Executive Summary and Recommendations

1. Summary of Key Insights

Customer Segmentation:

- **Wealth Segmentation:** The analysis of customer wealth segments reveals distinct groups based on purchasing behavior. Customers in the "High Wealth" segment tend to make larger and more frequent purchases, while "Mass Customer" segments show moderate spending habits.

- **Gender Analysis:** Female customers exhibit higher engagement in bike-related purchases than male customers, indicating a potential preference for specific product lines targeted towards women.

- **Job Industry Insights:** The distribution of customers across various job industries shows that industries related to technology and management (e.g., IT, Finance) have a higher percentage of customers with higher wealth segments.

Transaction Analysis:

- **Sales Trends:** A significant seasonal spike in sales was observed during the mid-year months (June to August), potentially aligning with promotional events or seasonal product demand.

- **Product Performance:** Certain brands (e.g., Brand X) outperform others in terms of total sales, with premium product lines generating the highest revenue, especially in categories like "Medium" class products.

- **Customer Purchase Behavior :** High-value customers are primarily concentrated in the "High Wealth" segment, and these customers tend to make larger, more frequent purchases.

New Customer Insights:

- **New Customer Demographics:** The new customer base shows potential in both the "Mass Customer" and "High Wealth" segments, with a preference for higher-value products (e.g., bikes and related accessories).

- **Location Insights:** New customers are predominantly located in urban areas, particularly in New South Wales and Queensland. A higher property valuation correlates with customers in the "High Wealth" segment.

- **Potential Revenue:** Based on past bike-related purchases, the new customer group could potentially generate substantial revenue, especially if focused marketing efforts target the high-value segments.

Customer Lifetime Value (CLV) Analysis:

- **CLV Calculation:** Customers with longer tenures (longer customer lifespan) and those from the "High Wealth" segment show the highest CLV, suggesting that these customers offer more sustained value.

- **Segment Analysis:** There is a clear positive relationship between wealth segment and CLV. Additionally, customers from industries such as IT and Finance have higher CLVs due to greater purchasing frequency.

2. Recommendations

Marketing Strategies for High-Value Customer Segments:

- **Targeted Campaigns for High Wealth Customers:** Design exclusive offers and loyalty programs for customers in the "High Wealth" segment. Highlight premium products (e.g., high-end bikes, luxury accessories) and focus on personalized marketing strategies that emphasize long-term benefits and exclusivity.

- **Gender-Specific Campaigns:** Given the higher engagement from female customers in bike-related purchases, consider creating campaigns that highlight products specifically for women (e.g., women's bikes, bike accessories). Engaging content and product recommendations should be tailored to meet the preferences of female buyers.

- **Job Industry-Specific Marketing:** Leverage the job industry segment analysis to launch targeted marketing campaigns for customers in high-value industries like IT, Finance, and Management. Custom product bundles or corporate discounts could appeal to these segments.

Business Expansion Based on New Customer Location Analysis:

- **Focus on Urban Areas:** The new customer base is largely concentrated in urban regions like New South Wales and Queensland. Further marketing and business efforts should target these high-density areas, possibly by offering localized promotions or pop-up stores in these regions.

- **Expansion to Suburban and Regional Areas:** Given the concentration in urban areas, consider expanding services or products to suburban and regional locations where there might be underserved markets, especially in areas with high property valuations.

- **Geographical Marketing Campaigns:** Develop geo-targeted marketing campaigns and promotions for new customers, particularly in areas with a higher density of high-wealth customers. This could include local events, collaborations with local businesses, or region-specific ads.

Improvements in Product Offerings Based on Transaction Analysis:

- **Premium Product Lines:** Given the higher revenue generated by certain product lines (e.g., medium-class bikes), there is an opportunity to expand or improve product offerings in this segment. Consider introducing more variety in the high-performance product lines or exploring new product categories that align with customer preferences.

- **Seasonal Promotions:** Leverage the identified sales trends and spikes during mid-year to introduce seasonal discounts or limited-time offers on popular products. A focused marketing push during this period could drive higher sales volumes.

- **Brand-Focused Strategies:** Brands like Brand X have shown better performance. Build brand loyalty by promoting these top-performing brands more prominently across both digital and offline channels. You could also explore partnerships with these brands to offer exclusive products or bundles.