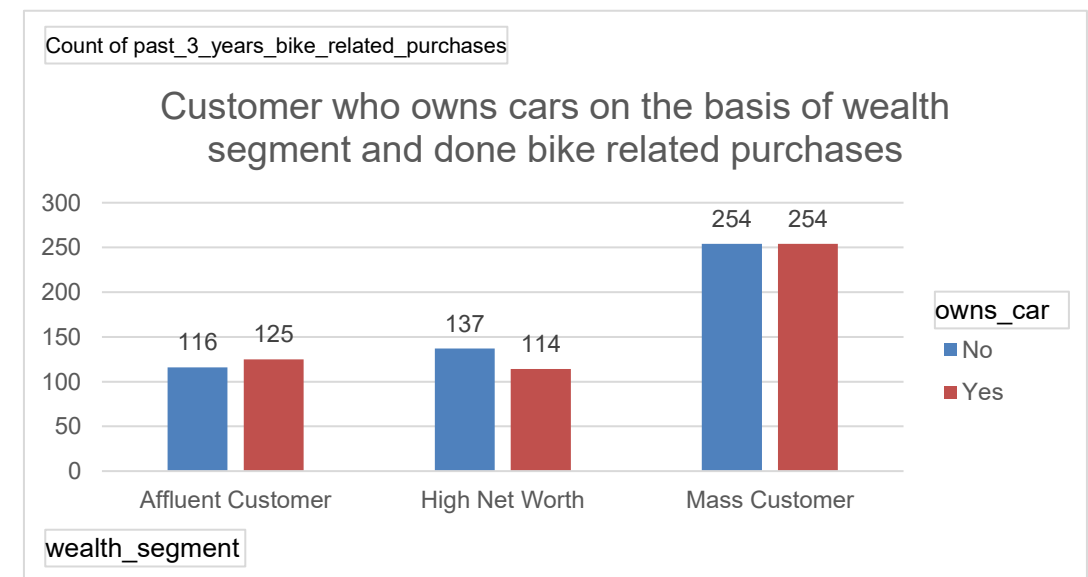
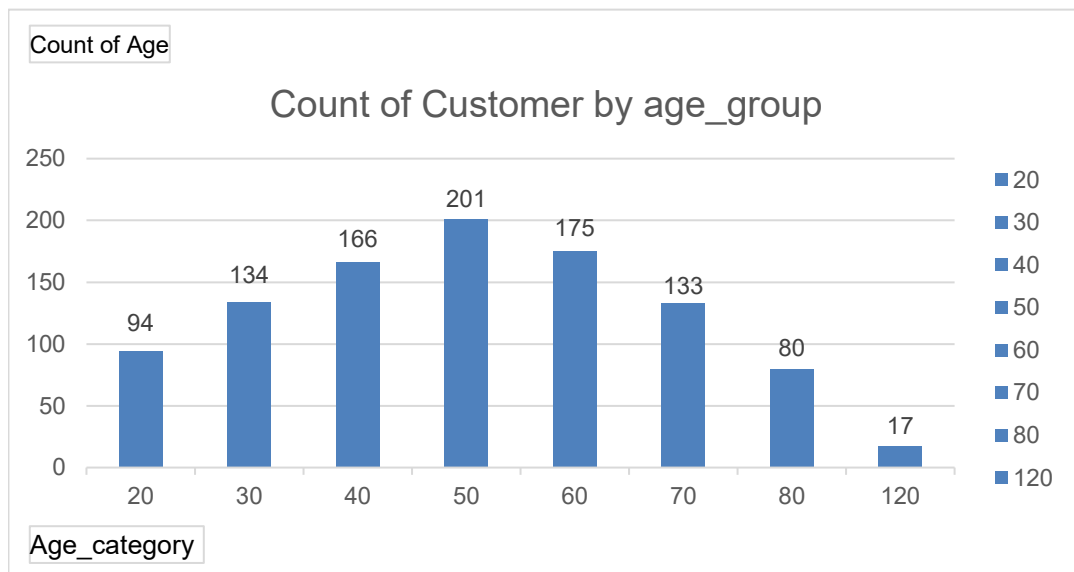
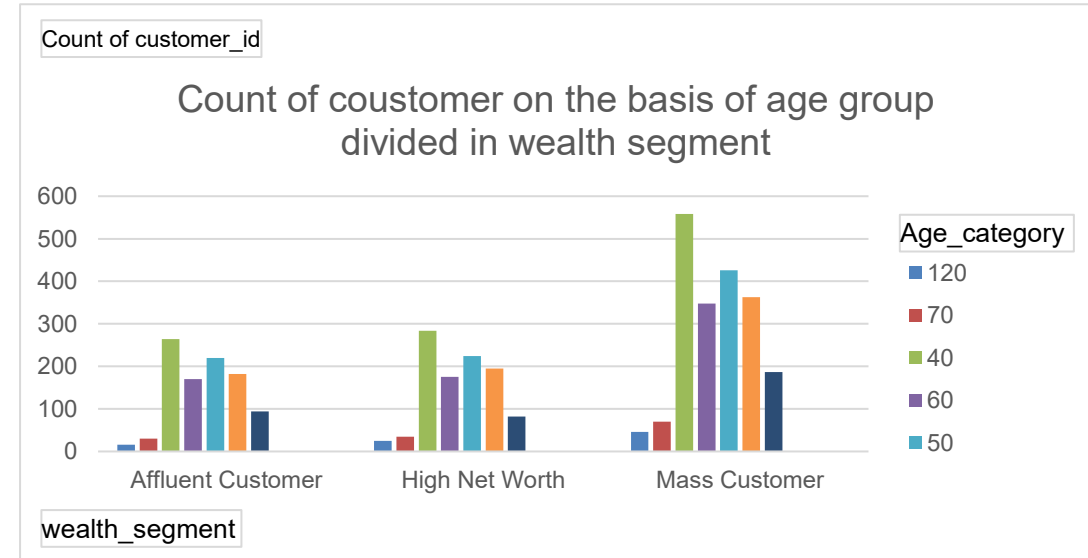
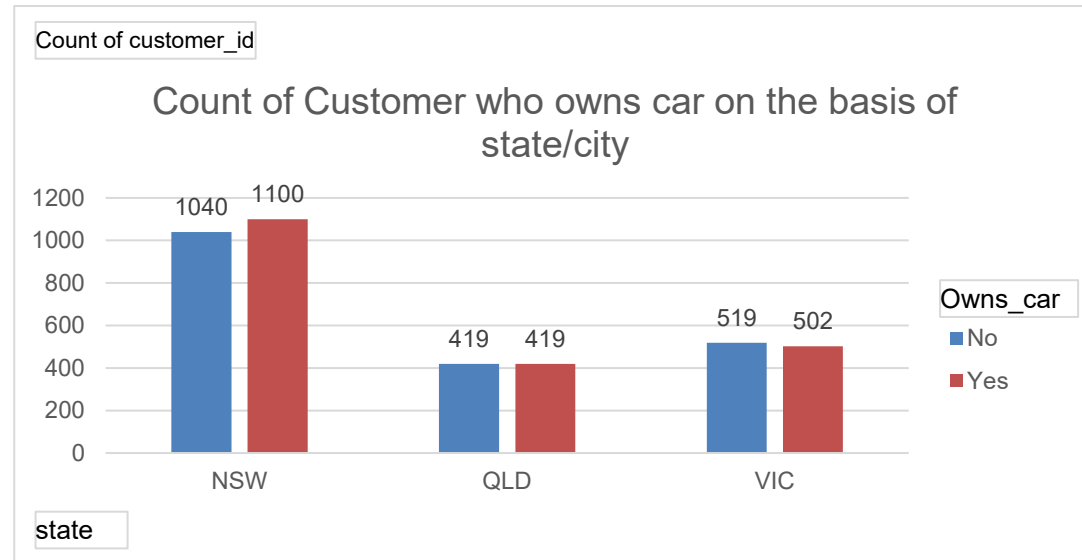


SPROCKET DATA VISUALIZATION

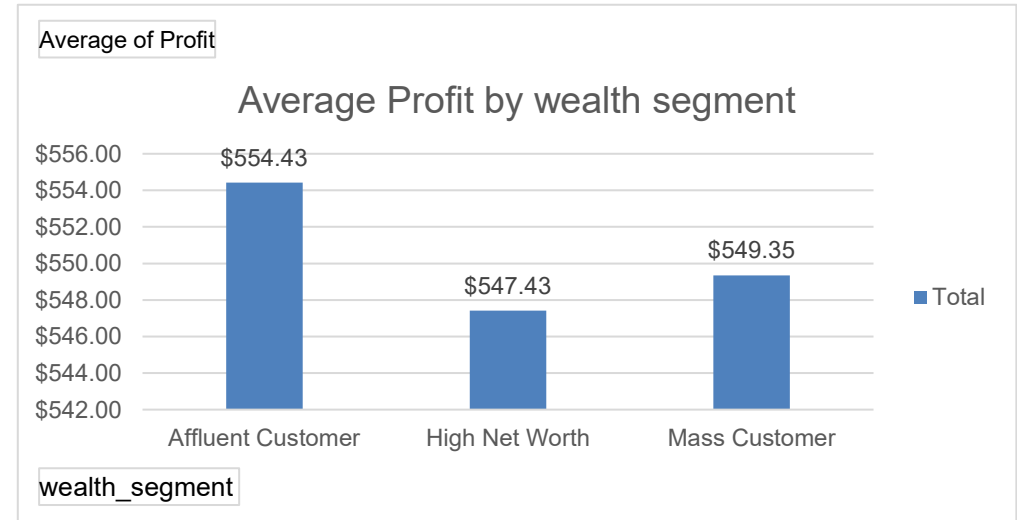
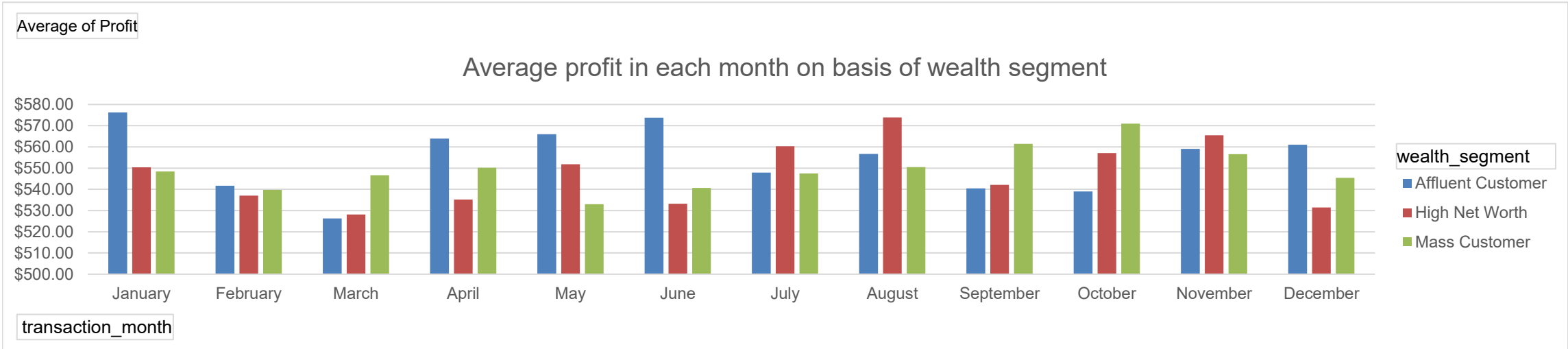
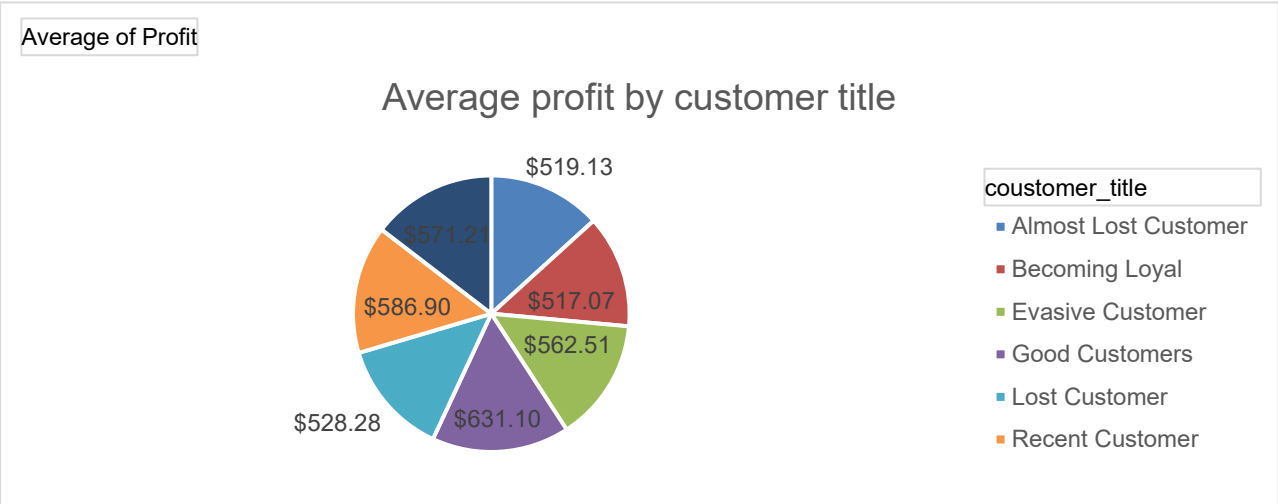
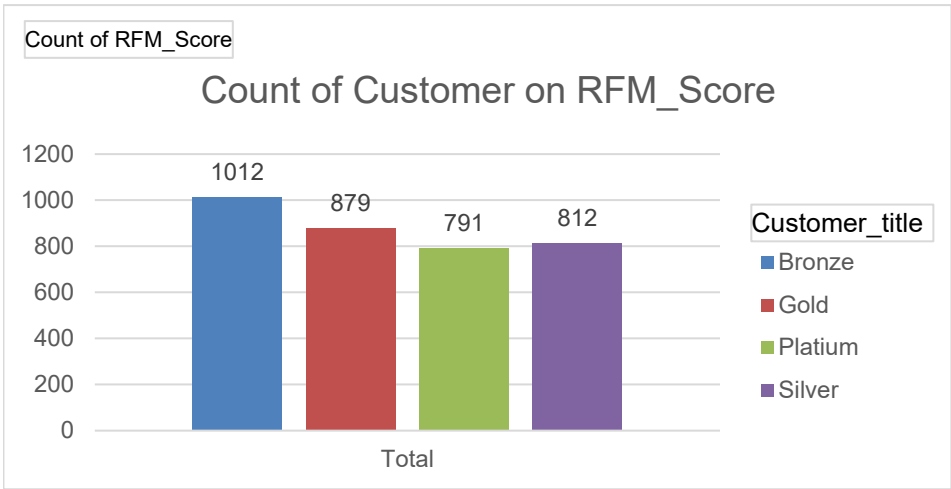
Dashboard 1 – Customer Overview & Trends



Key Observations:

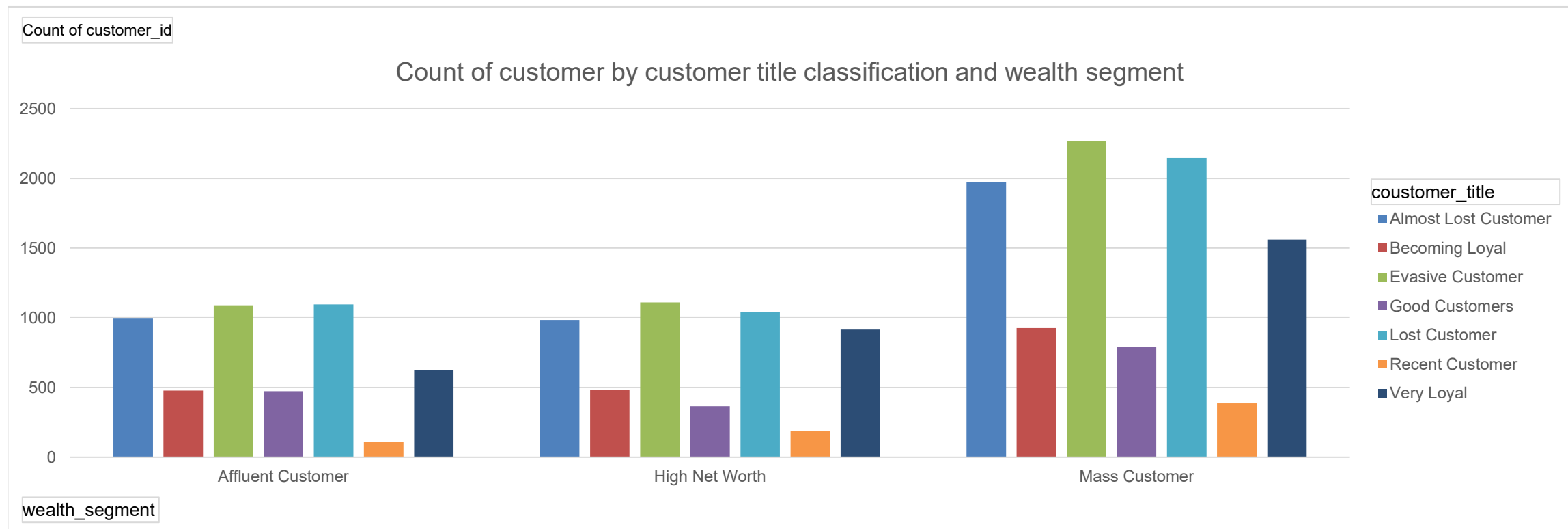
- Majority of customers belong to the Mass Customer segment
- Customers aged 40–60 form the largest customer base
- Customers owning cars show higher bike purchase activity

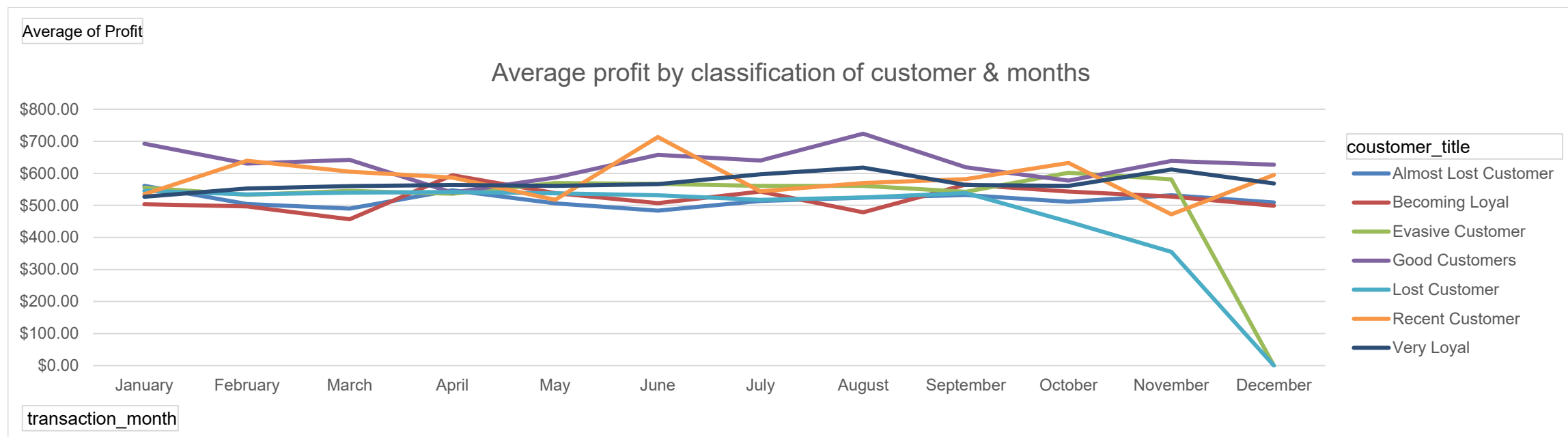
Dashboard 2 – Customer Value & RFM Segmentation



- Key Insights:**
- Very Loyal and Good Customers generate the highest average profit
 - Gold and Platinum RFM customers represent the most valuable segment
 - High Net Worth customers outperform other segments in profitability

Dashboard 3 – Target Customers & Marketing Strategy





Recommended Target Customers:

- Very Loyal and Good Customers
- Gold and Platinum RFM score segments
- High Net Worth and Affluent customers with high bike purchase history

Additional Data That Could Improve Insights:

- Online browsing and website interaction data
- Customer response to previous marketing campaigns
- Geographic proximity to stores
- Social media engagement data

Marketing & Growth Strategy:

- Focus premium marketing campaigns on High Net Worth customers
- Retain Very Loyal customers through loyalty programs
- Re-engage Almost Lost customers using discounts and promotions
- Align campaigns with high-profit months identified in Dashboard 2