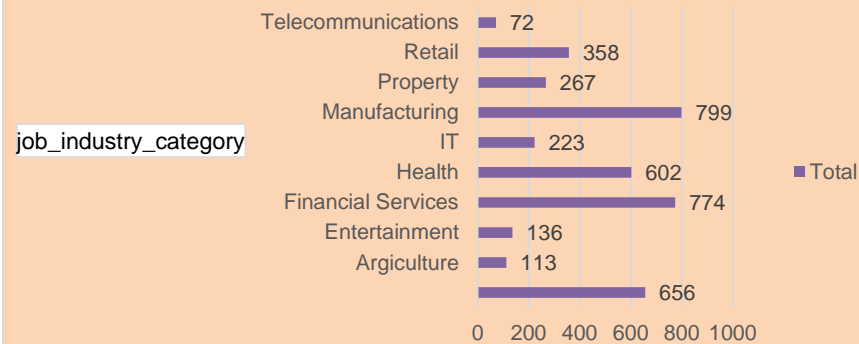


# KPMG DASHBOARD

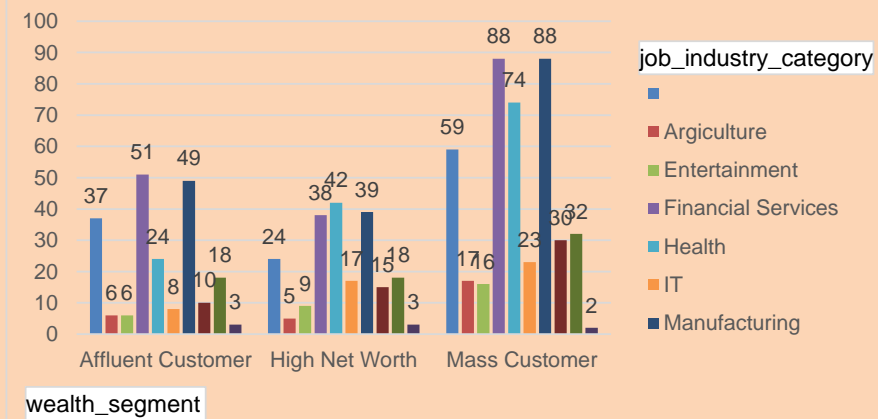
## SUMMARY AND RECOMMENDATIONS FOR CUSTOMER SEGMENTATION

Count of customer\_id

Customer id in various job industry



Count of wealth\_segment



gender

Female

Male

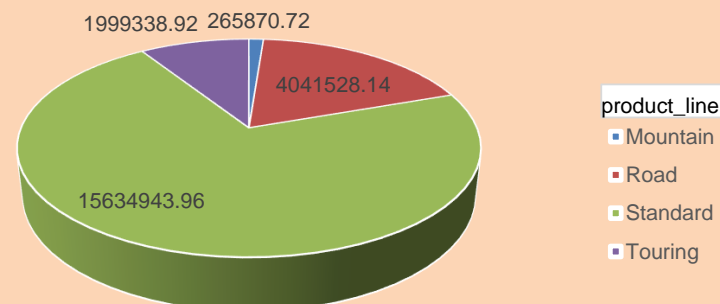
unknown

1. Key focus areas are Health, Financial services, Manufacturing are the top customer groups. Focusing on these industries can bring big returns.
  2. Potential growth sectors are Property, IT sectors and Retail. These industries offer new opportunities.
  3. Affluent customers are found in manufacturing and financial.
  4. Mass Customers are in manufacturing and financial mainly.
- By targeting each segment with the right offers we can provide boost in the growth of these sectors.

## SUMMARY AND RECOMMENDATIONS FOR TRANSACTIONS

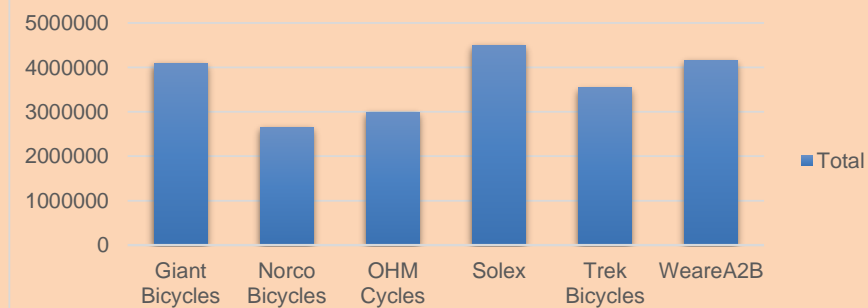
Sum of list\_price

Distribution of products



Sum of list\_price

sale of bicycle brands



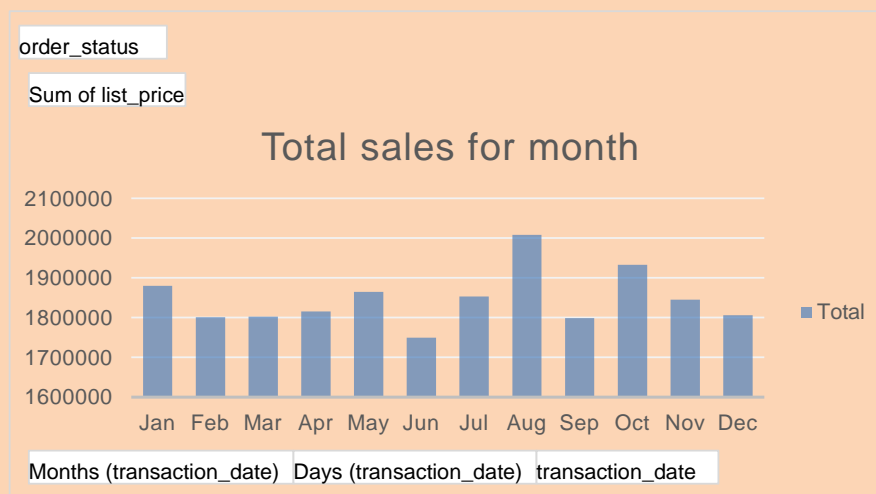
produ...

large

medium

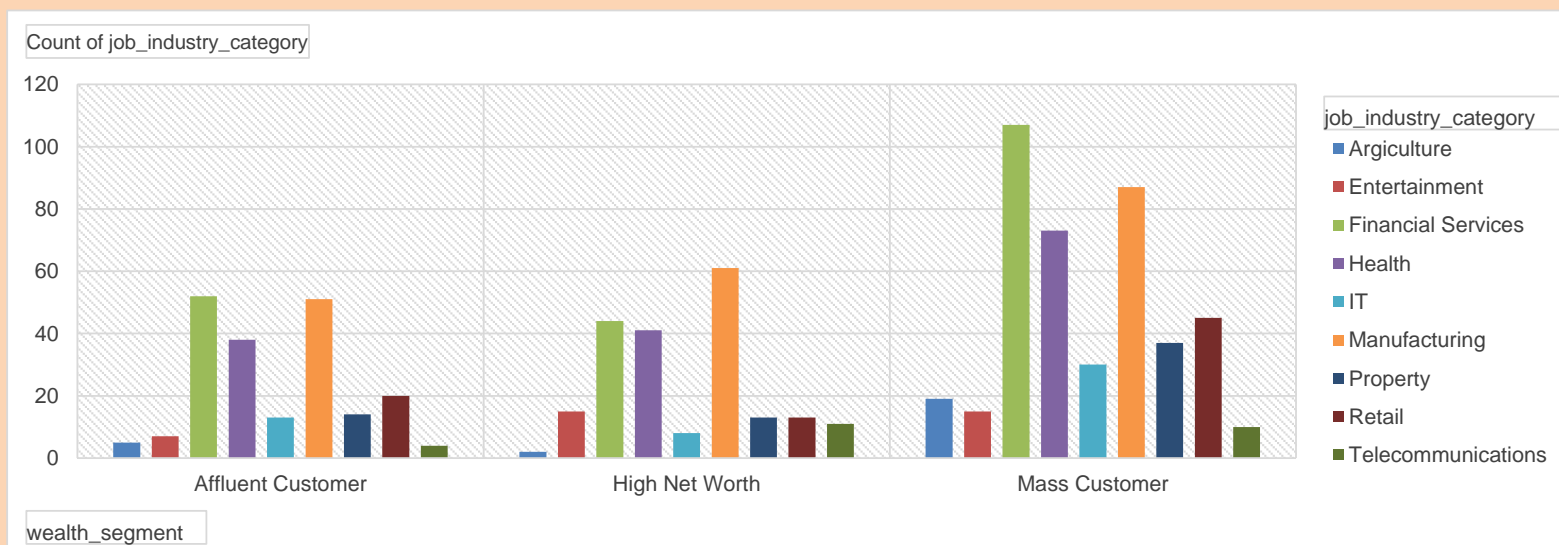
small

brand



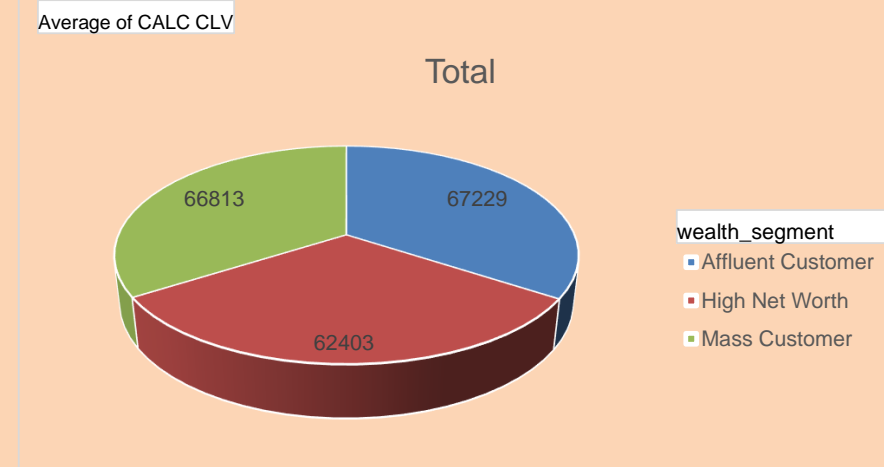
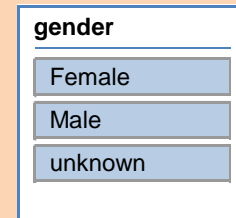
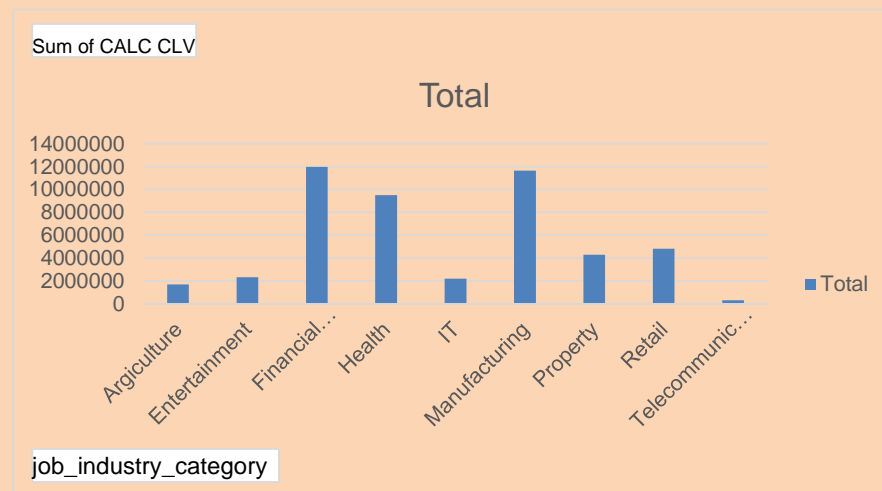
1. Growth areas: Road lines and Touring have potential due to their significant sales share.
2. Solex holds a solid market position based on price list.
3. Underperformers: OHM, Norco and trek need analysis to address lower sales possibly due to pricing, marketing or product range.
4. June Drop: Investigate the sales decline and take required actions to prevent future drops.

## SUMMARY AND RECOMMENDATIONS FOR NEW CUSTOMERS



1. Financial services and Manufacturing have the largest customer base accross all wealth levels.
2. Develop products or services to meet specific needs of each wealth segment and industry.

## SUMMARY AND RECOMMENDATIONS FOR CLV



1. Data shows that the company maintains a constant customer lifetime value accross all wealth segments.
2. Although differnces are small, targeting more high net worth customers could slightly boost revenue.

### Recommendation:

#### Q1.Provide recommendations for marketing strategies targeting high-value customer segments.

- Ans:1. Sub segmenting affluent customers: Group them based on lifestyle,purchase behaviour, and demographic for targeted marketing.
2. Exclusive offerings: create tailored product lines or service packages for affluent customers.
  3. VIP treatment: provide personalized services,priority support and access to events or products.

#### Q2.Suggest potential areas for business expansion based on new customer location analysis.

- Ans: 1.Expand QLD and VIC: Build a strong distribution network in these regions.
2. Infrastructure check: Assess logistics capabilites to ensure smooth operations
  - 3.Develop reigion specific campaigns to attract new customers.

#### Q3.Recommendimprovements in product offerings based on transaction analysis

- Ans.1. Add more options in product to appeal to diverse customes like size, color,etc
- 2.Introduce products that pair well with current offerings to boost average order value.
  - 3.Regularly update product lines based on sales,profit,stock and customer feedback.