

Sprocket Central Customer Data Analysis



Total
Customers
3.5K



Total
Transactions
20K



Total Sales
\$22M

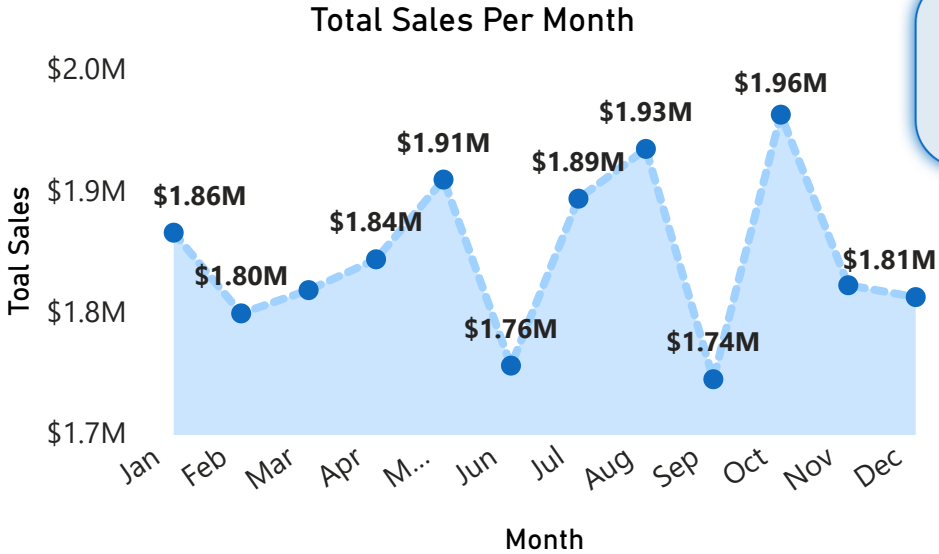


Gross Margin
\$11M

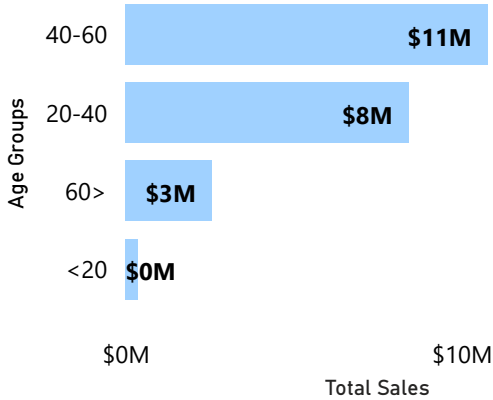
Key Insights

- Company is selling **6** different brands bicycle and their accessories.
- It has nearly **3.5 K** customers, and company was able to make **\$22 M** sales in 2017.
- The gross profit margin was nearly **50%** for the company.
- Top selling brand is **Solex**, but the most profitable brand is **WearA2B**.
- Customer behavior analysis was performed using RFM score and customer segmentation. Different marketing strategies must be used to gauge various customers. For **552** hibernating and **413** at risk customers, different products and discounts should be offered to recreate brand value.

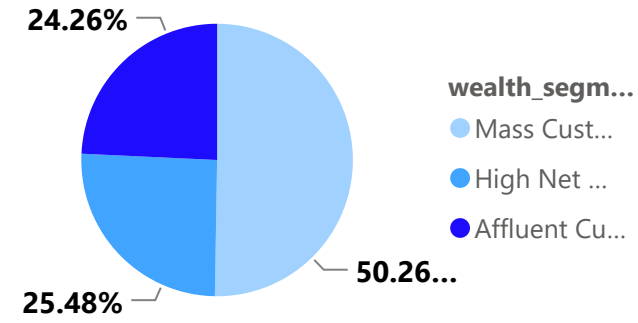
Sales Analysis



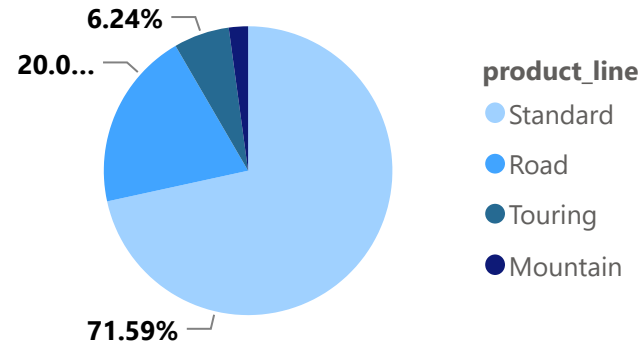
Sales per Age Group



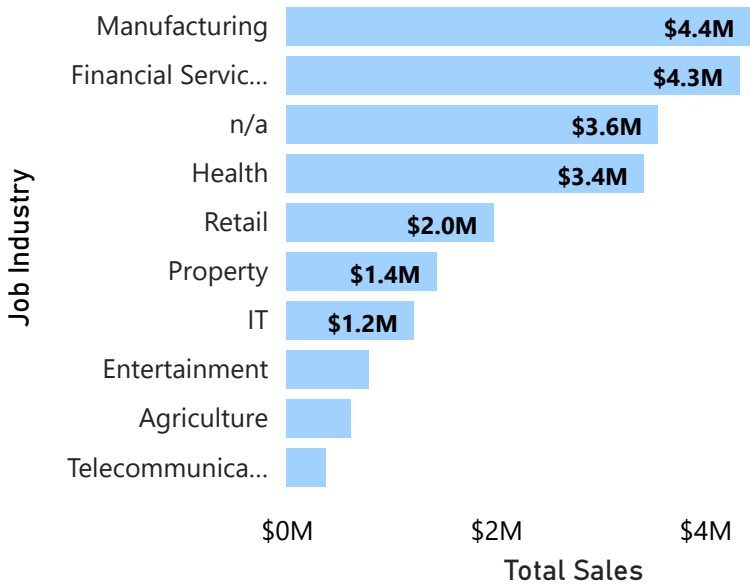
Online Orders by Wealth Segments



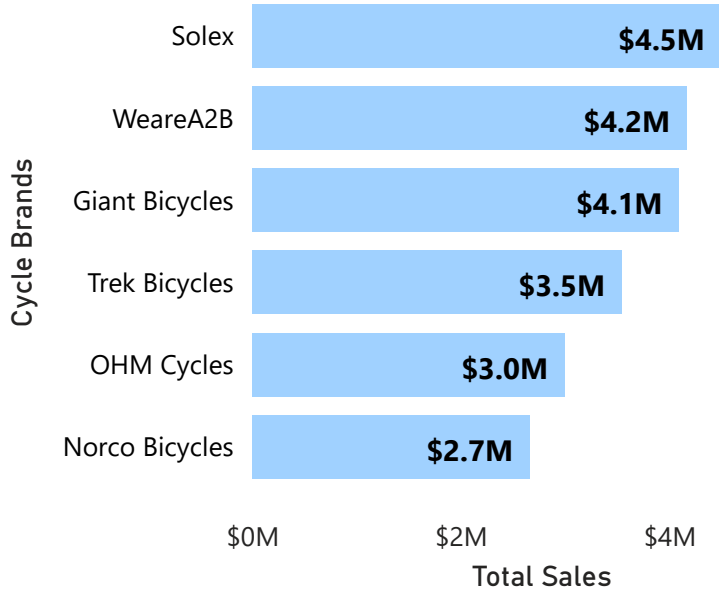
Online Orders by Product line



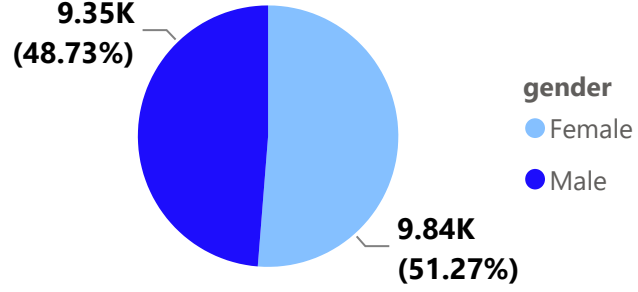
Total Sales by Job Industry

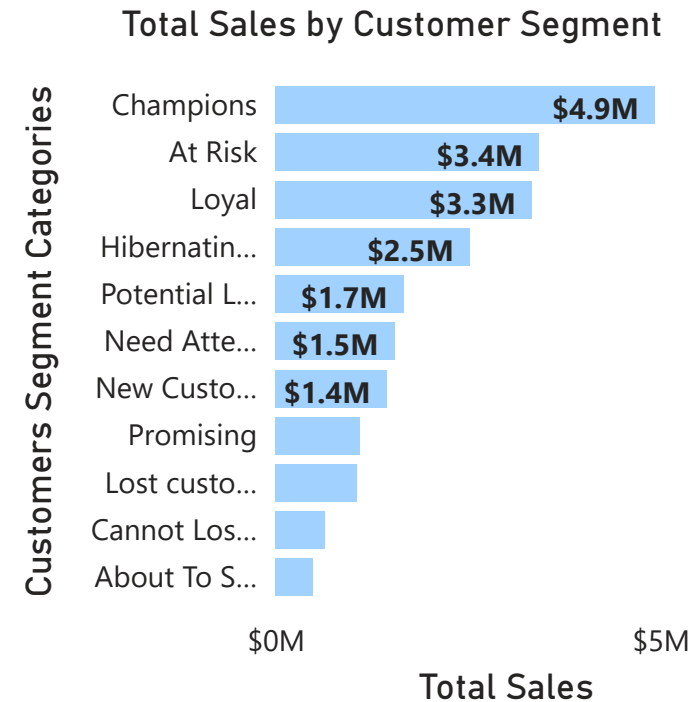
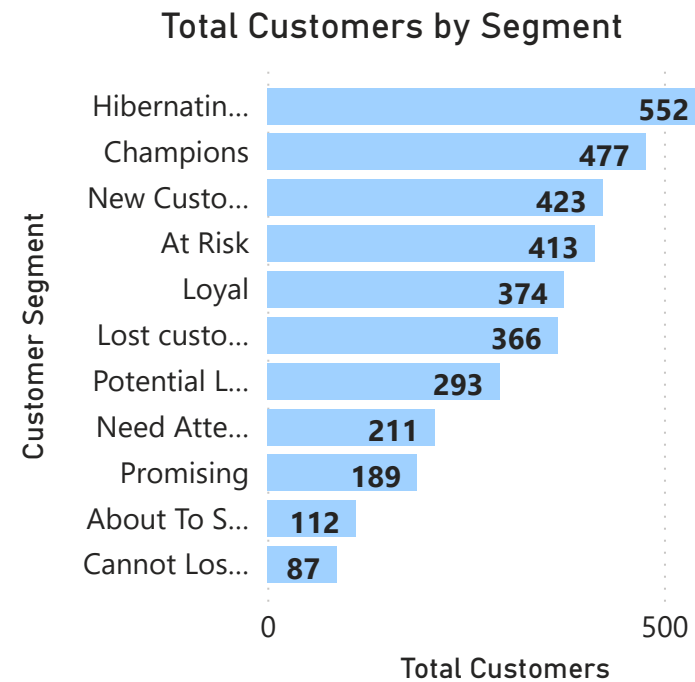


Total Sales by Brands

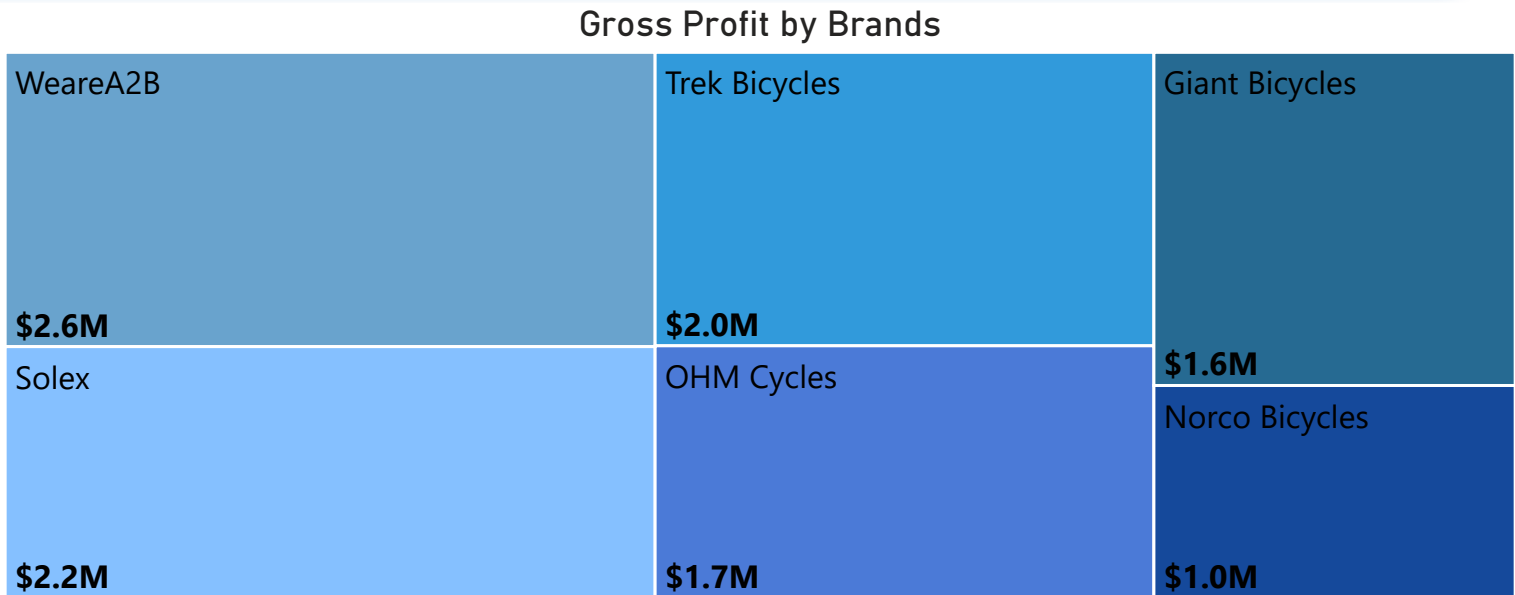


Online Orders by Gender





Customer Behavior Analysis



Customer Segment Analysis

customer_id	name	state	postcode	wealth_segment	RFM score	Segment
1	Laraine Medendorp	NSW	2016	Mass Customer	555	Champions
25	Geoff Assaf	QLD	4413	Mass Customer	555	Champions
37	Laurie Dwerryhouse	QLD	4726	High Net Worth	555	Champions
89	Benedicto Hoxey	NSW	2100	Mass Customer	555	Champions
109	Cody Blabey	NSW	2217	Affluent Customer	555	Champions
117	Nance Suttling	QLD	4226	Mass Customer	555	Champions
142	Bentley Fortesquieu	VIC	3058	Affluent Customer	555	Champions
165	Aldon Roelofs	NSW	2032	Mass Customer	555	Champions