

TheAnalyticsTeam

Sprocket Central Pty Ltd

Data analytics approach

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Agenda

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

Introduction

Identification and Recommendation of Top 1000 Customers to target from datasets

Problem Identification

- Company deals with good quality bikes and cycling accessories
- Marketing team is analyzing data to increase the sales.
- Goal is to target 1000 customers from the provided data who will bring revenue to the company.

Summary of Data Analysis

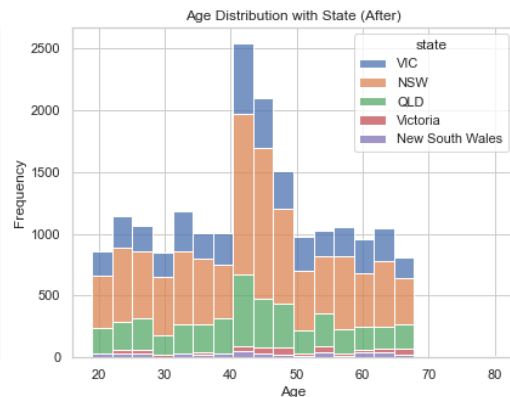
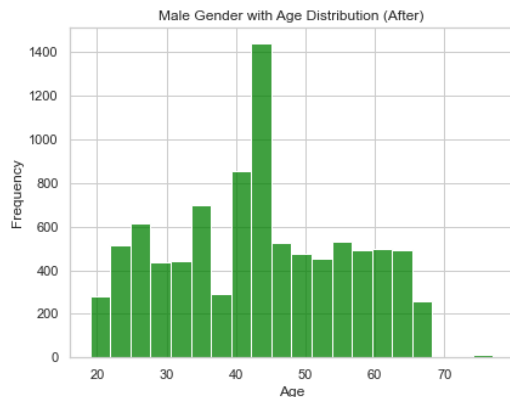
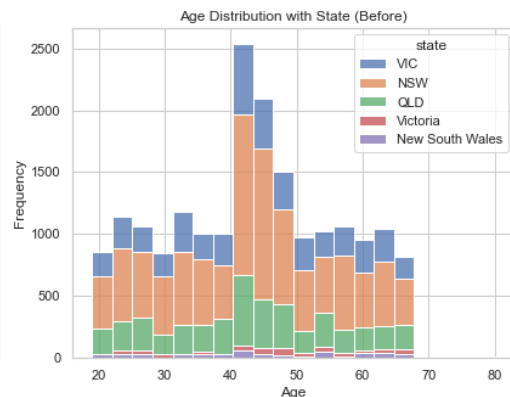
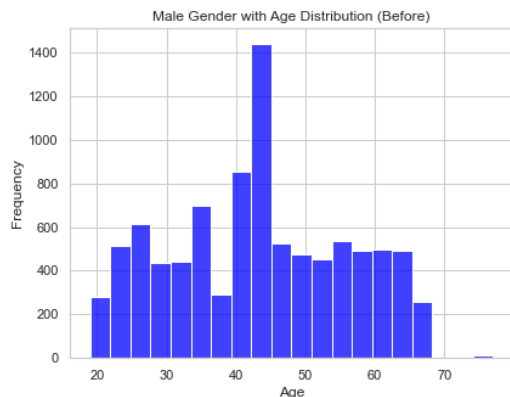
- job Industry Distributions
- Wealth segmentation by age
- RFM analysis and classification of customers
- Bike purchased over past three years by gender
- New and old customer age distribution

Data Exploration

Customer's age distribution

- As we can see, mostly our new customers are between 40 – 49
- The ratio of purchase has increased in the new customer data for the age group belonging to the range 60 – 69.
- The data distribution remains same for the age group of 20 – 29 in both the data
- It looks like the percentages of under 25 years old not really change.

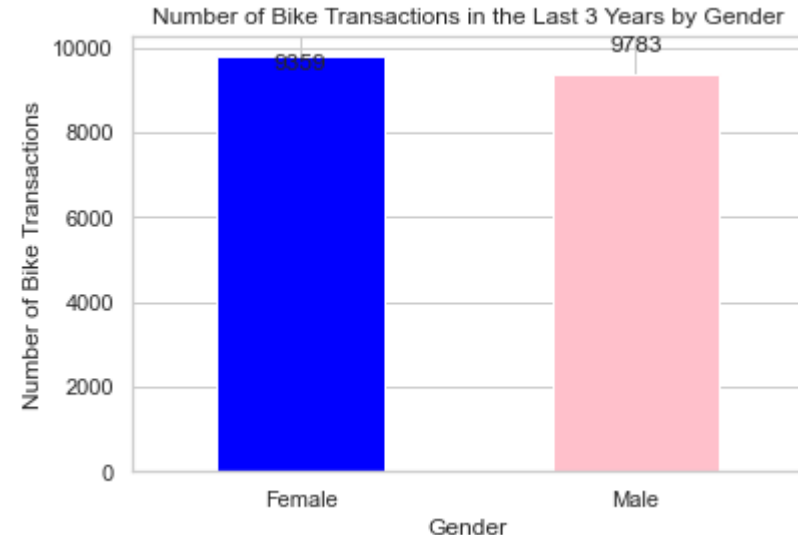
Comparison of Customer Age and State Distributions (Before vs. After Feature Engineering)



Model Development

Bike purchases last 3 years

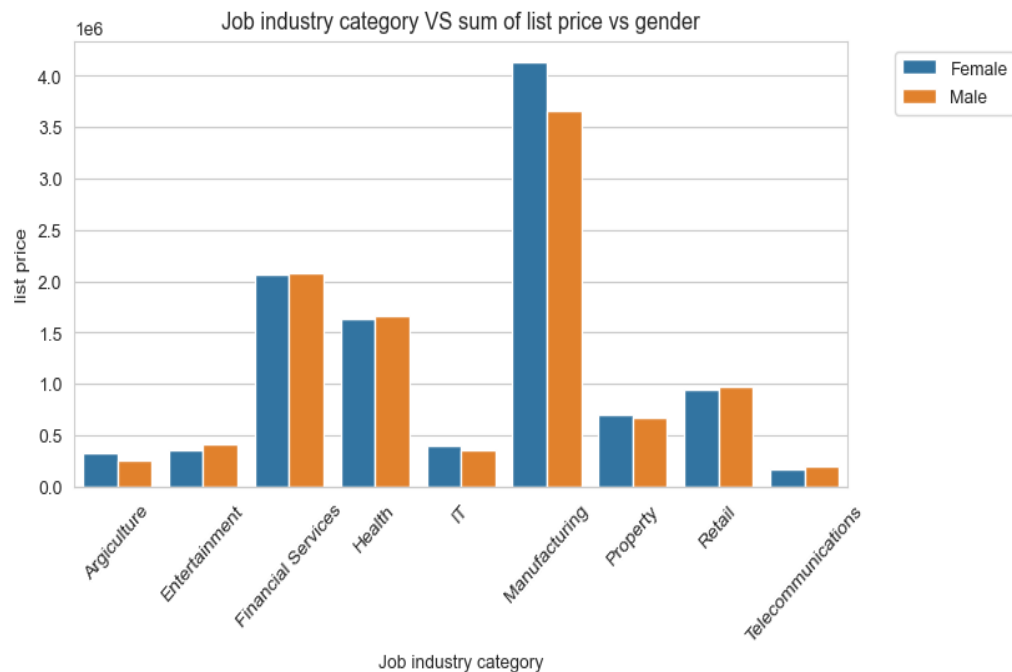
- As we can see , our new customer mostly from Female with 50.6% purchase
- Male contributed to 47.7% purchase
- So we should focus on advertise on Female Customers than Male customers



Interpretation

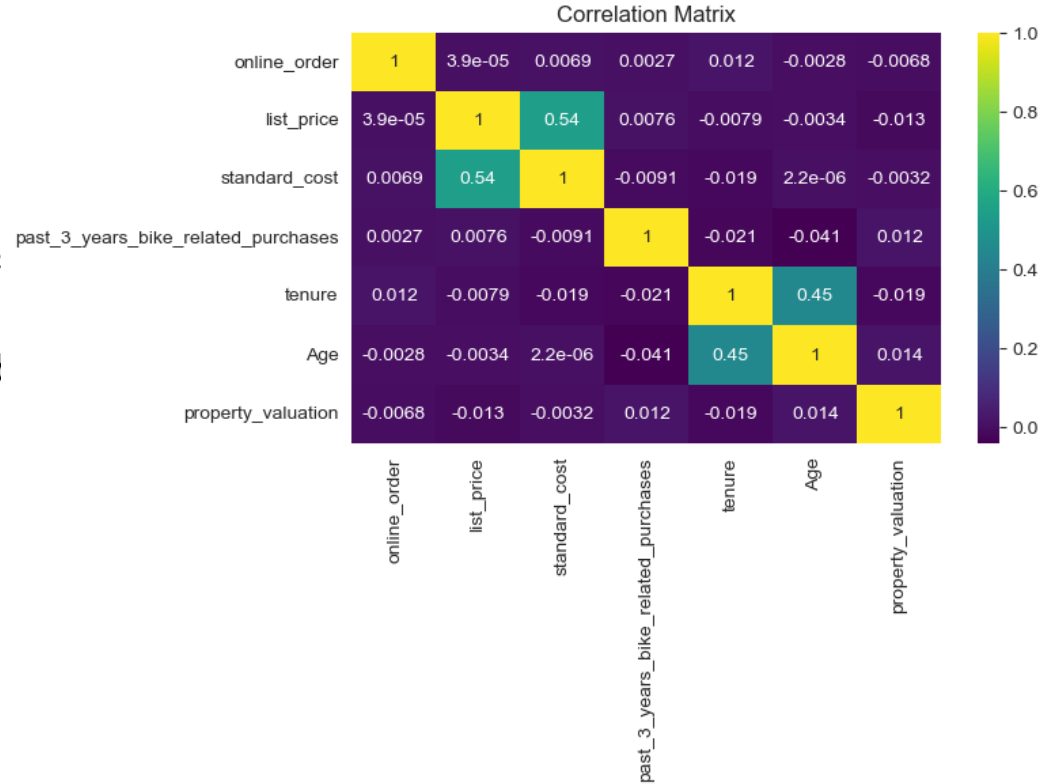
Job industry category VS sum of list price VS Gender

- The visual indicates that most of our customers work at manufacturing industry
- In manufacturing industry female gender is more than male
- But in other industries female gender is approximately same



Correlation Martix

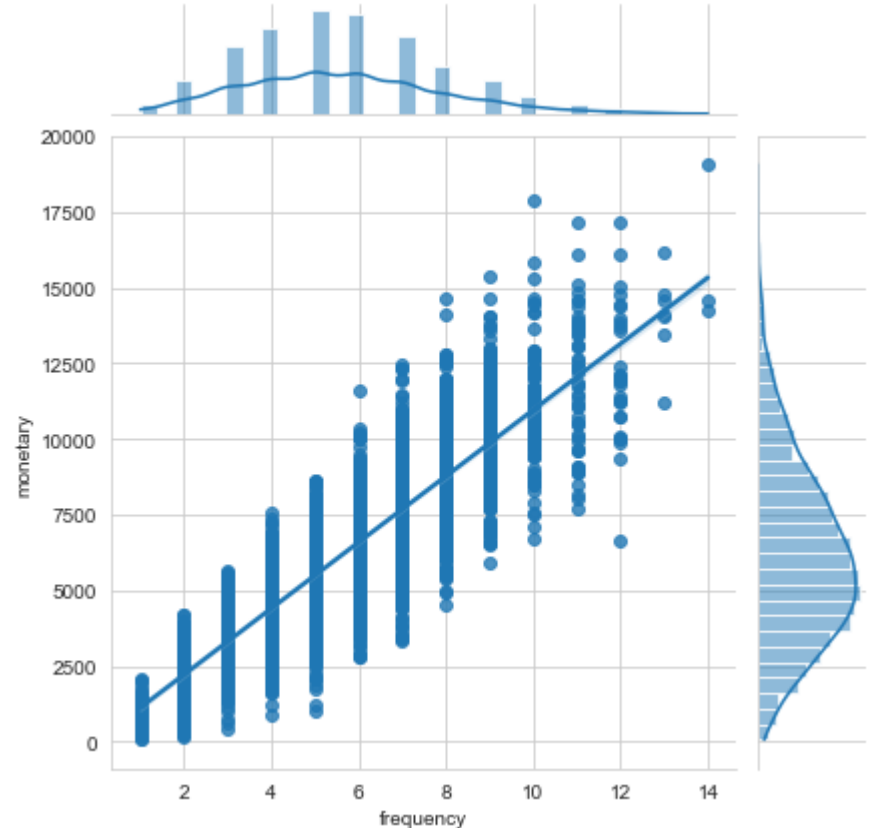
- Some of the relationships observed in this part of the investigation:
- Most of the revenue has been produced by mass customers by males.
- Manufacturing industry produced more revenue than other industries by male customers.
- There are no strong correlations among numerical data



Model Development

RFM Analysis

- RFM analysis which is segmenting customers through their Recency (Recent purchases)
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Thank you