



Task Two



1 2 3 4 5

Here is your task

For context, 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.

Using the existing 3 datasets (Customer demographic, customer address and transactions) as a labelled dataset, please recommend which of these 1000 new customers should be targeted to drive the most value for the organisation.

In building this recommendation, we need to start with a PowerPoint presentation which outlines the approach which we will be taking. The client has agreed on a 3 week scope with the following 3 phases as follows – Data Exploration; Model Development and Interpretation.

Prepare a detailed approach for completing the analysis including activities – i.e. understanding the data distributions, feature engineering, data transformations, modelling, results interpretation and reporting. This detailed plan needs to be presented to the client to get a sign-off. Please advise what steps you would take.

Please ensure your PowerPoint presentation includes a detailed approach for our strategy behind each of the 3 phases including activities involved in each – i.e. understanding the data distributions, feature engineering, data transformations, modelling, results interpretation and reporting. This detailed plan needs to be presented to the client to get a sign-off.

--

Tips: Raw data fields may be transformed into other calculated fields for modelling purposes (i.e. converting D.O.B to age or age groups). Tips: You may source external data from the ABS / Census to add additional variables that may help support your model.

[Back](#)[Next](#)

Here are some resources to help you



Link to the Australian Bureau of Statistics

View this website to find other datasets that may be relevant to this task.

Click to view website →

(<http://www.abs.gov.au/browse?opendocument&ref=topBar>)



Required File: The dataset from Sprocket Central

Use this as the basis of your presentation. This is the same file as in Module 1.

KPMG_Virtual_internship_dataset_insidsherpa.xlsx

Click to download file →

File copyright KPMG. For use for the Virtual Internship Only.

(https://cdn-assets.theforage.com/vinternship_modules/kpmg_data_analytics/KPMG_VI_New_raw_data_update_final.xlsx)



Optional File: A template presentation to fill in for this task

You may use this file as the basis for the presentation. Feel free to add or remove slides.

Module_2_Template_slide.pptx

Click to download file →

File copyright KPMG. For use for the Virtual Internship Only.

(https://cdn-assets.theforage.com/vinternship_modules/kpmg_data_analytics/Module_2_Template_slide.pptx)

Upload your PowerPoint presentation



Select a File or drag it here.



