

TheAnalyticsTeam

Sprocket Central Pty Ltd

Data analytics approach

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Agenda

1. Introduction
2. Data Exploration
3. Model Development
4. Interpretation

Introduction

Identify & Recommending High Value Customers

Outline Of Problem

- Sprocket Central is a company that specializes in high-quality bikes and accessories.
- The Marketing team is looking to boost sales.
- To target 1000 new customers that will bring the highest value to the business.

Approach To Data Analysis

- Bike Related Purchases for the last 3 years based on Gender.
- Top Industries contributing the maximum profit and bike-related sales.
- Wealth Segment by Age Category.
- Number of Cars owned in each state.
- Customer Classification.

Data Exploration

Data Quality Assessment

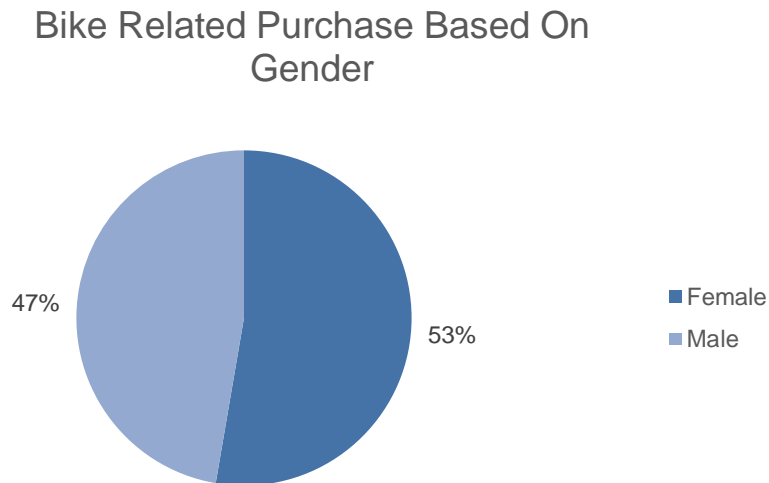
The key issue dealt with for the data quality issue:

	Accuracy	Completeness	Consistency	Currency	Relevancy	Validity
Customer Demographic	DOB: Inaccurate Age: Missing	Job Title: Blanks	Gender: Inconsistent	Deceased Customer: Filtered out	Default Column: Delete	
Customer Address			States: Inconsistent			
Transactions	Profit: Missing	Online Orders: Blanks Brands: Blanks			Cancelled Status Order: Filtered Out	List Price: Format Product Sold Date: Format

Data Exploration

Bike Related Purchase Over The Last 3 Years Based On Gender

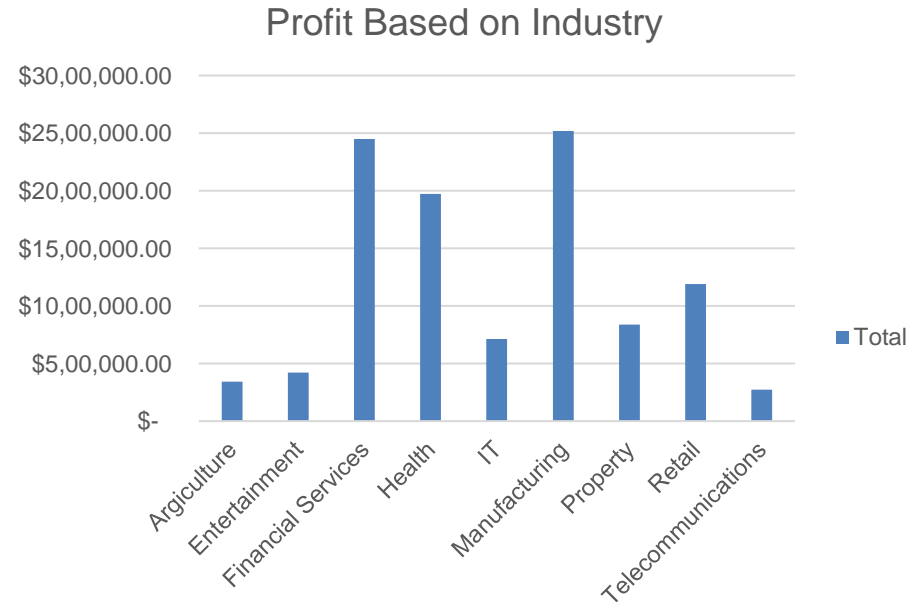
- Data Shows on average female has made more bike-related purchases in the last 3 years compared to male.
- Over the past 3 years, about 53% of bike purchases were made by females compared to 47% made by males.



Data Exploration

Top Job Industry Contributing to the Maxing Profit & Bike Related Purchases

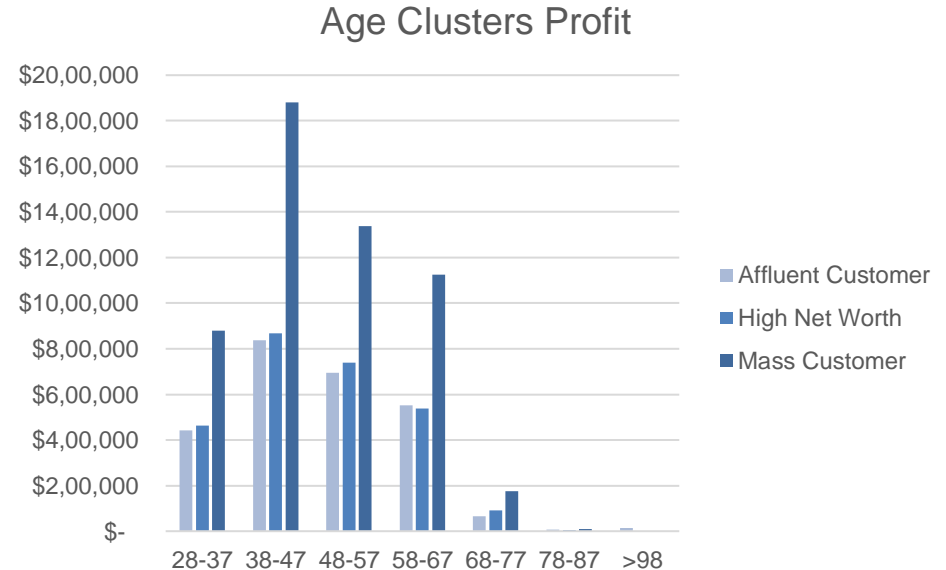
- The Top 3 Industries Sector Bringing in the Highest Profit are Financial Services, Health & Manufacturing.
- These can be obvious as most of these industry sectors are based within the city or on the outskirts of the city therefore consumers prefer bikes for commuting.
- Most of the Industry Sectors have returned less than \$1,000,000 in profits.



Data Exploration

Profit of Wealth Segment by Age Cluster

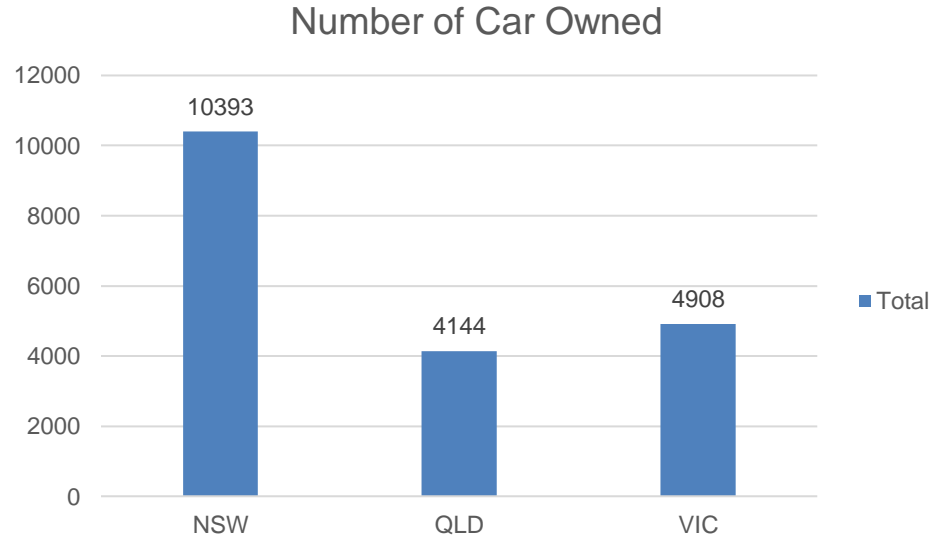
- Overall, the Mass customer segmentation makes the highest profit across the different age clusters.
- Mass Customer Aged between 38 - 47 are likely to bring more profit for the company compared to other age clusters.
- This also indicates a trend of buying power, as the buying power increases over time till 47 and then see's a decline in buying power, thus leading to lower profits.



Data Exploration

Number of Cars Owned in each state

- NSW, QLD & VIC could be potential market opportunities for the company
- NSW, has the highest potential as the number of people that own car is almost equal to the number of people who don't own cars which shows that there is an opportunity to find valuable customers there.



Customer Classification — Targeting High-Value Customers

- These are the high-value customers that should be targeted from the new list:
 - Most of the high value customers will be female compared to male.
 - Working in the financial services, health and manufacturing industry sector,
 - Aged between 38 – 47
 - Who is currently living in NSW, VIC.

Interpretation

Summary Table for High Value Customers

- Here is a snapshot of a few customers that will come under the high value customer classification

customer id	Name	Last Name	Address	Postcode	State
25	Geoff	Assaf	28 5th Center	4413	QLD
37	Laurie	Dwerryhouse	54 Sage Plaza	4726	QLD
89	Benedicto	Hoxey	73042 Roth Crossing	2100	NSW
91	Dylan	Meaker	2640 Manley Point	2166	NSW
109	Cody	Blabey	41 Service Lane	2217	NSW
117	Nance	Suttling	185 Pennsylvania Way	4226	QLD
144	Jory	Barrabeale	22 Oxford Junction	2315	NSW
151	Donnie	Brimson	34457 Springview Street	2759	NSW
165	Aldon	Roelofs	22371 Miller Trail	2032	NSW
167	Nathalie	Tideswell	75612 Clarendon Junction	4352	QLD

Thank You