Task 6

Objective: Summarize findings and provide actionable recommendations for business strategies.

1. Summary of Key Insights:

○ Highlight key findings from customer segmentation, transaction analysis, new customer insights, and CLV analysis.

2. Recommendations:

○ Provide recommendations for marketing strategies targeting high-value customer segments.

○ Suggest potential areas for business expansion based on new customer location analysis.

○ Recommend improvements in product offerings based on transaction analysis

MODEL DEVELOPMENT

Profit & Sales by State

- **NSW** makes the most profit, then **VIC** and **QLD**.
  👉 Focus more on marketing and selling in these states to earn even more.

Orders by Product Class

- **Medium-priced products** get the most orders.
  👉 Stock up on these and promote them more since customers like them.

Profit by Product Line

- **Road** and **Standard** bikes earn the most, **Touring** bikes do well, but **Mountain** bikes earn less.
  👉 Keep focusing on the top-earning bikes and rethink how to improve Mountain bike sales.

Profit by Age Group

- People aged **31–40** and **41–50** bring in the most profit.
  👉 Create marketing especially for these age groups.

Sales by Job Category

- Customers in **finance** and **manufacturing** buy the most. **Agriculture** and **telecom** buy the least.
  👉 Focus on top-performing job sectors and find ways to improve sales in the weaker ones.

Profit by Month

- Profits **go up and down** each month.
  👉 Plan budgets wisely to handle good and bad months.

Profit by Wealth Segment

- **Mass market** customers bring in the most profit, then **affluent** and **wealthy** customers.
  👉 Use different marketing for each group based on what they like.

Profit by Brand

- **WeareA2B** is the top-earning brand, followed by **Solex** and **Trek**.
  👉 Promote WeareA2B more and think about how to improve other brands.
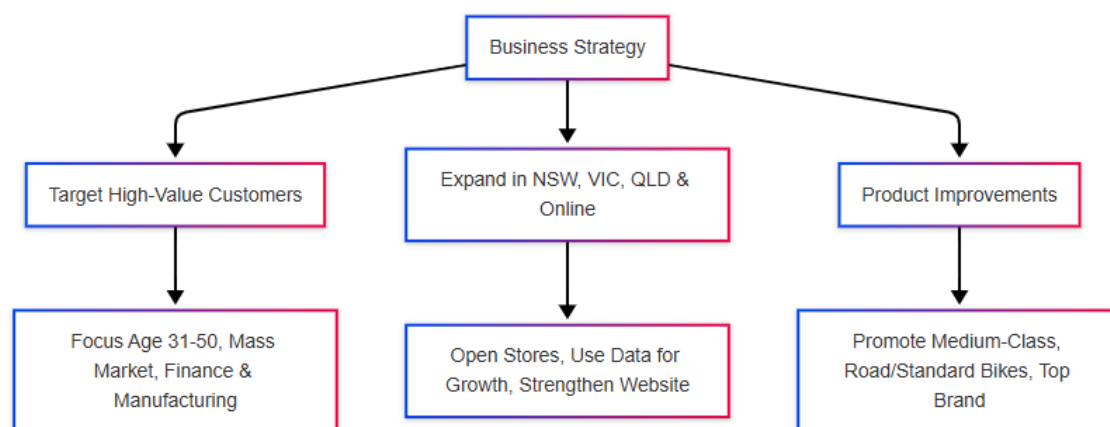
2) **A. Marketing Strategies for High-Value Customers**

Target Age Group 31–50:

- Show ads on Facebook and Instagram for working professionals.

- Talk about how strong, reliable, and long-lasting the products are.

Focus on Mass Market and Affluent Customers:

- Give special offers like easy payment plans or rewards for repeat buyers.
- Send personalized emails with product suggestions based on what they've bought before.

Industry-Based Marketing:

- Focus on customers in **finance** and **manufacturing** because they spend more.
- Work with companies in these fields to give employee discounts or special offers.

B. Business Expansion Based on Customer Location

Grow in NSW, VIC, and QLD:

- These areas bring in the most profit and new customers—open more stores or service centres here.

Look at Growing Suburbs or Smaller Cities:

- Use Excel or maps to find areas where new customers are increasing.

Improve Online Sales:

- Strengthen your website and delivery in areas without stores but with lots of online shoppers.

C. Product Improvements Based on Sales Data

More Medium-Class Products:

- These are the most popular, so keep more stock both online and in stores.
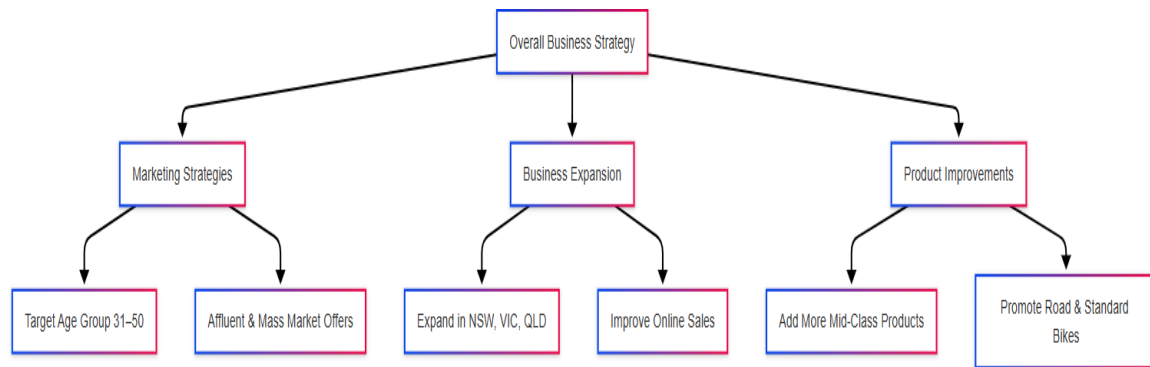
Focus on Road and Standard Bikes:

- Promote them in ads or sell them in bundles with helmets or gear.
- Think about launching special editions or new models.

Improve Mountain Bike Strategy:

- Sell them with gear like gloves or helmets to increase interest.
- Market them to people who like outdoor adventures or college students.

Promote Top Brand (WeareA2B):

- Use real customer stories or influencers to advertise.
- Offer special deals or new launches for this brand.

Video explanation:

Introduction video :

https://www.loom.com/share/7fd1e53b8cfd47fd978cfe9165c366e2?sid=99a839
bd-6cac-42de-a743-bbd255c58408

data cleaning process:

https://www.loom.com/share/6151d4434e424b7991925ed5084c3ae6?sid=b5dd3
aad-d987-4ee2-9b9a-5107a59dab7a

Correct any anomalies in gender representation:

https://www.loom.com/share/7370e43242c24737b06ce16b2a292ef2?sid=830c2
342-be4c-432a-83f6-598bac2485a1

power pivot:

https://www.loom.com/share/a56503b0091044b1b741bfeffef5765e?sid=5f6a28f
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task2 and task3:

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task3 continuation and task4:

https://www.loom.com/share/853b5623320d45109914cb8e7c5519cc?sid=7aea0d24-d1ae-461c-8ee5-1806f20722e1

task4 and task5 :

https://www.loom.com/share/68825ec7982e4a6c88f07a3645644073?sid=da10c920-8e37-40d3-9d92-50aa5719d7a6

task5 continuation :

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task6:

https://www.loom.com/share/e5297f73258648a5b9ad2355436ef3c4?sid=ecbb3486-5d23-41db-b06b-7ba44d4d239e

task6 continuation:

https://www.loom.com/share/659f2e8ee25440bfbf2baae75393f841?sid=bb70ab33-449b-4c5f-8104-60be70a107b7

←   Thank you   →