TheAnalyticsTeam

Sprocket Central Pty Ltd

Data analytics approach

Agenda

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

Introduction

The strategies to be applied to gain the insights about the potential customers are discussed in this presentation. Few of them are:

- Gender distribution
- Past 3 years history of bike purchase
- Job industry category
- Wealth segment
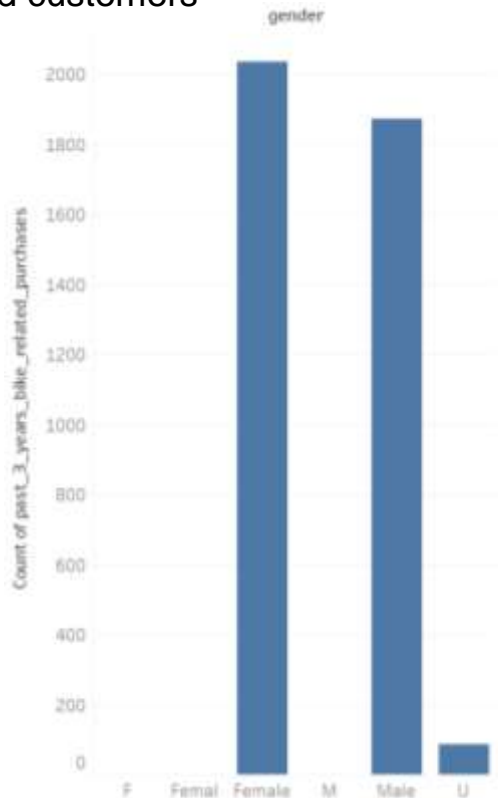- People who owns car already

Data Exploration

This shows the process of feature engineering where the meaningful features are selected for developing insights.

The insights while exploring the data shows that the past 3 years bike purchase history, gender distribution, wealth segment, job industry category, already owns car are the features selected for developing the insights of the potential customers.
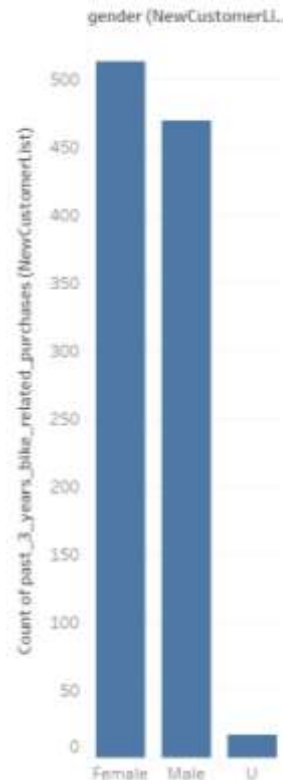
Data Exploration

Gender distribution of old customers vs new customers

-- Old customers   --New customers
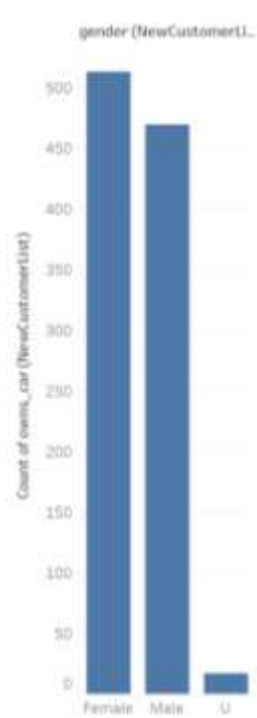
Data Exploration

Insights:

- The insights from the gender distribution against the past 3 years history of bike purchase shows that the female customers are more in both the new customers and the old customers.

- So it is clear that the female customers are much potential one and should be focused on to increase our revenue.

- Also, the male customers are nearer to the female customer's purchase history, so it's not wise to not consider the male customers.
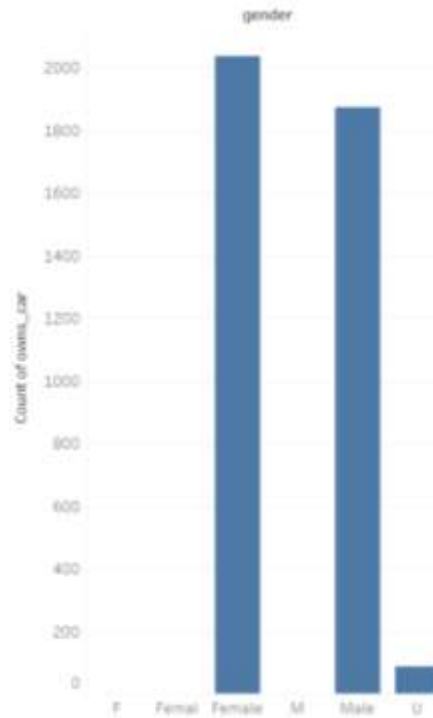
Model Development

People who already owns car

• With the plots and the insights, it's clear that the female customers tend to own car already and so they would be considered as the potential customers.

• Also, the male customers tend to own cars above 450 which is closer to female customers whose count is above 500 in new customers and 1800+ in old customers list which is near to female customers whose count is 2000+ in old customers.

• Hence, next to female customers, male customers could also seem to be the potential customers we seek.
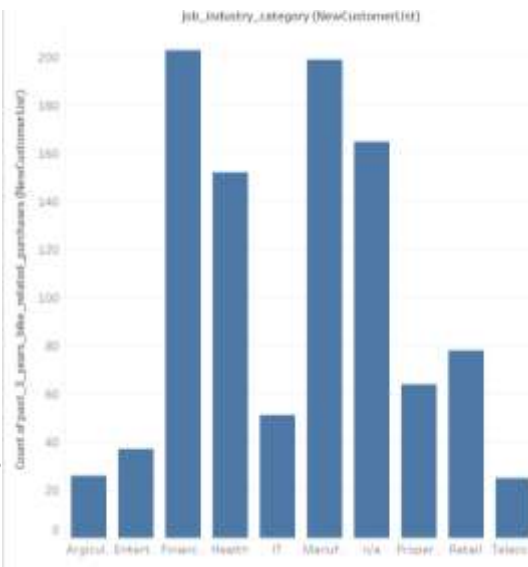
New Customers
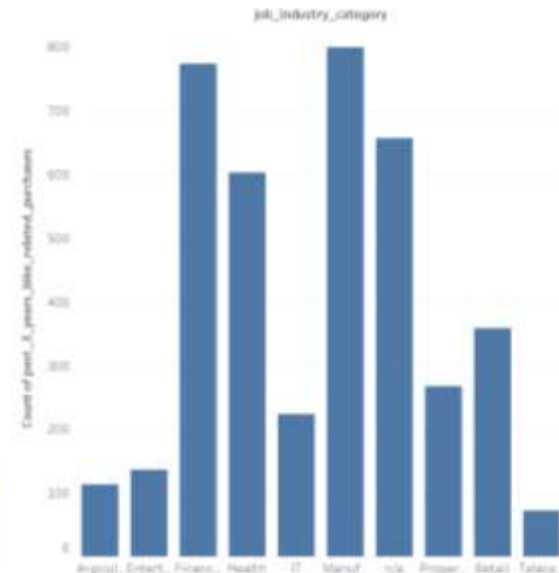
Old customers

Model Development

Job industry category vs past 3 years purchase history

- From the insights, it is clear that the Financial Services sector and Manufacturing industry shows the highest count of purchase history.

- Hence, these two sector people should be considered the most as the potential customers.

- Also, people under health industry seems to purchase cars whose count is near to the Manufacturing sector. Hence, these people also should be considered as the potential customers
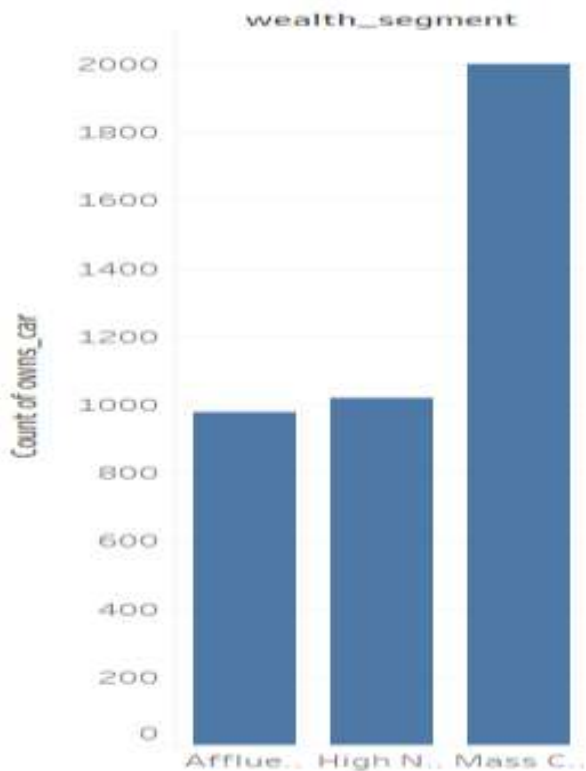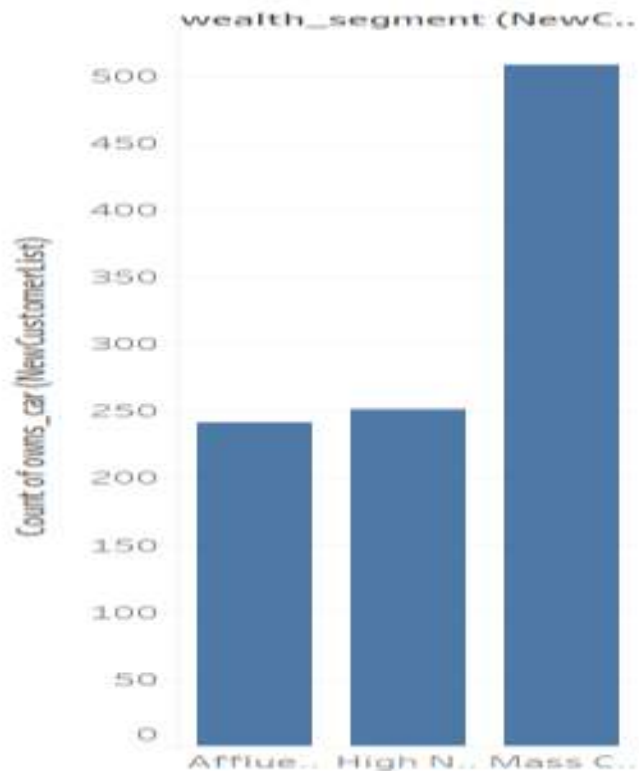
New Customers

Old customers

Interpretation

Wealth segment against owns_car already field
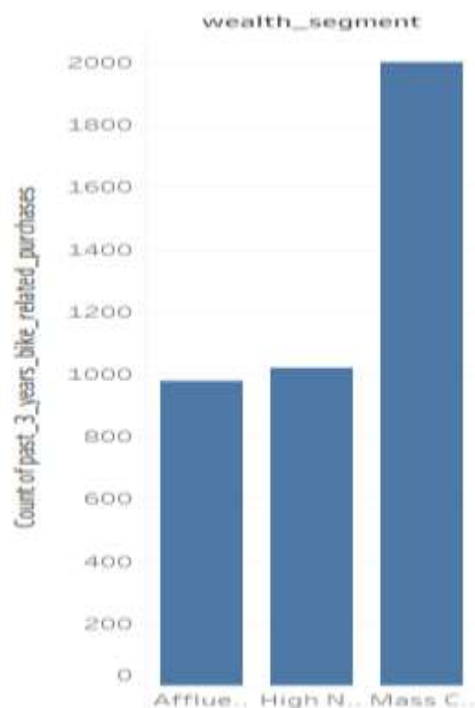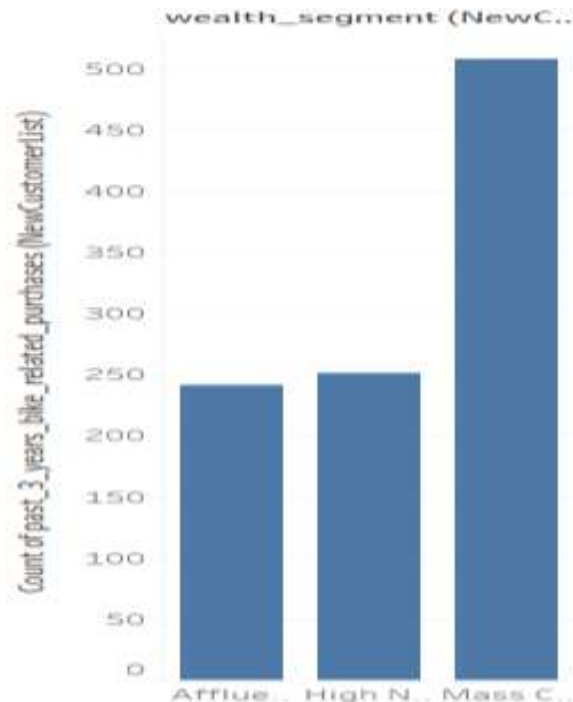
Old customers

New Customers

Interpretation

Wealth segment against purchase history of past 3 years

Old customers

New Customers

Interpretation

Insights:

- From the visuals and plots, considering both the old customers and new customers, mass customers category has the highest count of people who already owns the car.

- So, it is necessary to see the people belonging to this category as the potential customer and increase the sales and its revenue.

- Similarly, the people in the Mass Customers category has the highest purchase history in the past 3 years.

- So, it is now clear that the Mass Customers are our potential target customers.

- For secondary conditions, people in the high net worth category seems to be averagely owning the car and also has a medium count of purchase history in the past three years. So, these people may also be considered as the customers we seek.

Conclusion

Hence, the provided dataset is analysed precisely, features that could improve the sales are identified and the visualizations are developed using which the potential customers can be seeked correctly.

Thank you,
With Regards,
Srividhya R