

TheAnalyticsTeam

Sprocket Central Pty Ltd

Data analytics approach

Agenda

We'll use three stages:

- Data Exploration
- Model Development
- Interpretation

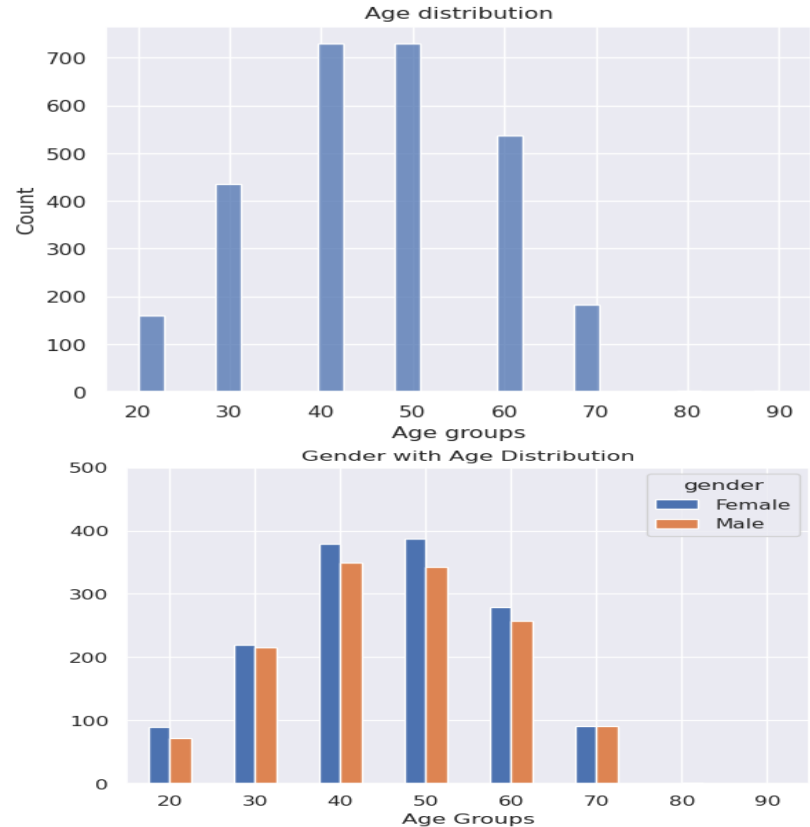
Agenda

Approach for Data analysis :

- Age distribution
- Gender
- Bike purchase
- Job industry
- Car ownership
- Wealth distribution

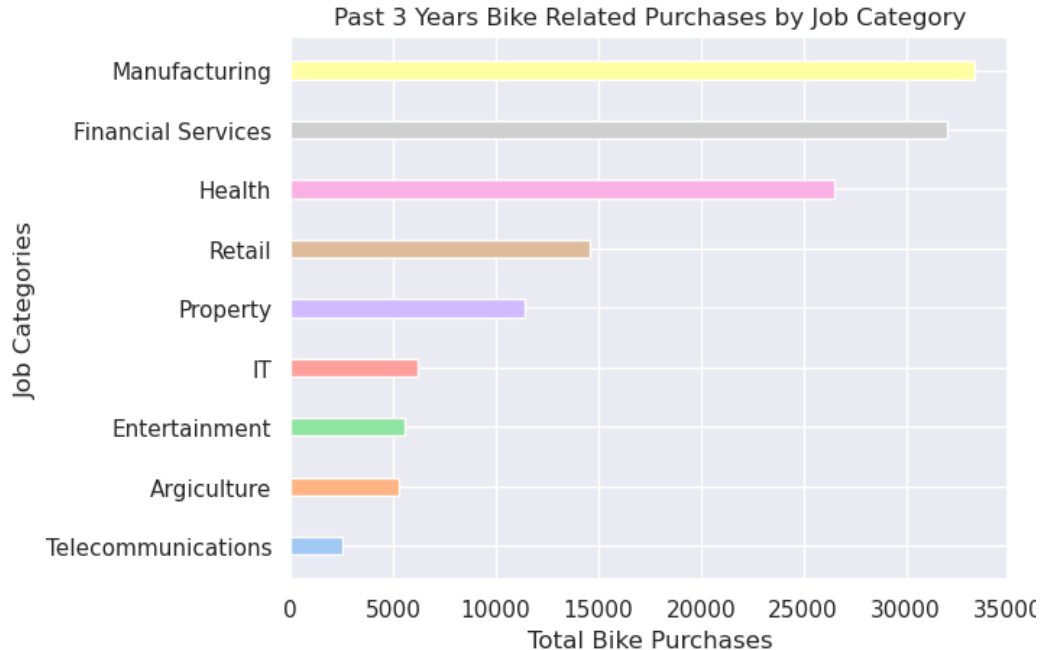
Data Exploration : Age Distribution & Bike Purchases

- Customers are more from the age group of 40s , followed by 50s & 60s.
- Fewer customer are from 10-19 & 80-99 for obvious reasons.
- Data shows age group **40-50** and **50-60** have high count in terms of bike related purchases in last 3 years with a slightly greater female ratio.
- The target audience for our marketing and advertising should be inclined on females than males.

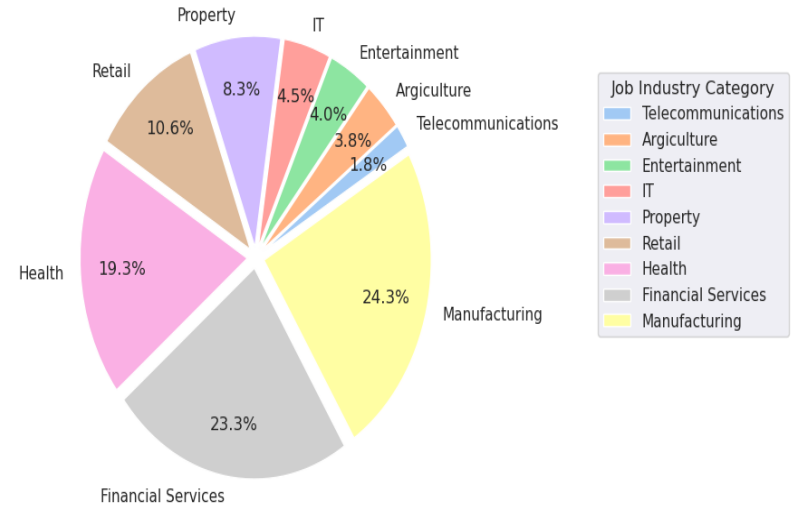


Data Exploration : Job Industry

- Financial Services, Manufacturing, and Health are the top three profit-generating industries, followed by retail and property.

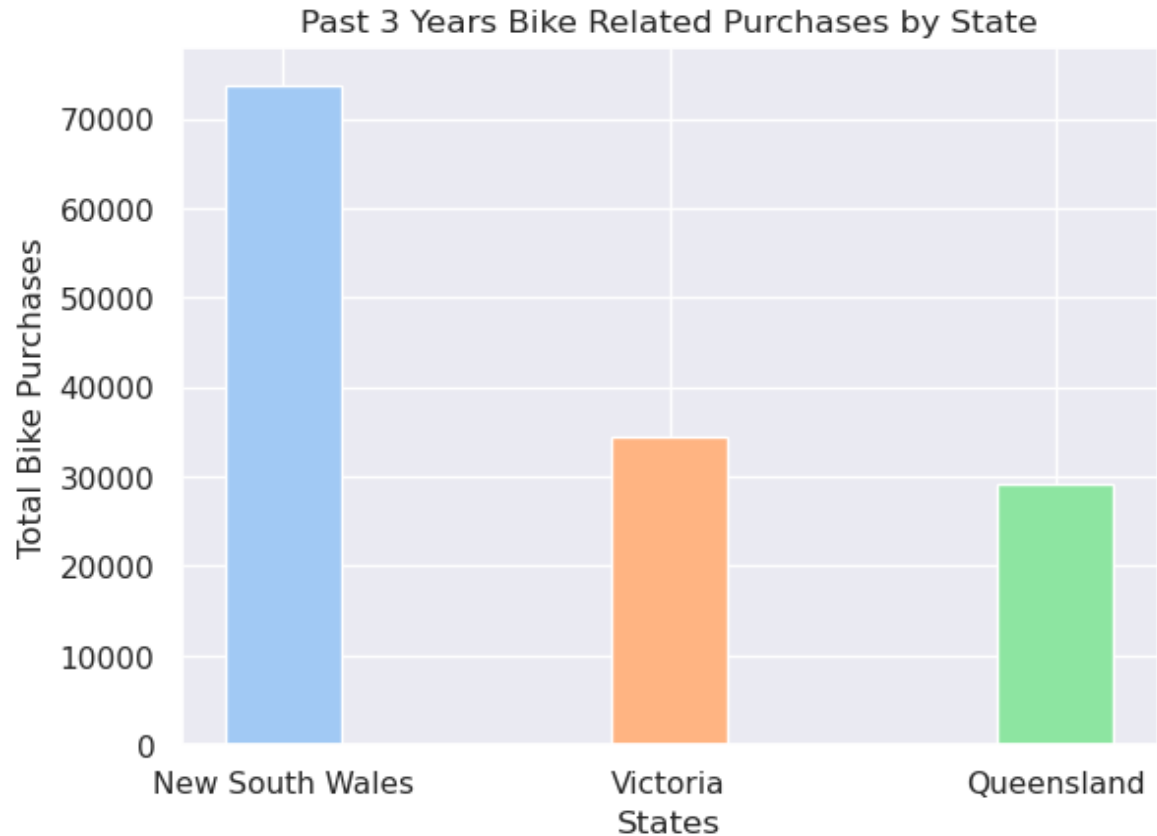


Past 3 Years Bike Related Purchases by Job Category



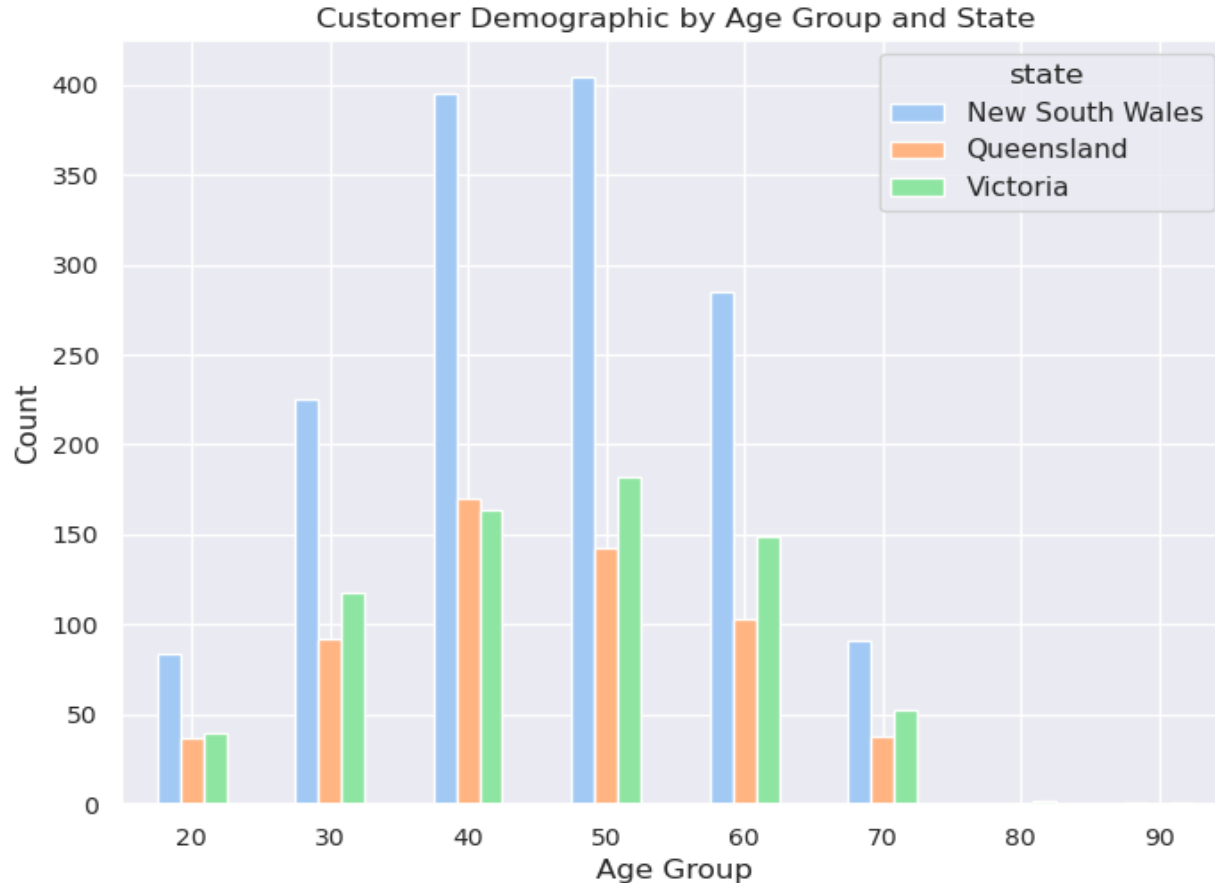
Data Exploration : State

- New south wales has the highest number of bike purchases amongst the three states



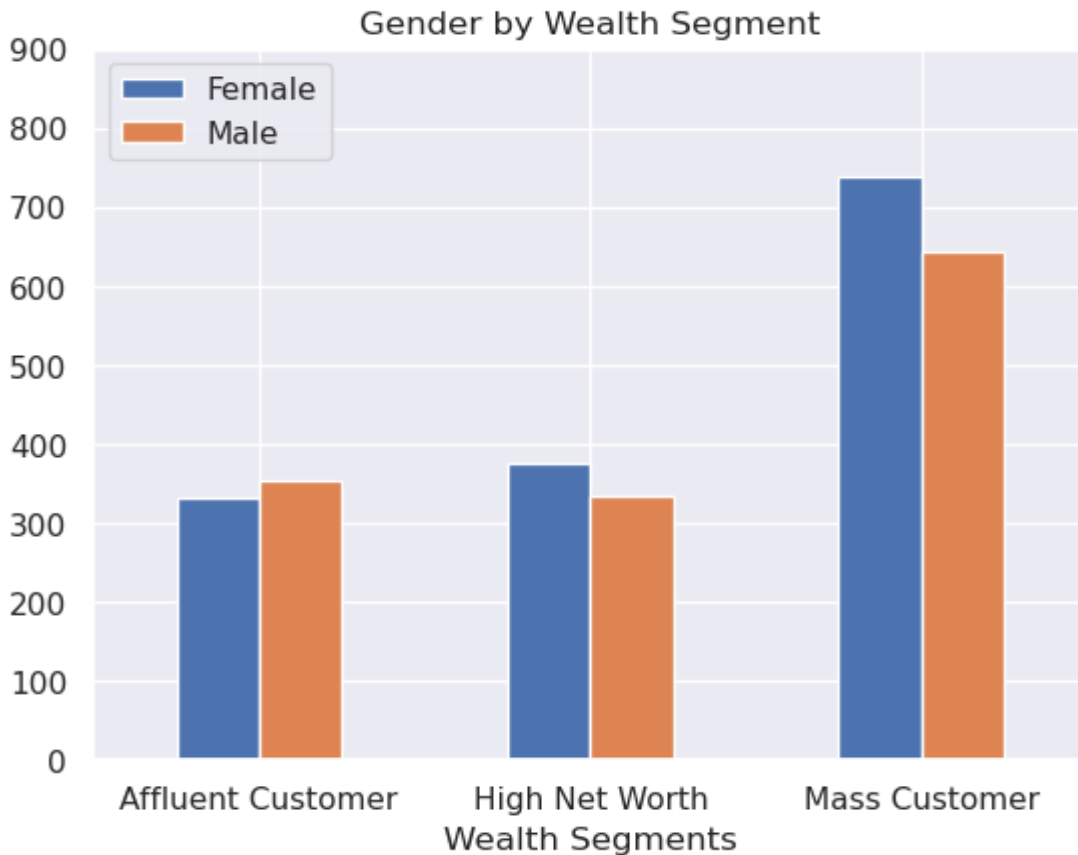
Data Exploration : Customers

- It is evident that New south wales has the highest number of customers across all the age groups.



Data Exploration : Wealth

- Customers in the wealth segment of Mass are the majority with females edging the males.
- Affluent customers and High net worth customers have almost similar numbers



Model Development

CUSTOMER CLASSIFICATION - *Targeting High Value Customers*

The following are the high-value clients to target :

- Aged between 40 – 60.
- Most of the high value customers are female compared to male
- Working in Financial Service, Manufacturing and Health.
- Who are currently living in New South Wales and Victoria.
- Wealth with the focus on mass customers

THANK YOU