Task 6: Executive Summary and Recommendations

Summary of Key Insights:

1. Customer Segmentation:
    a) Affluent Customer segment has the highest concentration.
    b) Mass Customer segment shows less engagement.
    c) Female customers represent a substantial portion of the base with notable purchasing patterns.
    d) Financial Services and Manufacturing sectors dominate the job industry analysis.

2. Transaction Analysis:
    a) Total sales exhibit clear seasonal trends with peaks during specific months.
    b) Standard product line performs consistently well.
    c) Road product line shows a promising average list price but fewer transactions.
    d) High-value customers contribute significantly to revenue, providing areas for retention efforts.

3. New Customer Insights:
    a) New customers are concentrated in New South Wales and Queensland.
    b) Potential revenue estimation based on past purchases and property valuation highlights significant revenue streams from new customers.

4. Customer Lifetime Value (CLV):
    a) Affluent Customer segment has the highest average CLV.
    b) Strong relationships exist between CLV, job industry, and gender.
    c) Allows us to tailor strategies to focus on the most valuable segments.

Recommendations:

1. Marketing Strategies:
   a) Develop targeted campaigns for the Affluent Customer segment with personalized offers and exclusive promotions.
   b) Create campaigns specifically addressing the preferences of Female customers.

2. Business Expansion:
   a) Explore expansion opportunities in states like New South Wales and Queensland.
   b) Focus marketing efforts in regions with high concentrations of new customers.

3. Product Offerings:
   a) Reassess product offerings, particularly the Road product line.
   b) Evaluate underperforming brands for adjustments or replacements.