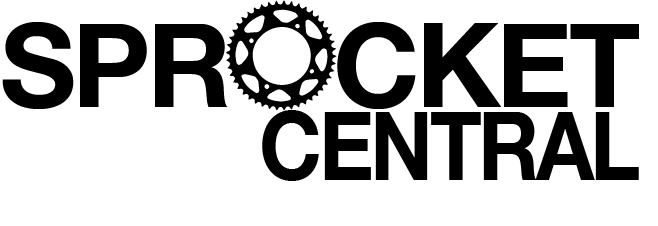
**MODULE 3:**

**Here is your task**

Please develop a dashboard that we can present to the client at our next meeting. Display your data summary and results of the analysis in a dashboard (see tools/references for assistance).  Maximum of 3 dashboard views/tabs, creativity in layout and presentation is welcome.

As this is not a KPMG branded deliverable, please find attached a client logo for incorporation.



It is important to keep in mind the **business context** when presenting your findings:

* **What are the trends in the underlying data?**
* **Which customer segment has the highest customer value?**
* **What do you propose should be Sprocket Central Pty Ltd ’s marketing and growth strategy?**
* **What additional external datasets may be useful to obtain greater insights into customer preferences and propensity to purchase the products?**

Specifically, your presentation should specify who Sprocket Central Pty Ltd’s **marketing team should be targeting out of the new 1000 customer list as well as the broader market segment to reach out to.**