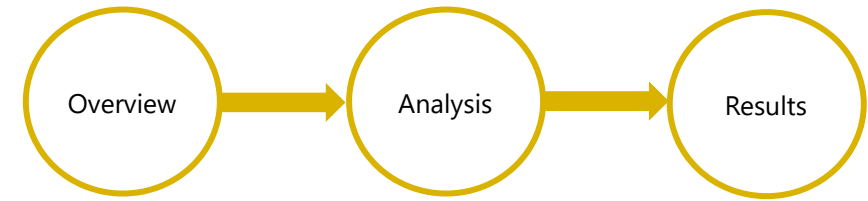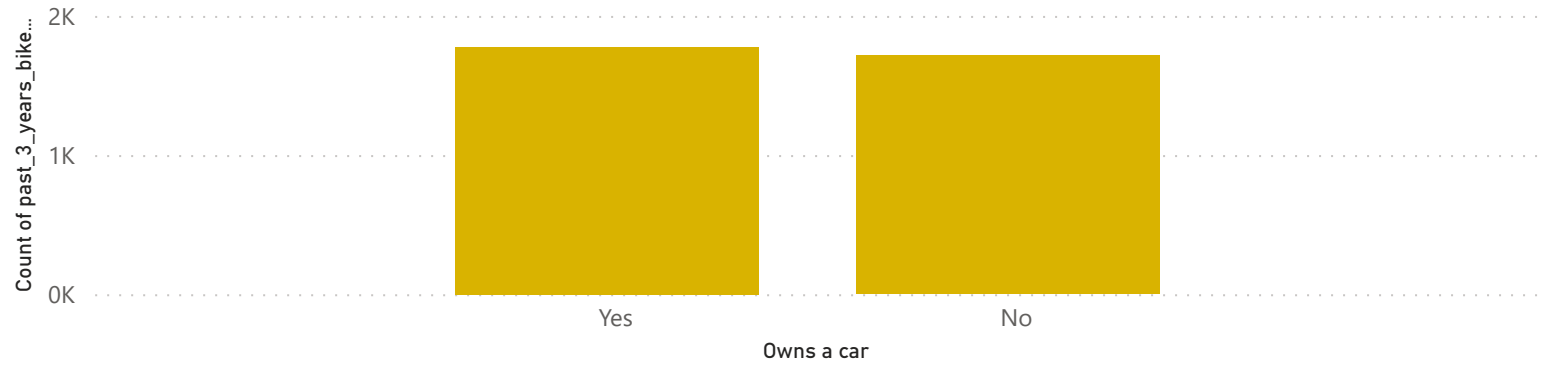## Online Orders by Wealth Segment

Product Line per Customer

ANALYTICAL DASHBOARD FOR KPMG

Overview → Analysis → Results
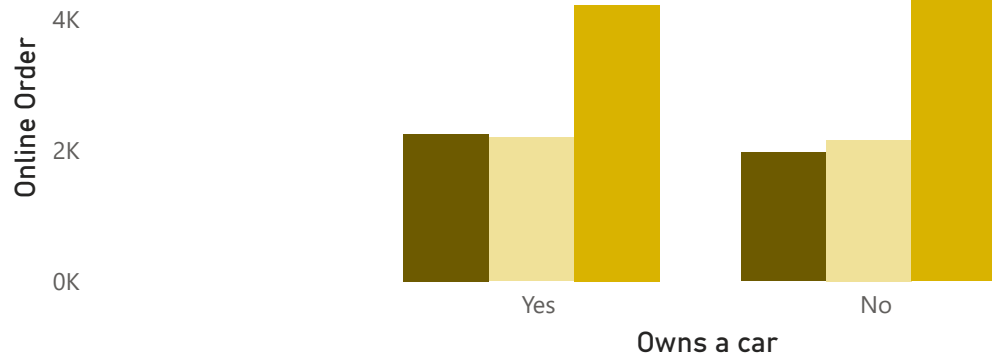
New South Wales

State

Count of past_3_years_bike_related_purchases by Owns a car

Online Order by Owns a car and wealth_segment

wealth_segment ● Affluent Customer ● High Net Worth ● Mass Customer

Online Order by Brand and product_size

product_size ● large ● medium ● small