

PowerSportsNation Analysis

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2/9/2023

Overview

Topic and Reasoning

For this project, we are working with PowerSportsNation, a power sports dealer located in Nebraska. PowerSportsNation provides quality used parts that are cheaper than retail. They have asked us to analyze their data for trends and provide possible business recommendations.

We chose this dataset to work with as Randy currently works with the company and provides a great opportunity to work with an actual company and provide real world solutions to improve their company.

What Do We Want to Know?

Questions we plan to answer

- What are the demographics and behaviors of customer segmentation? Can we develop marketing personas?
 - Who are our core dealers/customers that the company should be reaching out to for business?
 - How much do one time purchasers provide to the company?

Extract



Customer Sales
Extract



Customer_sales.csv

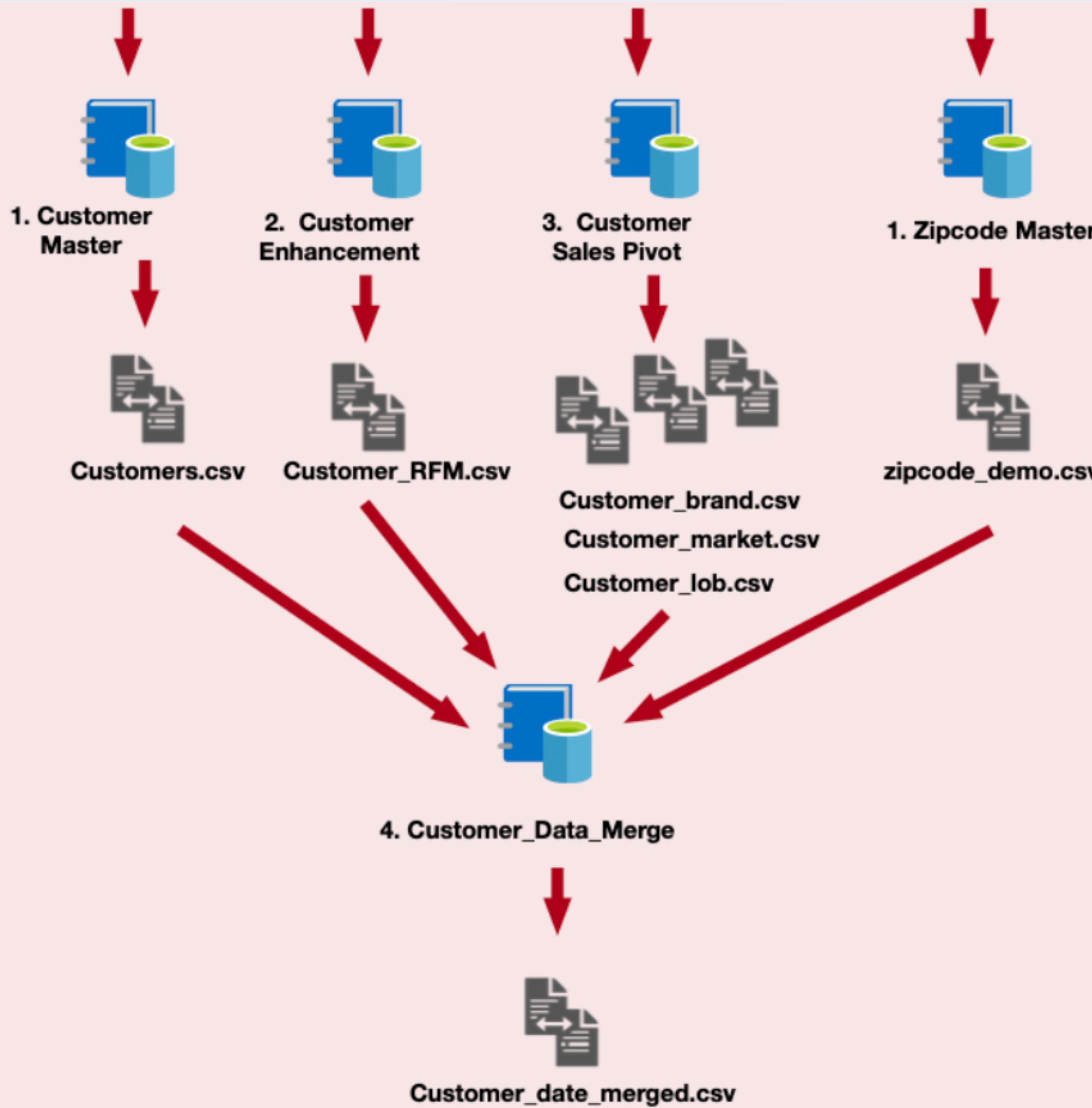


Census Zipcode
Demographics

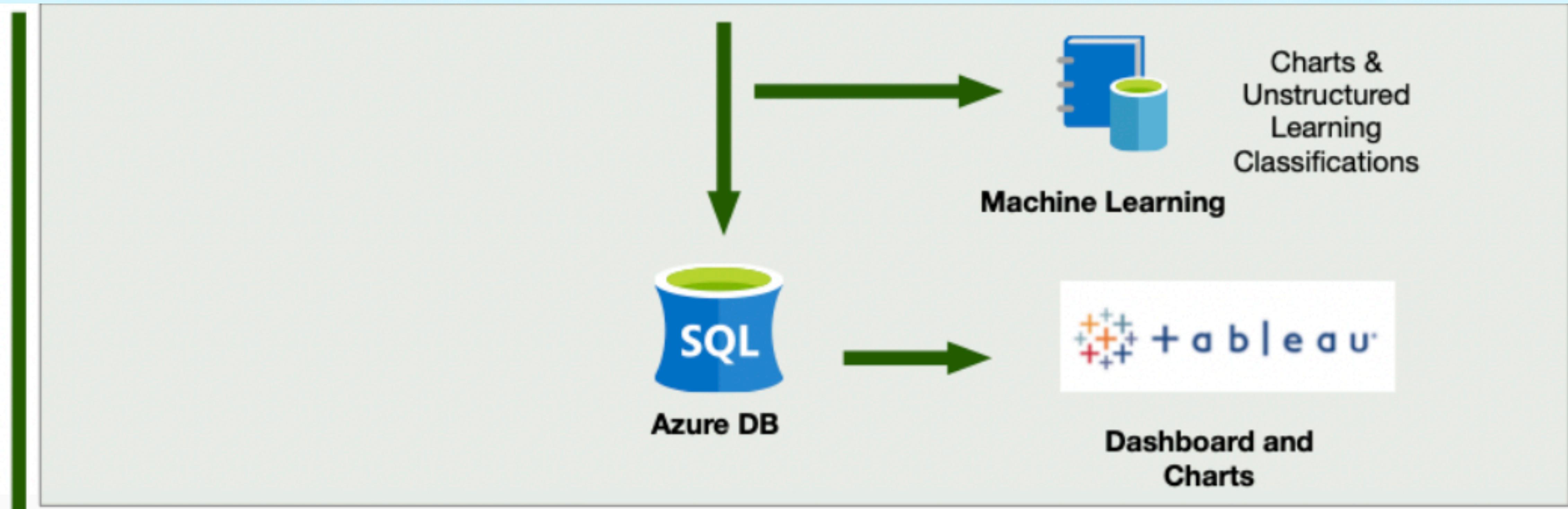


USZipInfo.csv

Transform



Load



Challenges

- Limitation to the data
- Merging the datasets together

Limitations

- Data is dependent on the company, employees, and external sellers such as Amazon and ebay