

TheAnalyticsTeam

Sprocket Central Pty Ltd

Data analytics approach

Rosy Zhou

Agenda

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

Introduction

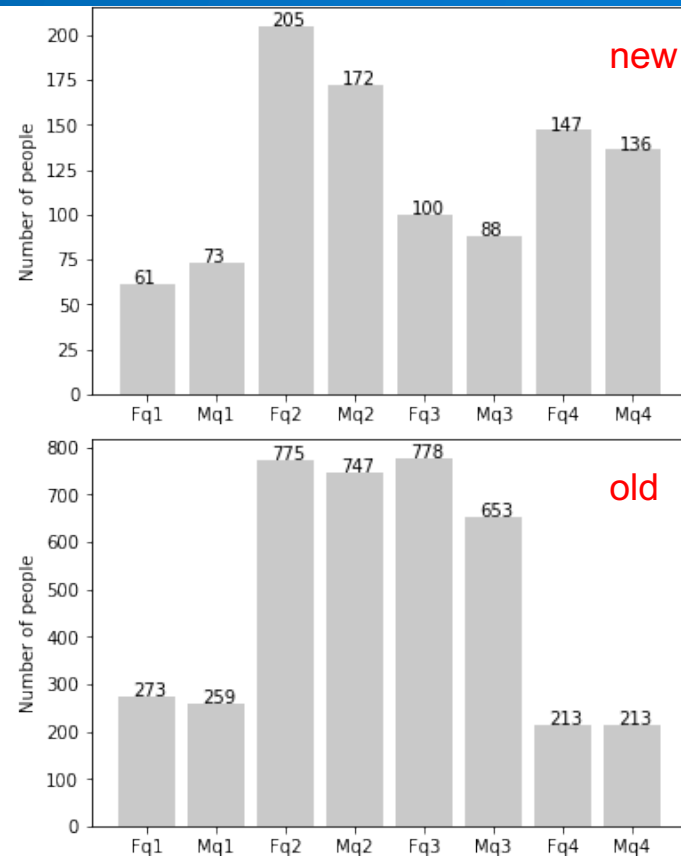
customers analysis

- ❖ Age distributions
- ❖ Number of bike purchases in 3 years / percentages purchases
- ❖ Job industry category.
- ❖ Wealth segments
- ❖ Number of cars own on each states

Data Exploration

Customers' age distribution

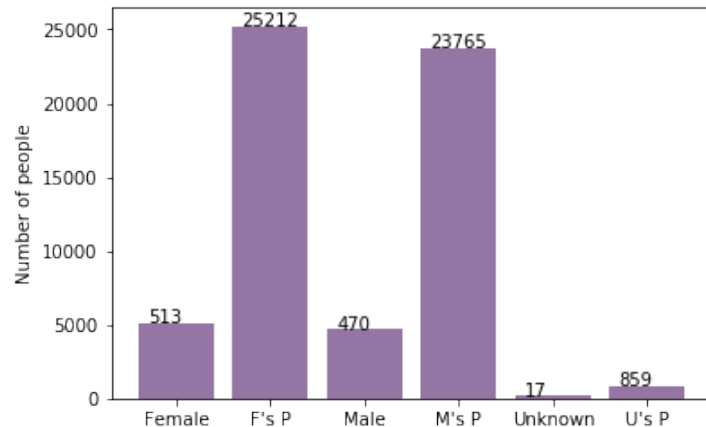
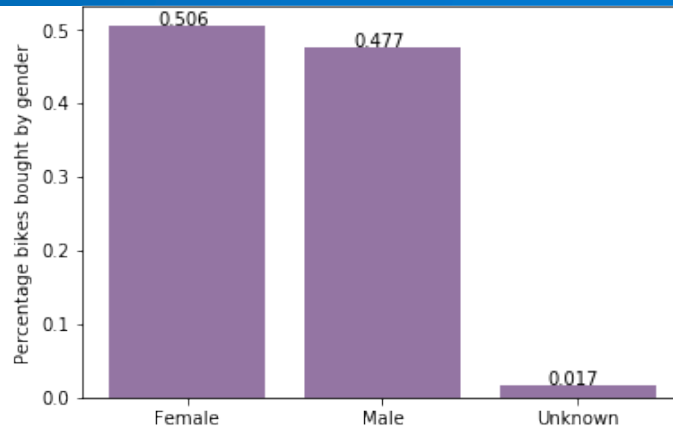
- ❖ As we can see, mostly our new customers are between 25 to 48 years old.
- ❖ Number of customers from 48 to 59 years old has big drops on percentages.
- ❖ There is a slightly increase in number of customers over 59 years old in term of percentages
- ❖ It looks like the percentages of under 25 years old not really change.



Model Development

Bike purchases last 3 years

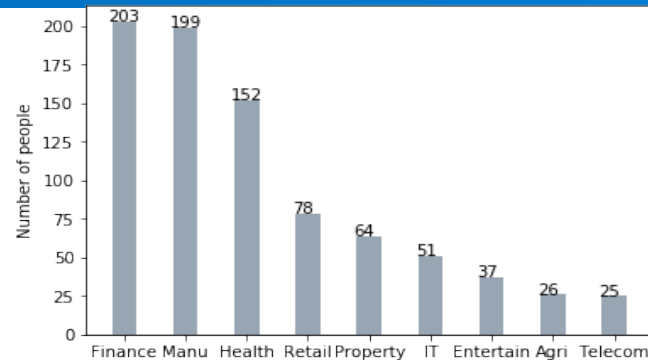
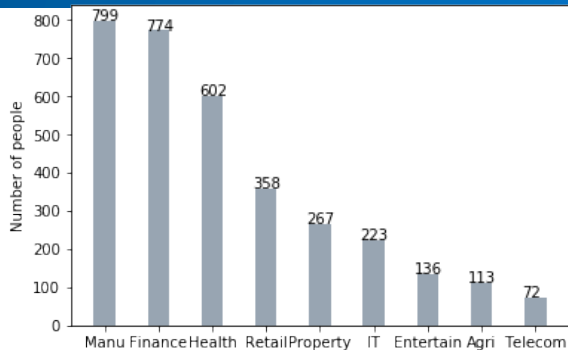
- ❖ As we can see, our new customers mostly Female with 50.6% purchases with total of 25,212 bikes
- ❖ Male contributed to 47.7% purchases with 23,765 bikes
- ❖ So we should focus on advertises on Female customers than Male customers



Interpretation

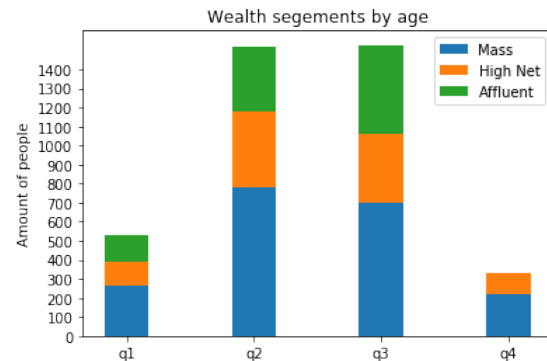
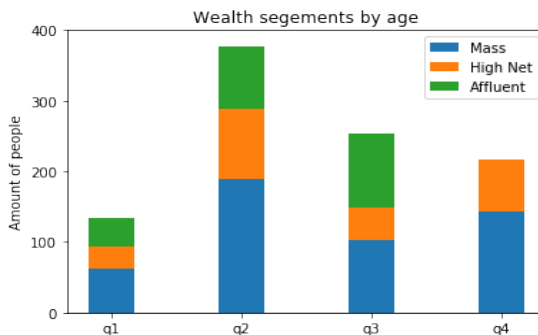
Job industry category

- ❖ Mostly our new customers are on Finance industry and our Manufacturing customers are still on top 2.
- ❖ The rest industries is still same



Wealth segments

- ❖ In all ages, the number of Mass Customers is the highest so we should focus on this social class.
- ❖ After that, we should focus on High Net Customer.
- ❖ Then Affluent Customers but mostly second and third quadrant



Interpretation

Numbers of cars owned

- ❖ NSW should be considered the most since numbers of customers don't own cars is significantly larger than that own.
- ❖ VIC and QLD has more customers that own car than who don't but we can try to have something so that those own car will buy bikes.

