**Question 1**

**Customer Segmentation**

* The highest number of Customers are from (Mass Customers) in wealth segment.
* Female customers are more as compared to male customers therefore our primary target are female customers.
* The highest number of customers are in (manufacturing) in job industry category.
* The average past 3 year bike purchases are more for males.

**Transaction Analysis**

* The Highest sales was done in October.
* Seasonal trends where sales spiked are (May, July, August, and October).
* The highest sales was done by “SOLEX” brand.
* The highest profit was done by “WEAREA2B” brand.
* The highest sales in product\_line is done by Standard.

**New Customer insights**

* The highest number of new customers are in (mass customer) in wealth\_segment.
* The highest number of new customers are in (Financial Services) in job\_industry\_category.
* The average of past 3 years bike related purchase for male is larger than female and the total average is **49.836.**
* The highest new customers are from state NSW.
* The highest property valuation is for (mass customer) in wealth\_segment.

**CLV analysis**

* The average CLV for female is higher than male.
* The highest average CLV in job\_industry\_category is for Entertainment.
* The highest average CLV in wealth\_segment is for affluent customers.

**Question 2**

**Recommendations for marketing strategies**

* Targeting the high amount of customers in wealth segment with the highest sales products.eg->mass customer are the highest number of customers in wealth segment.
* Using online marketing , running ads to engage maximum amount of customers.
* Targeting customers based on the tenure and retrieving customers with potent risk of loosing customers.
* Analyze the product\_line, brand, and product\_class columns from the Transaction Dataset to recommend products to high-value customers.

**Recommendations for business expansion**

* Targeting states with large amount of customers like NSW has the highest number of customers in the dataset.
* Expanding physical stores and services in these areas can capture more market space.
* Using marketing strategies to engage large customers.
* Targeting customers with job\_industry\_category in wealth\_segment to engage maximum potent customers.

**Recommendations for improving product offerings**

* Promoting brands and products with highest sales and revenue, like “SOLEX” brand has the highest sales in the data set.
* Introducing complementary products for the brands with good sales.
* Promoting products with the season trends to engage more customers in every month of the year.
* Customer feedback on the product to improve the quality to retrieve customers.

Link for video: https://drive.google.com/file/d/1qtiIgwnq8t2yTWhqlW70HVkTtkJHr7Mv/view?usp=drive\_link