DATA VERSE 1.0 - REPORT

Trends observed:- It is observed that krux has been sold in high numbers in total and in terms of its subcategory - medium size.With respect to all the brands medium-sized vehicles have been sold maximum. Hence we infer that most people prefer krux and medium-sized vehicles . In terms of small-sized vehicles, CT cycles have been sold the least(153). However, it has recorded the second-largest sale under the medium-size vehicle category.

Though krux has recorded the highest sales, its sale under the large size category has been the least when compared to other brands. On the contrary, power bicycles(that have recorded the least sales in comparison with other brands) have shown the highest record of sales in the large size category.Most of the customers have bought bikes under the standard-product line category irrespective of brands. The number of people who prefer mountain biking is comparatively low and in that case, they have opted for ranger bikes and power bicycles. And people who love touring have chosen the C4 cycle as the most feasible one for touring when compared to other brands. An interesting insight here is that despite being a highly wanted brand(krux), people have preferred power bicycles over krux on-road (in terms of numbers).

Brand Vs Cost: Although Krux has recorded a high sales count, big bikes have encountered the highest turnover. In general, an increase in sales count leads to an increase in turnover. The general fact is contradicted here because we have a subcategory - product_size and its corresponding sales count. The product_size ratios of a brand also play a crucial role now. Big bikes have sold a higher proportion of large-size vehicles implying its reason for a high turnover.Despite obtaining 3rd place in terms of sales count(product_size ratio included) C4 cycles have taken last place in the turnover graph. Hence we understand its low-cost nature.

Therefore we can discern that an increase in sales doesn't comply with the direct proportion principle. In simple words, it alone isn't enough to upscale the turnover. The sale proportions of subcategories under each brand are to be scrutinized. However, the cost of a bike doesn't depend only on the product size . Other factors such as product line , product class , brand etc., also play a vital role in determining the standard cost of the particular bicycle/bike (as inferred from our graphs).

Customer analysis:- Irrespective of the customer's gender and possession of cars, all of them prefer bicycles in a 50:50 ratio with a slight difference.Concerning the job industry, the customers working in production, finance, and healthcare and a set of unidentified(not able to categorize) sectors have purchased bicycles at a higher rate which in turn implies their necessity.On the other hand, the purchase count/rate of people working in industries like agriculture, telecoms, tech has potentially been low. But then we cannot completely infer their level of necessity from these numbers because of sample size (there are high chances of it being a biased sample).

Whichever wealth category the customer belongs to, he/she has highly preferred medium-quality bicycles. By the name of the category itself, mass customers have bought bicycles in mass numbers and henceforth taking the 1st place in contribution graph. From a wider angle, we can also deduce that affluent/high net worth customers take cozy standards and prefer cars rather than bicycles unless and until bicycles have a call for.Being a mass/affluent/high net worth customer does not at all influence their idea of choosing a bicycle brand and it'll be irrelevant to derive conclusions on brand choices based on their wealth category.

The market is mainly focused on one side of Australia covering 3 states like New South Wales, Queensland, and Victoria. A high order rate has been observed from people located in New South Wales. In other words, potential customers are located more in numbers in NSW. And in terms of the mode of purchase, it is observed to be more or less the same ie., an equal amount of people purchase both online and in real. The customer proportion is found to be the least in Queensland. And the veracity of an order being completed or rejected also depends on its mode of purchase. More online orders are rejected. It is not surprising to observe that New South Wales contributes the highest numbers in rejected order rate as it has a high ordering rate in hand.

Marketing and growth strategies proposed:- Focusing on affluent and high net worth customers would create an upsurge in the turnover graph . In order to increase the ratio or numbers of such customers it is really important to concentrate on creating a need for them to jump from cars to bikes/bicycles . Including cosy and luxury features or upgrades in the design and development stage would be a wise choice to pull in these kinds of customers.The same applies for categorisation based on job industry. Introducing features for an increased storage or carrying capacity for people working in sectors like agriculture would pull in a lot more customers.And as far as the state is concerned the entire market relies on one side of Australia . There's a whole set of uncovered states on the other side . Expanding the market to newer states will increase the sale as well as turnover . Introducing bikes(with respect to features and feasibility) based on the geographical nature (say if it is a hilly or mountain area ranger bikes are suggestable) of new states would save more. Increasing or decreasing the production of ranger bikes,power bicycles and c4 cycles based on seasons is advisable . Biking in the mountains and touring gain a separate upsurge or need during holidays .

Broader market segment:- The bike purchasing behaviour of the new customer list has depicted a way to broader market expansion in Victoria. Customers from Victoria have made more bike related purchases in the past 3 years . Bringing in affluent/high net worth customers requires a separate set of efforts as stated previously . So focusing on people who fall under the mass customer category without a car would be a lot more beneficial in the current stage . It is deliberately easy to make customers with a necessity to buy . New sets of customers show similar trends as we have observed earlier . Number of customers belonging to sectors like production , finance and healthcare owning a car is high . Previously , irrespective of owning a car , customers bought a bike in equal proportions . Hence there are high chances for new customers belonging to sectors like production , finance and healthcare to buy a bike . Nevertheless customers belonging to agricultural , telecom and tech sectors are to be given special attention here too.