

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 bike and accessories.
- The Marketing team is looking to boost sales.
- To Target 100 new customer that will bring the highest value to the business.

Approach for Data Analysis

- Bike Related Purchase 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

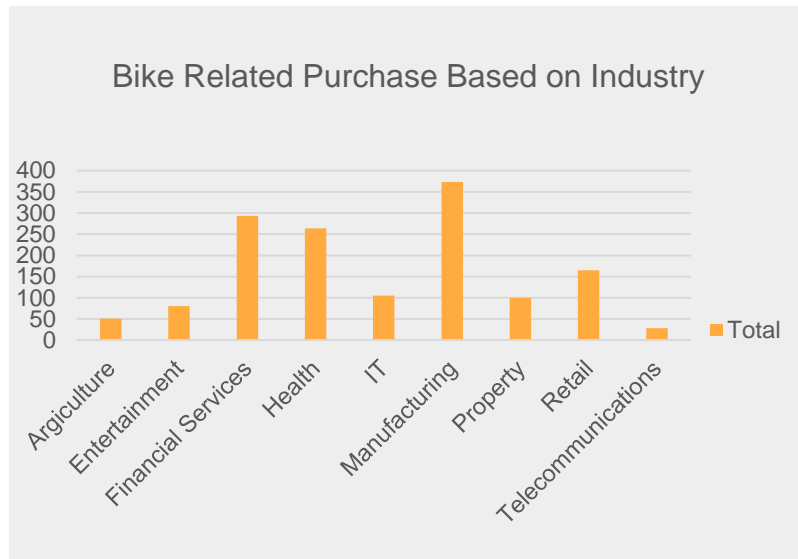
Key issue dealt with for the data quality issue:

AccuracyCompletenessConsistencyCurrencyRelevancyValidity						
Customer Demographic	DOB : Inaccurate Age : Missing	Job Title : Blanks Customer ID : Incomplete	Gender : Inconsistent	Deceased Customer : Filtered Out	Default Column : Delete	
Customer Address		Customer ID : Incomplete	States : Inconsistent			
Transaction	Profile : Missing	Customer ID : Incomplete 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

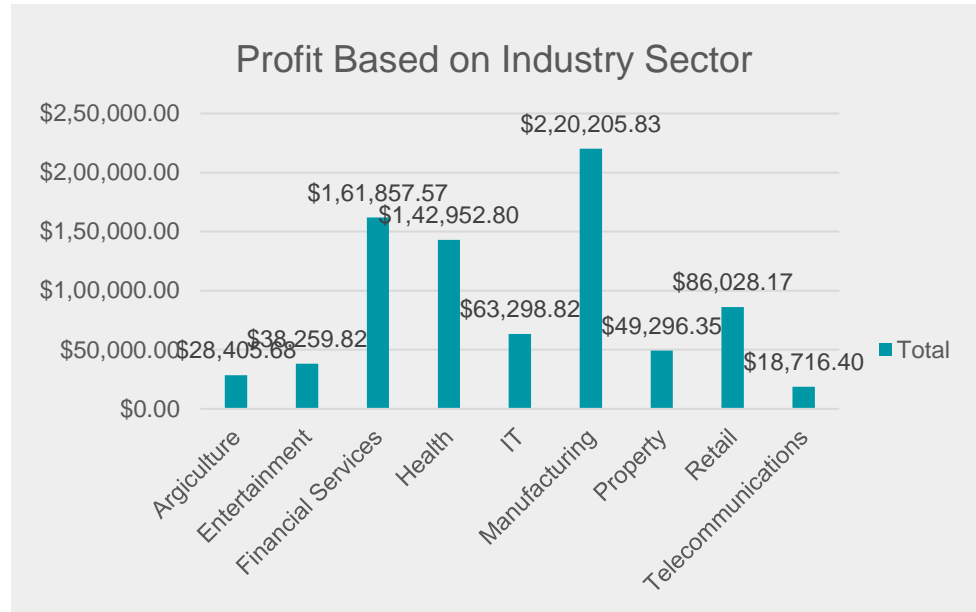
- Data Shows, on average females have made bike related purchase in the last 3 year compared to males.
- On Average Females have had 1% higher bike related purchase compared to men in the last 3 years



Data Exploration

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

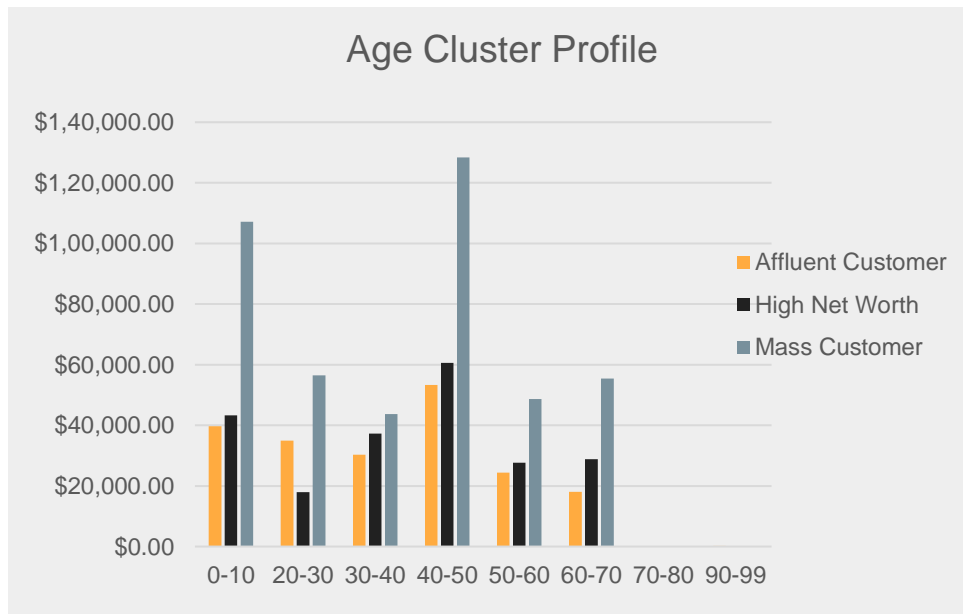
- The Top 3 Industry Sector Bringing in the Highest Profit are : Financial Services, Health & Manufacturing.
- These can be obvious as most of these industry sectors are based within the city or on the outskirts of the city therefore consumers prefer bikes for commuting.
- Most of the Industry Sectors have returned less than \$1,00,000 in profits.



Data Exploration

Profit of Wealth Segment by Age Cluster

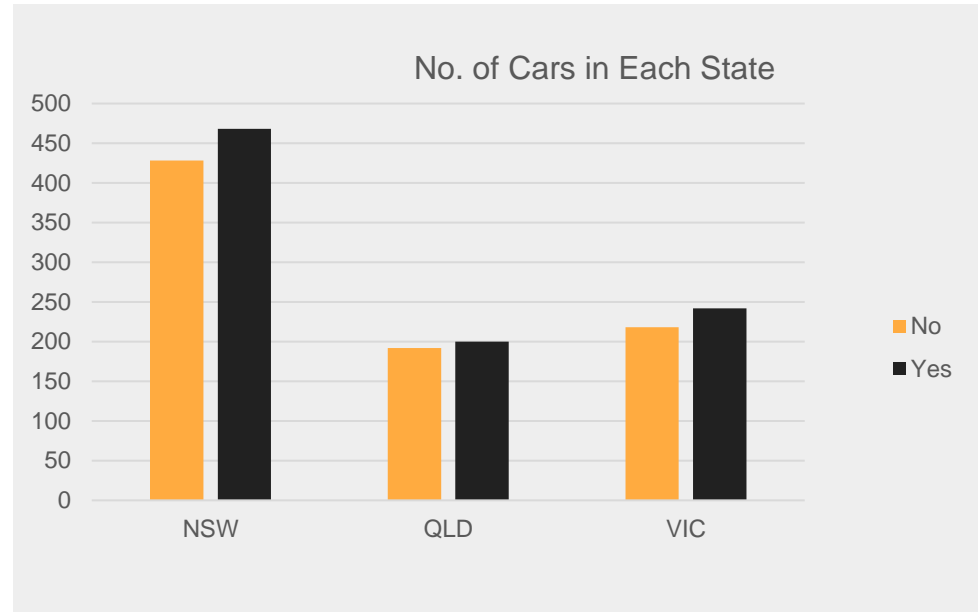
- Overall, the Mass customer segmentation makes the highest profit across the different age clusters.
- Mass Customer Aged between 38 – 47 are likely to bring more profit for the company compared to other age clusters.
- This also indicates a trend of the buying power, as the buying power increases over 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 cars is almost equal to the people who don't own cars which shows that there is opportunity to find value customers there.



Customer Classification – Targeting High Value Customers

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

Interpretation

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

First Name	Bike Related Purchase for the last 3 Year	Age	Job Industry	Wealth Segment	Own Cars	State
Melba	38	44	Health	Mass Computer	No	NSW
Winnifred	83	44	Financial Services	Mass Computer	No	VIC
Gale	59	43	Financial Services	Mass Computer	Yes	VIC
Martelle	52	39	Manufacturing	Mass Computer	No	NSW
Patricia	34	42	Health	Mass Computer	No	NSW
Daryl	12	41	Financial Services	Mass Computer	Yes	NSW
Sunny	90	45	Financial Services	Mass Computer	No	NSW
Antonietta	82	47	Financial Services	Mass Computer	No	VIC

Thank You

