

TheAnalyticsTeam

# Sprocket Central Pty Ltd

Data analytics approach

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# Agenda

1. Introduction
2. Data Exploration
3. Model Development
4. Interpretation

# Introduction

Problem Statement : The company Specializes in high quality bike and accessories. The marketing teams wants to boost sales by identifying pattern and targeting new 1000 customers

Approch for data Analysis:

- Best selling brand and product line

# Data Exploration

## Which Industry is contributing the most?

- From the Data it is Clear that top 3 industries are Manufacturing, Financial and Health
- Others bring profit less than 100000



# Model Development

## Which Customer type/status should be the main target?

Platinum value customers are the most promising buyers



# Data Exploration

## Which age group and wealth segment brings maximum profit?

- The age group 38-47 are prominent buyers.
- Overall the wealth segment of mass customers pools in the maximum profits



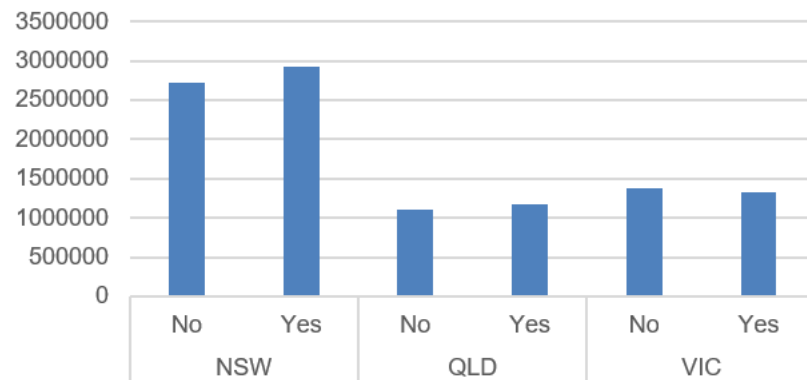
# Data Exploration

## Which State's max Customers owns Car?

- New South Wales customer owns maximum cars
- Overall Customers having Cars are more likely to order products

Sum of Profit

Car owners by state



# Data Exploration

## Gender Vs Bike related sales

Data Shows that Female have made more bike related purchases than mens in past 3 years





# Interpretation

## Customer Classification – Targeting High Value Customers

Such customers should be targeted from new list:

- Female customers are more valuable
- Working in Manufacturing, Health, Finance industry sector
- Aged between 38-47
- Wealth segments of mass customers
- Currently living in NSW, VIC and owning cars

# Thank You