**TASK 1**

Sprocket Central Pty Ltd, a medium size bikes & cycling accessories organization, has approached Tony Smith (Partner) in KPMG’s Lighthouse & Innovation Team. Sprocket Central Pty Ltd is keen to learn more about KPMG’s expertise in its Analytics, Information & Modelling team.

Sprocket Central Pty Ltd primarily needs help with its customer and transaction data. The organization has a large dataset relating to its customers, but its team is unsure how to analyze it to help optimize its marketing strategy effectively.

However, in order to support the analysis, you spoke to the Associate Director for some ideas and she advised that “the importance of optimizing the quality of customer datasets cannot be underestimated. The better the quality of the dataset, the better chance you will be able to use it to drive company growth.”

The client provided KPMG with 3 datasets:

* Customer Demographic
* Customer Addresses
* Transactions data in the past 3 months

You decide to start the preliminary data exploration and identify ways to improve the quality of Sprocket Central Pty Ltd’s data.

The task is to draft an email to the client identifying the data quality issues and strategies to mitigate these issues.

**TASK 2**

Sprocket Central Pty Ltd is a long-standing KPMG client that specialises in high-quality bikes and accessible cycling accessories for riders. Their marketing team is looking to boost business by analysing their existing customer dataset to determine customer trends and behaviour.

Using the existing 3 datasets (Customer demographic, customer address and transactions) as a labelled dataset, please recommend which of these 1000 new customers should be targeted to drive the most value for the organisation.

In building this recommendation, start with a PowerPoint presentation which outlines the approach which we will be taking. The client has agreed on a 3-week scope with the following 3 phases as follows - Data Exploration; Model Development and Interpretation.

**TASK 3**

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.