

# Sprocket Central Pty Ltd 's Summary Dashboard

Customer Count

1000

Max. Customer Value

1.72

Wealth Segment Count(Distinct)

3

Max. Property Valuation

12

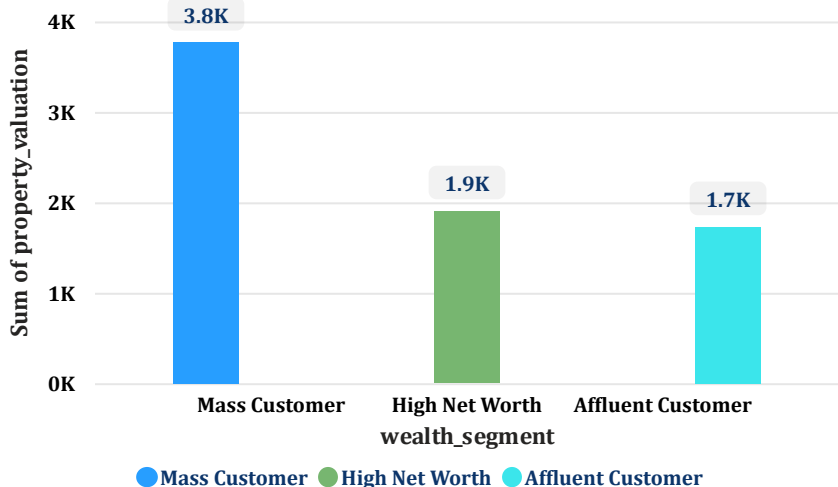
State Count(Distinct)

3

Max. 3 Years Bike Purchase

99

Sum of Property Valuation by Wealth Segment



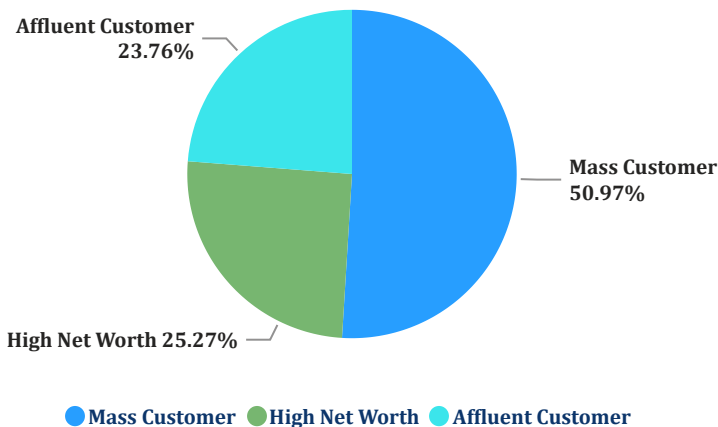
Female

Male

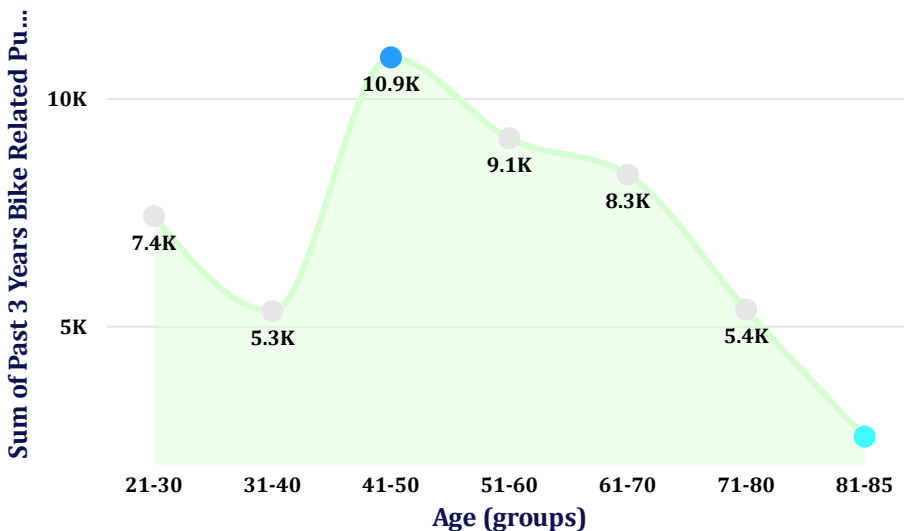
Owns Car

All

% Sum of Customer Value by Wealth Segment



Sum of Past 3 Years Bike Related Purchases by Age (groups)



Job Industry Category Sum of Value

Financial Services	178.08
Manufacturing	177.06
Health	128.84
Retail	71.32
Property	58.27
IT	43.04
Entertainment	31.87
Argiculture	23.78
Telecommunications	21.06
Total	733.31

Sum of Past 3 Years Bike Related Purchases by State



Data-informed insights and decisions for Sprocket Central Pty Ltd 's growth and improvement in moving forward the sales of bikes & cycling accessories and for effective marketing are explained here.

- There are 513 (51.3%) Female customers, 470 (47%) Male customers, and 17 (1.7%) Unknown-gender customers, this shows an almost even customer distribution between female and male customers.
- There were 9 unique (distinct) job categories Sprocket Central Pty Ltd's customers belonged to with the financial services, manufacturing, and health being the top 3.
- The wealth segment customer category has 3 distinct characteristics decreasing from Mass customers 508 (50.8%) to High-net-worth customers 251 (25.1%) and Affluent customers 241 (24.1%).
- 493 (49.3%) of the customers who purchase bikes and cycling accessories from Sprocket Central had a car while 503 (50.3%) do not own a car.
- All customers were from Australia and from 3 different states with NSW having half quota 506 (50.6%), VIC 266 (26.6%), and QLD 228 (22.8%).
- The highest property valuation for customers was 12 (7.46% of total customers) and the lowest was 1. Majority of customers had property valuation as 9 (21.05%).
- Lastly, age-group 41-50 had the highest percentage of customers being 22.4%, followed by age- group 51-60 (17.4%).

The Customer segment with the highest customer value is the Mass Customer (50.97%).

Sprocket Central Pty Ltd 's marketing and growth strategy for company's continued growth and overall success includes:

- Increased sales concentration in the NSW state as it holds most of its customer base having 25409 sum of bike related purchases in the past 3 years.
- The company should partner with advertising companies to further promotes its bikes and cycling accessories targeting the mass customer segment, the NSW region of Australia and also customers in the age group 41-50.

Furthermore, external datasets that may be useful to obtain greater insights into customer preferences and propensity to purchase the products includes dataset on:

- Product class, Product type, Total purchase per customer, and Quantity of bikes and accessories purchased by customers.

These datasets will enable us to go further to analyze the Total Products sold, Total Units sold, and also Total Revenue, and Total Profit made by Sprocket Central Pty Ltd.

