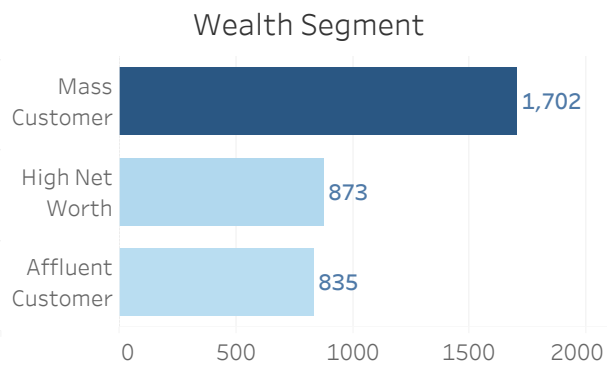
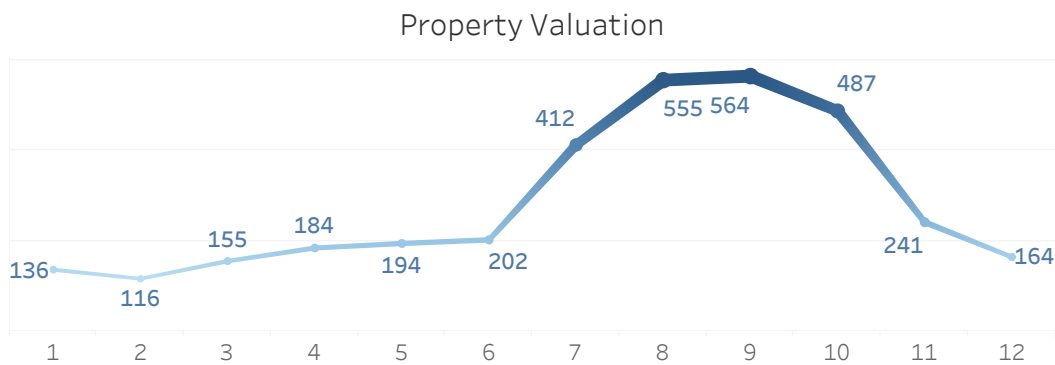
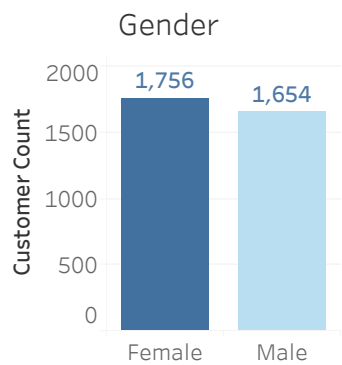
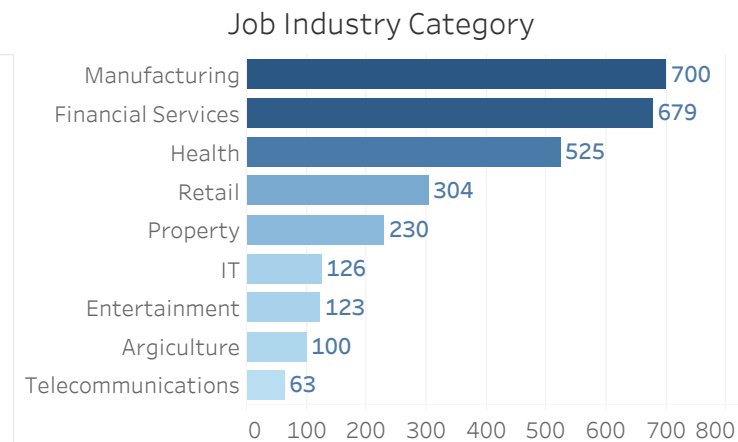
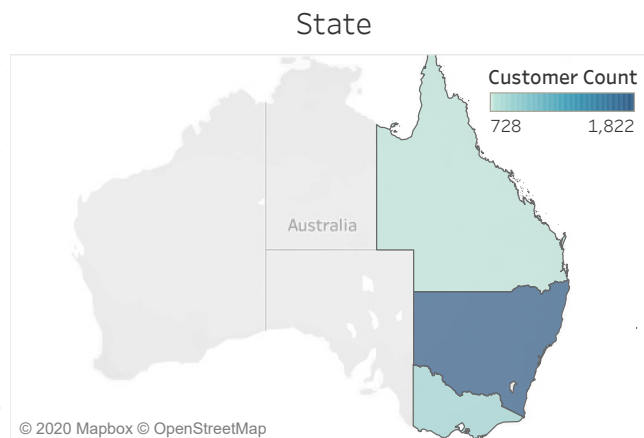
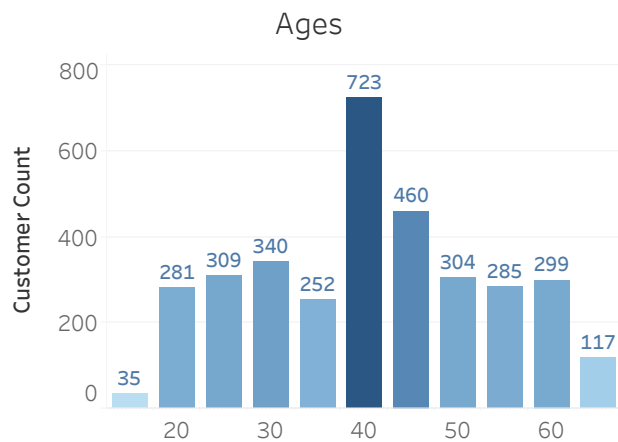


Customer Dashboard



Summary

- **State**

Most of the customers are for the New South Wales, and yes NSW is also leading in the population than the Victoria and Queensland. Queensland and Victoria both are having almost same amount of customers. Point to be noted is that, population is not the factor that is responsible for increase in customers in the NSW than VIC and QLD.

- **Gender**

Analysis also shows that you have Female customers more than the Male customer but there not a big difference in count of males and females customers. And if we see the history of Australia the count of males were always slightly less than females (at least from last 10 years), so we can say that you have same amount of male and female customers.

- **Property valuation**

Analysis show that the people that have more property valuation are your customers and that might be the case because the rich people are more conscious about their health. But we got some strange results that as we see after rank 6 count of customers goes high sharply and it goes on increasing till rank 10 but after rank 10 the count of customer's drops abruptly for rank 11 and 12.

- **Job Industry Category**

Most of the customer are from the Manufacturing Industry, Financial Services and Health. This is because these industries are high paying for example a survey says Manufacturing workers earn 13.0 percent more in hourly compensation (wages and benefits) than comparable workers earn in the rest of the private sector.

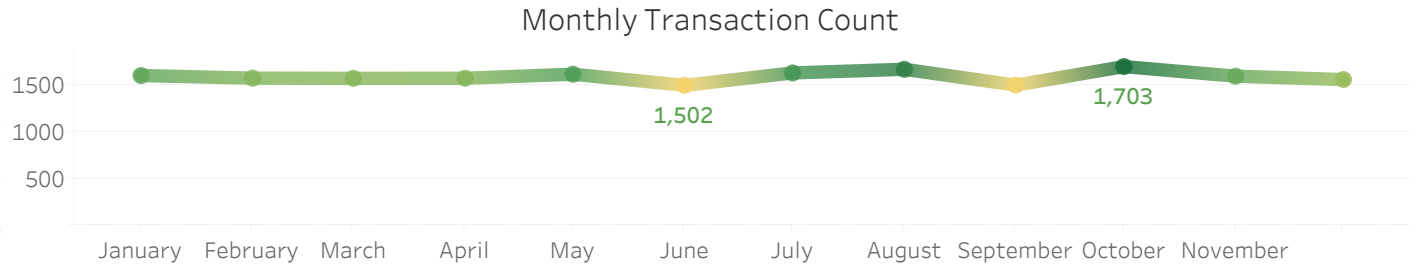
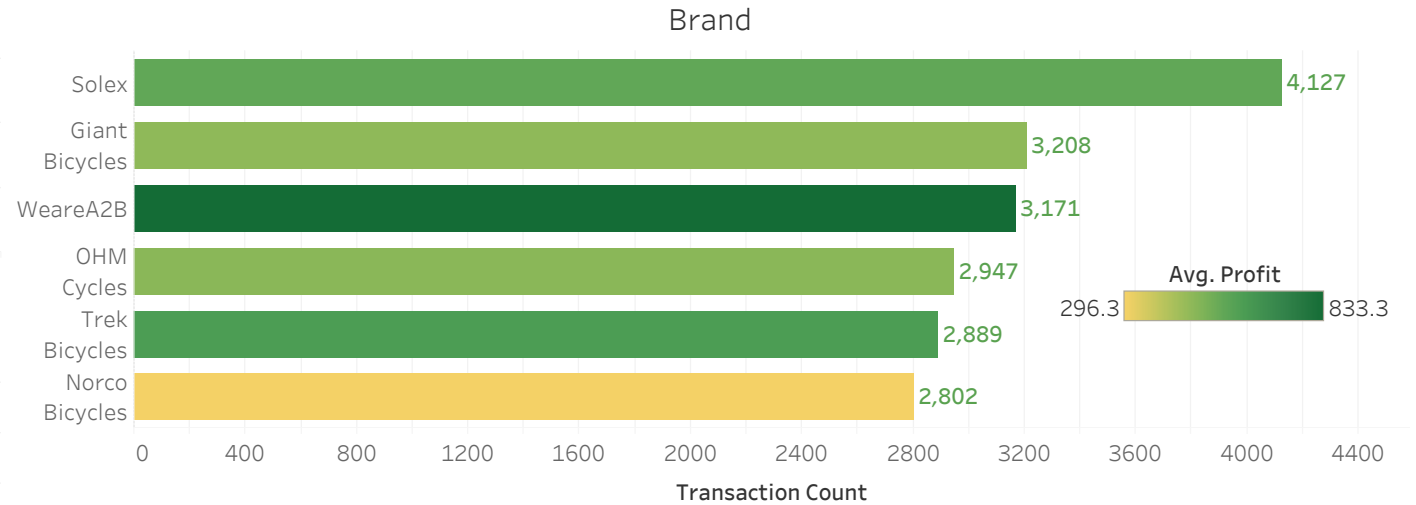
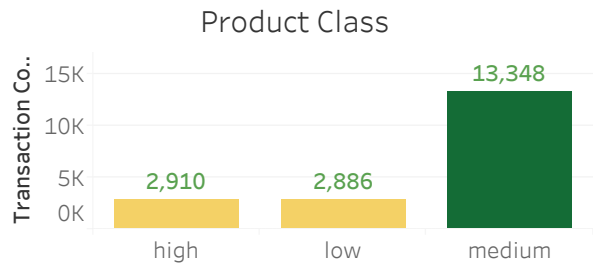
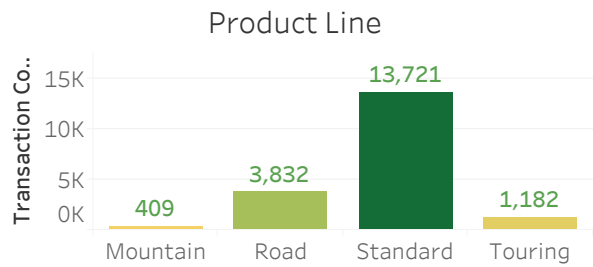
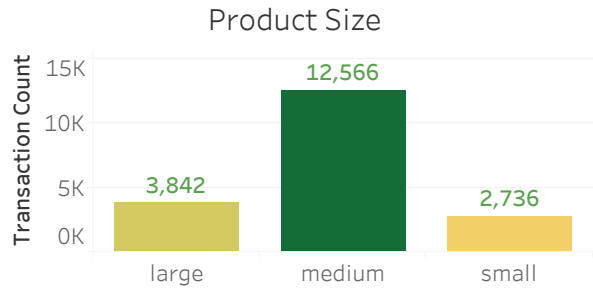
- **Wealth Segment**

Most Customers are those who buy the cycles are mass customers.

- **Age**

Analysis shows that most of the customers are form the ages 35yrs to 45yrs.

Transactions Dashboard



Summary

- **Product Size**

Most people love to buy medium sized cycles followed by large sized cycles.

- **Product Line**

Most customers buy Standard cycles followed by the Road cycles.

- **Product Class**

Customers buy medium class cycles mostly.

- **Brand**

Solex is the leading brand whose cycles are sold the most followed by the Giant Bicycles and WeareA2B. On the other hand Norco brand is least sold as compared to other brands.

- **Profit**

Cycles of brand WeareA2B gives us the most profit than any other brand that is 833 USD on average, even Solex doesn't able give us that much profit as it is Bestseller which gives us 564 USD on average.

Trek Bicycles gives us second largest profit after the WeareA2B followed by Soles Cycles that gives us the third largest profit.

- **Monthly Transaction Count**

Transaction are on average same throughout the year but in month of June and September count of transaction goes slightly down and we don't have any answer for it, as it can be by chance or we need more information to figure why sales goes down in these mnoths.

Overall Suggestions for new 1000 Customers

Focus on...

1. The Customers that are from the New South Wales.
2. Customers have property valuation from 7 to 10.
3. Customers that are from the industries like Manufacturing, Health and Financial Services.
4. Mass Customers.
5. Customers ages from 35yrs to 45yrs.
6. Bicycles that are of medium sized.
7. Standard Bicycles.
8. Giant, WearA2B, Solex Brands.

NOTE - Customer_Focus.xlsx contains the list of customers to be focused.

Recommendations

- Get the Cycle details with respect to City also and if possible then give information of Cycles by Store also, by this we can figure out the pattern of sales according to time.
- Try to get the area of the Customer where they live like City Centre or Country Side. This will help us to find the mystery that why we have low customer count for the customers having property valuation 11 and 12.
- Most important recommendation is that, please give the brief meaning of every column/feature as it helps us a lot to understand data.