

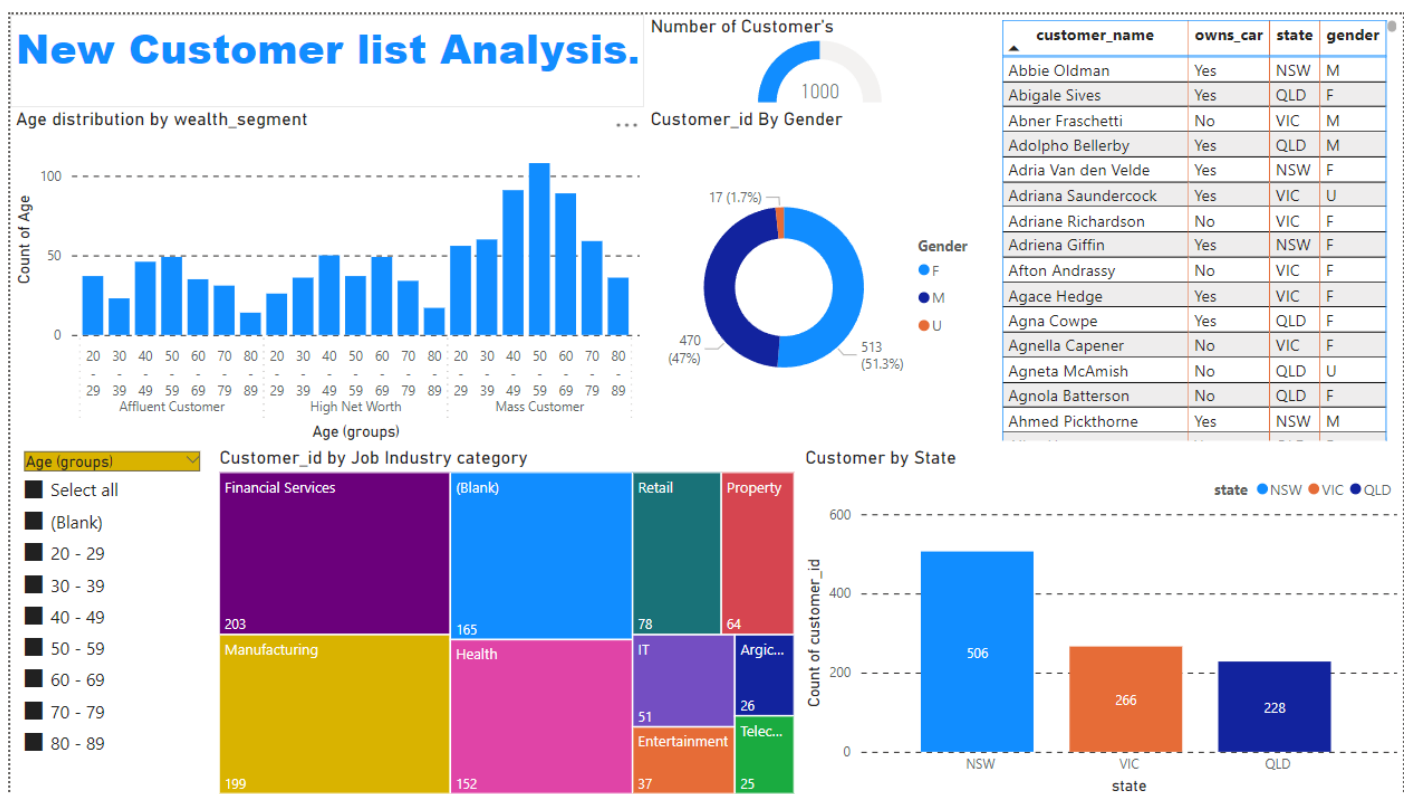
Business Problem

The marketing team at Sprocket Central Pty Ltd.

The data would reveal useful customer insights which could help optimise resource allocation for targeted marketing.

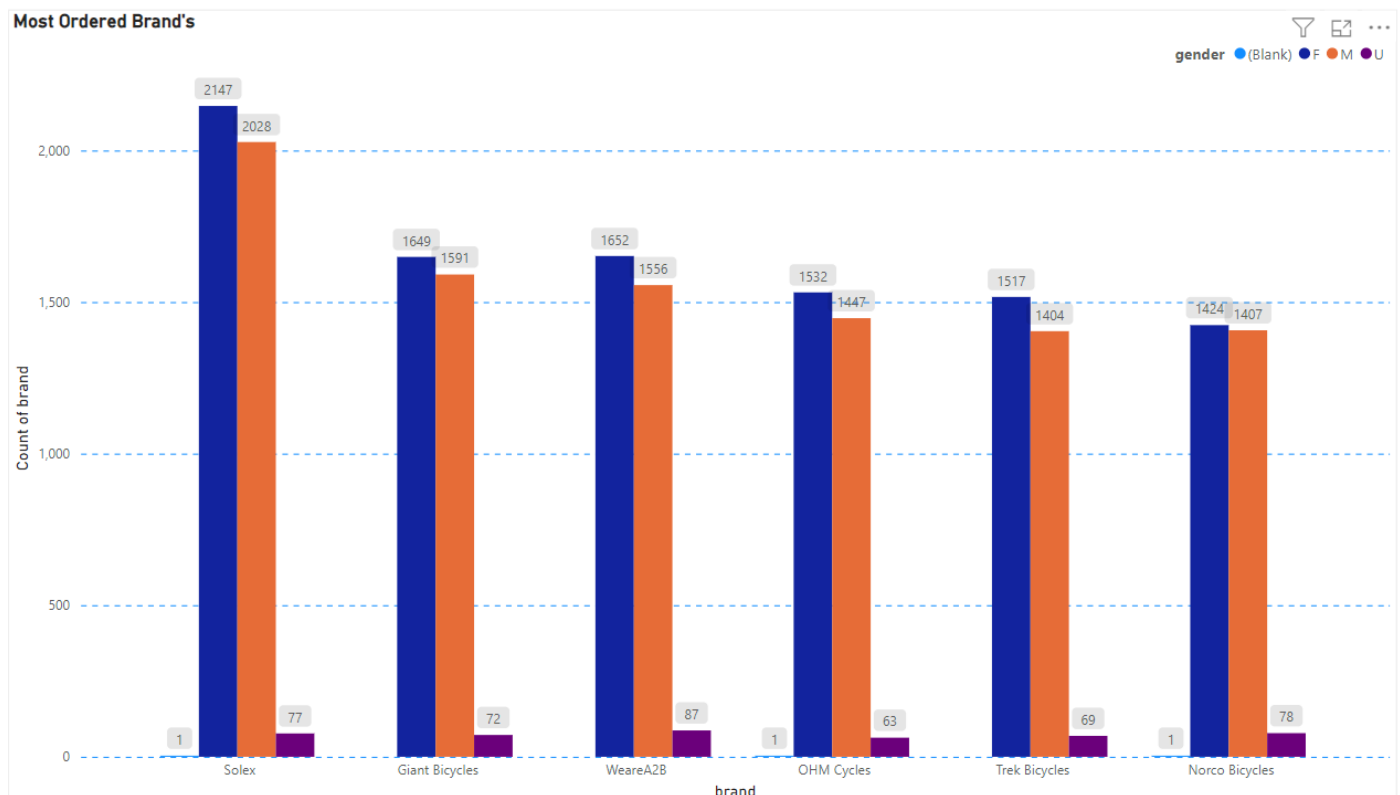
Hence, improve performance by focusing on high value customers.

➤ Presenting Dashboard using Power - BI



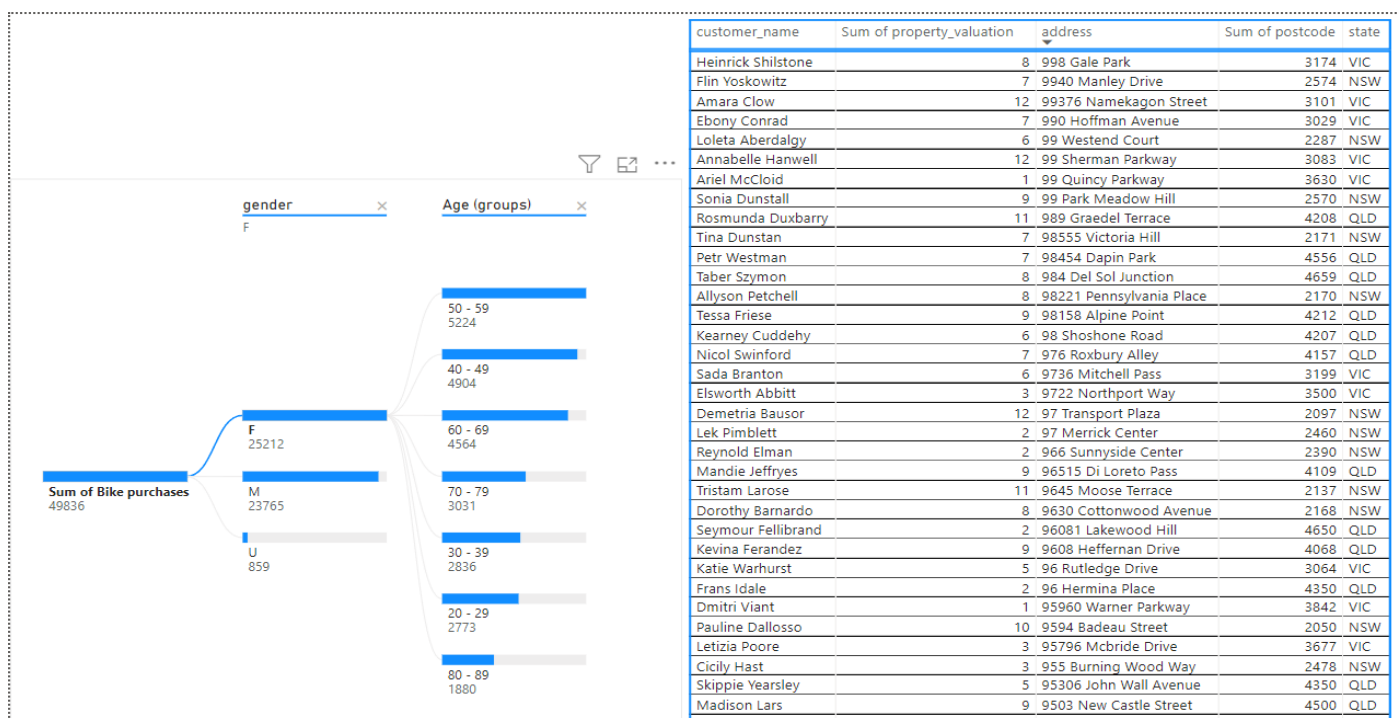
1] Customer preferences and propensity to purchase the product?

The Solex Brand is the most preference of both male and female customers, The order taken by Female customers is 2147 and Male customers is 2028. And followed by gaint bicycles, weareA2B, OHM Cycles, Trek Bicycles, Norco Bicycles.



2] Which customer segment has the highest customer value?

The valued customers Are Between 50 – 59 Ages and followed by 30 – 39 and 40 – 49 age groups. The valued customer can analyze by their Bike Related purchases placed.



3] Sprocket Central Pty Ltd 's marketing and Growth strategy?

- Targeting High valued customers
- Target customer should be age between 50 – 59, and followed by 40 – 49 and 60 – 69
- Target customer are from Financial Service, Marketing and Health Department.

Suggestions: -

- Increase company's sales in Victoria and Qld state.
- Company should focus on other brands also to increase sales.