TheAnalyticsTeam

Sprocket Central Pty Ltd

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Agenda

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

Introduction

Background

Sprocket Central Pty Ltd , a medium size bikes & cycling accessories organization, has a large dataset relating to its customers. Now they have 1000 rows of potential customers with their demographics, but do not have prior transaction history with organization.

Datasets

Sprocket Central Pty Ltd provided 3 datasets:

•Customer Demographic
•Customer Addresses
•Transactions data

•New Customer List (Target list)

Goal

To help their marketing team gain business insights by analyzing their existing customer dataset to determine customer trends and behavior and to optimize resource to target the potential high value customers.

Actions

Data Cleaning (missing value, duplicated, format etc.)
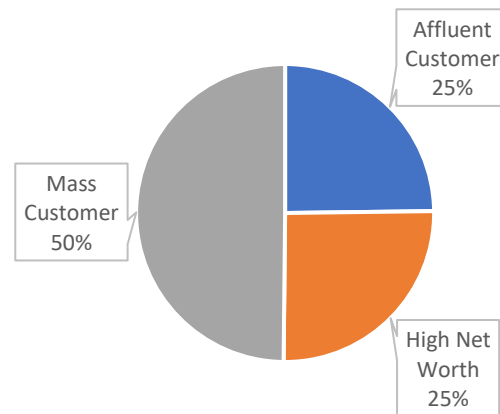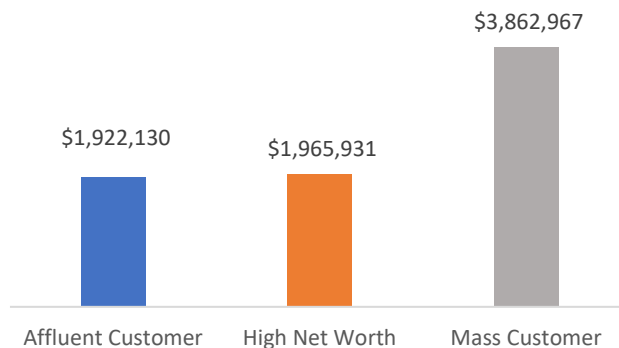Data Transformation (Merge datasets)
Data Exploration (Explore datasets to gain insights)

Data Exploration

Profit Sorted by Wealth Segment

Insight:

The most profit comes from mass customer, which made **50%** of the total profit
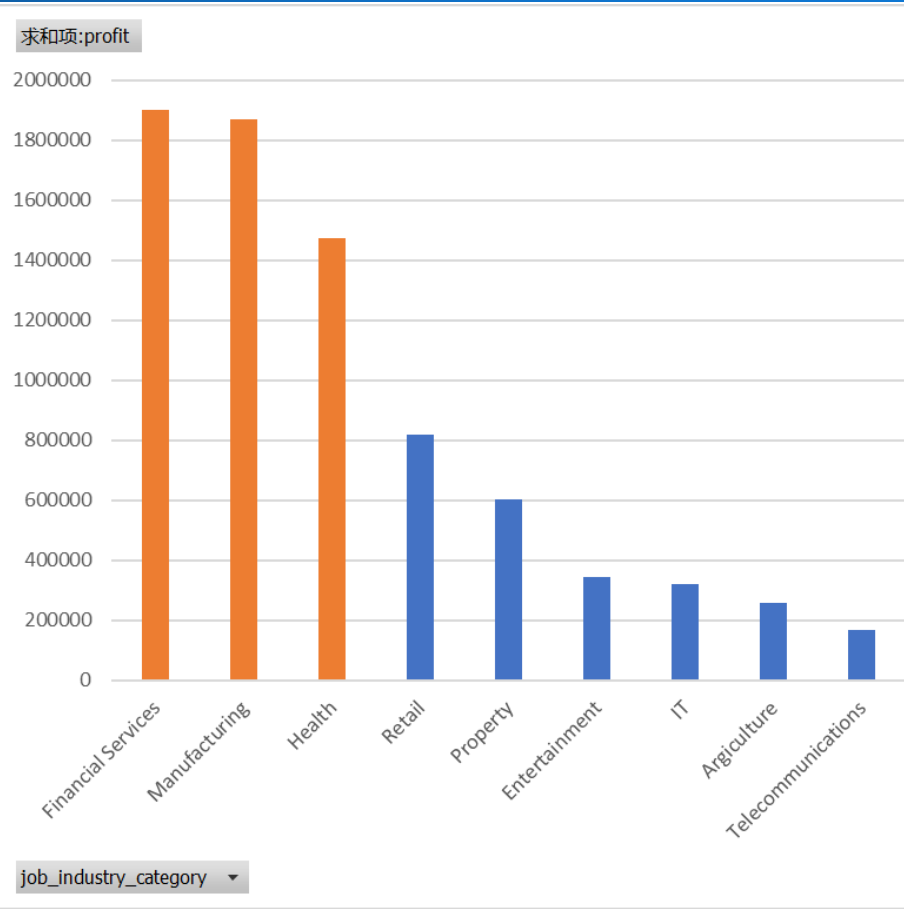
Data Exploration

Profit Sorted by Industry

Insights:

Most of the profits are generated by clients engaged in **financial services, manufacturing,** and **healthcare** industries.
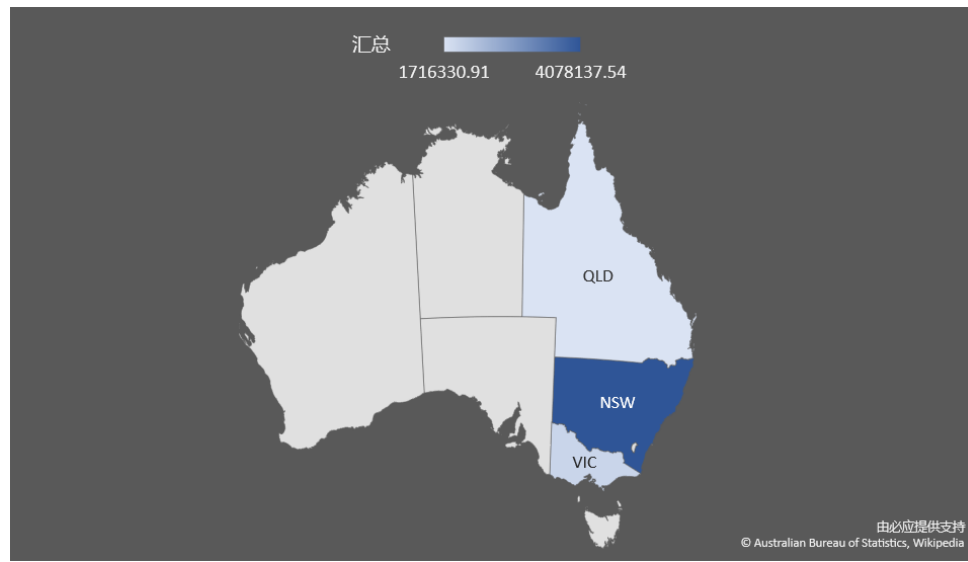
Model Development

Profit Sorted by States in Australia

Insight:

New South Wales is the major market region which makes more than 50% profit among the other states.
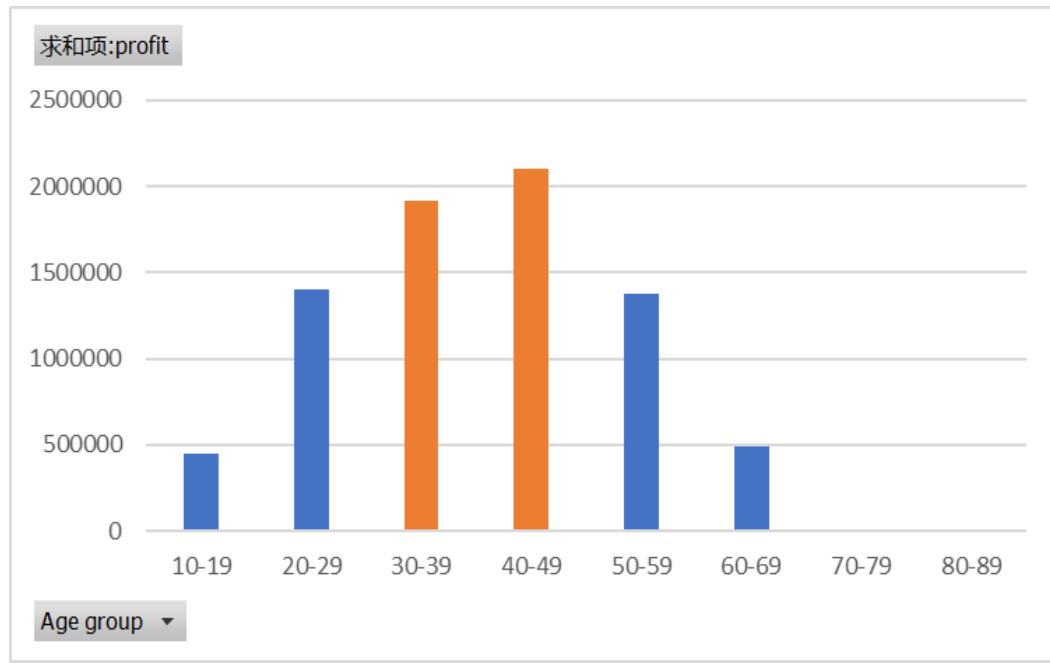
Data Exploration

Profit Sorted by Different Age Group

Insight:
The age groups that contribute the highest profits are between **30 to 50** years old.
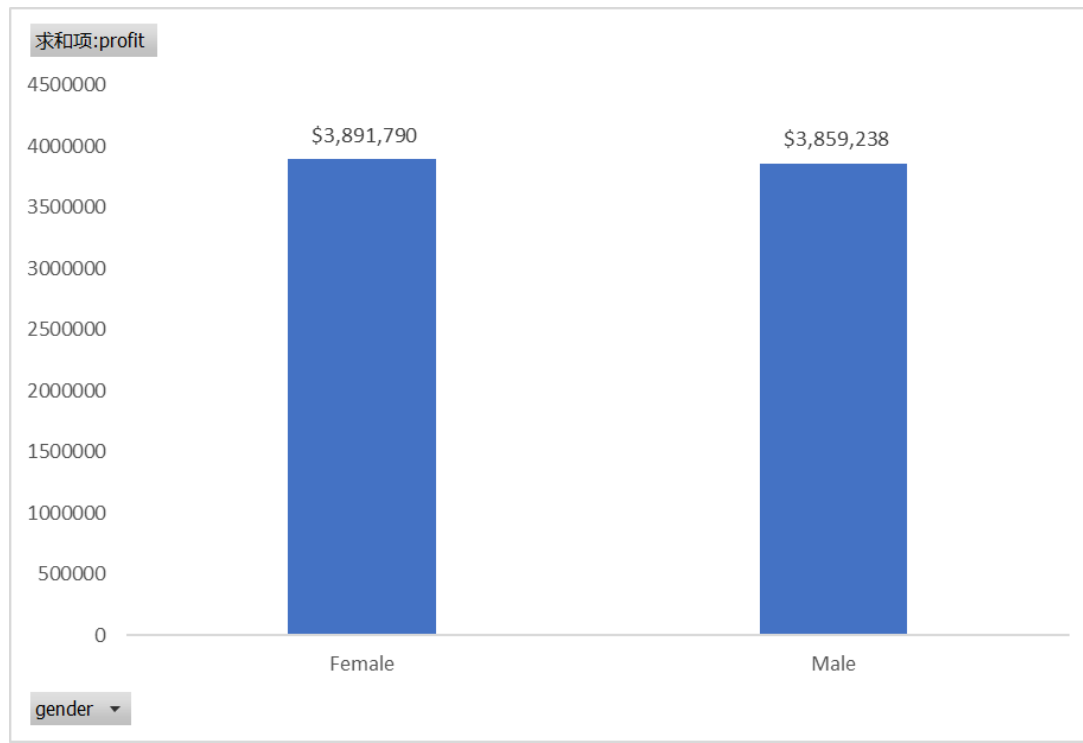
Data Exploration

Profit Sorted by Gender

Insight:

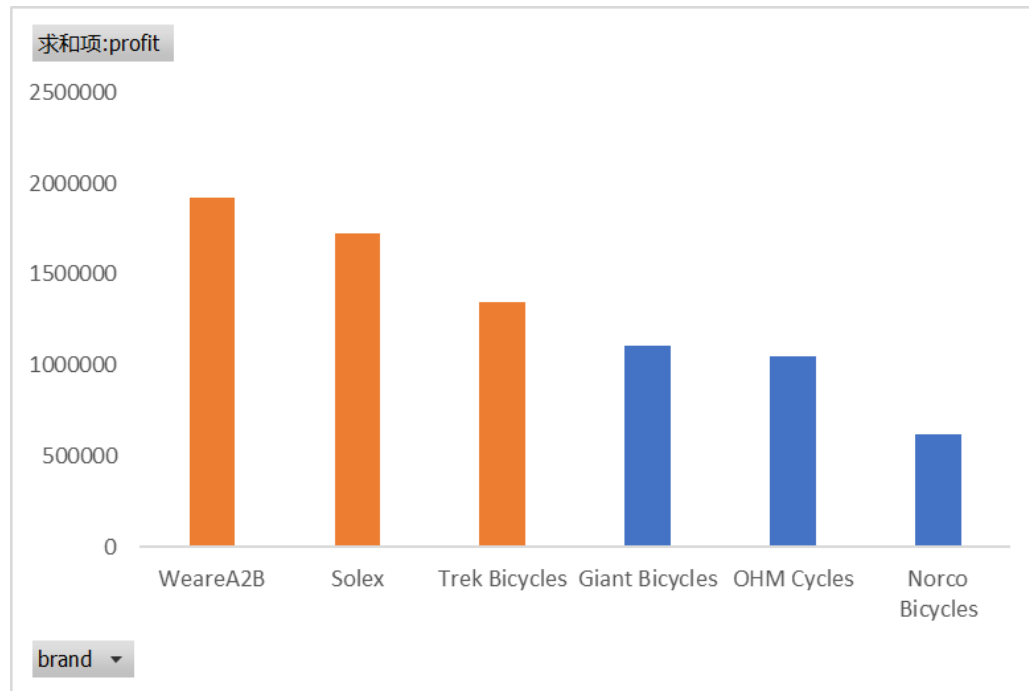There is not a significant difference in profits between genders.

求和项:profit

Data Exploration

Profit Sorted by Brand

Insight:

If recommending three brands, they would be **WeareA2B, Solex, and Trek Bicycles** because they have the highest sales profits.

Data Exploration

Profit sorted by Brand

However, if only recommending two brands, then it should be **WeareA2B** and **Trek Bicycles**. This is because with a limited number of customers, it would be better to sell brands that have **higher unit profits**.
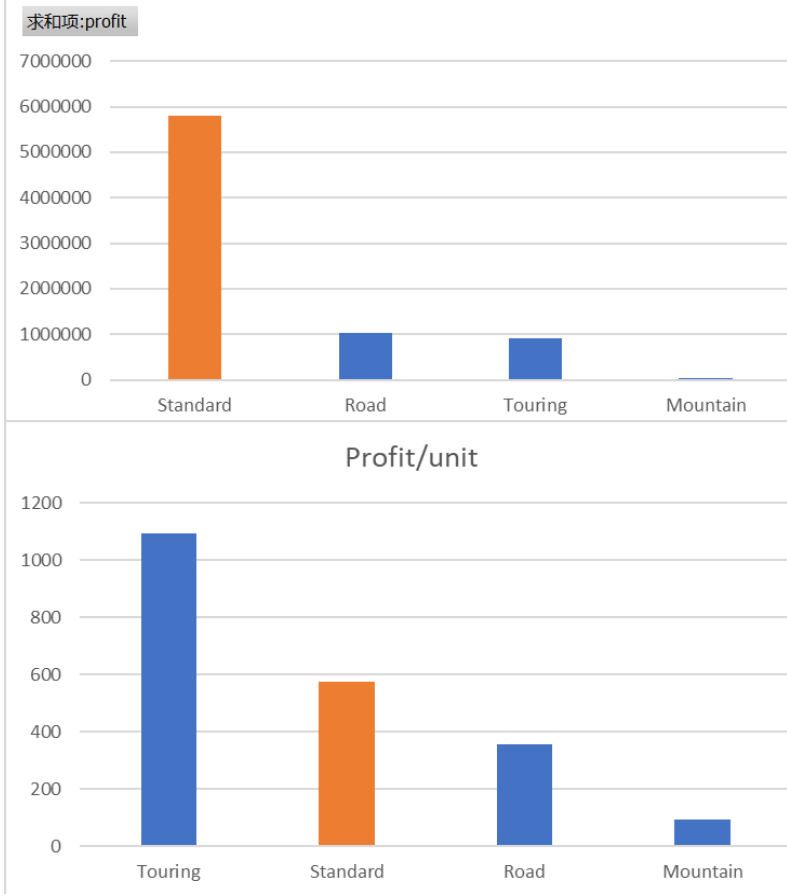

profit/count
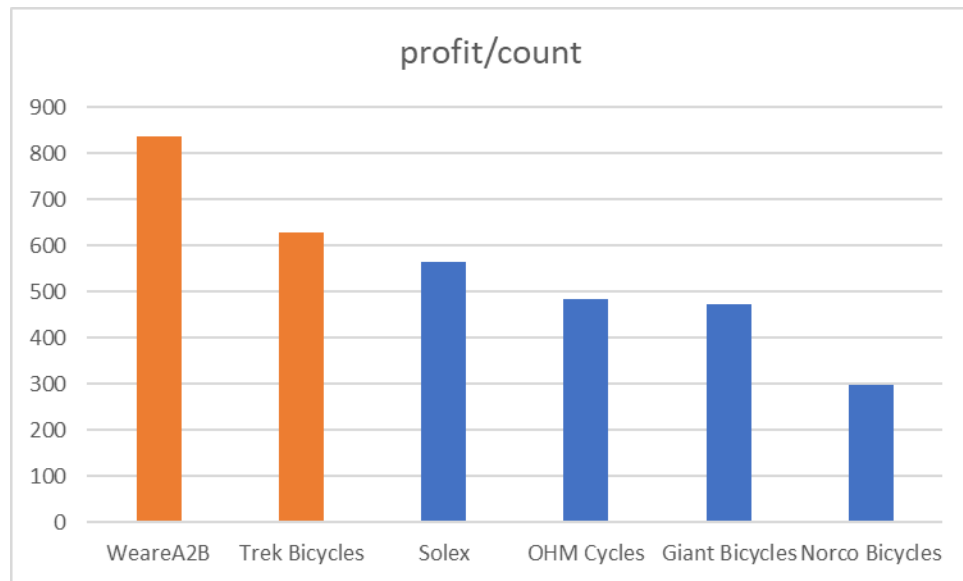
Data Exploration

Profit Sorted by Product line

Insight:

Standard has the best sales volume with earning most profit, even though we see that Touring has the best unit profit. From the sales volume, it can be seen that **Standard is more popular** among the general public.

Model Development

Based on the findings, marketing team should focus on

- Customers from the mass customer segment
- Customers from the financial services, manufacturing, and healthcare industries
- Targeted marketing in the New South Wales region
- Targeting the age group of 30 to 50 years old
- If there is a large marketing budget, promote WeareA2B, Solex, and Trek Bicycles.
- If the budget is limited, promote WeareA2B and Trek Bicycles.
- Emphasize the promotion of the standard product line.

Interpretation

According the findings, target the potential customers

first_name	last_name	Age	job_title	job_industry_category	wealth_segment	state	country
Rutledge	Hallt	41	Compensation Analyst	Financial Services	Mass Customer	NSW	Australia
Duff	Karlowicz	45	Speech Pathologist	Manufacturing	Mass Customer	NSW	Australia
Melba	Spellacy	41	VP Marketing	Health	Mass Customer	NSW	Australia
Teddie	Burchill	49	Programmer I	Manufacturing	Mass Customer	NSW	Australia
Sybilla	MacCart	30	Paralegal	Financial Services	Mass Customer	NSW	Australia
Martelle	Tuppeny	36	Marketing Assistant	Manufacturing	Mass Customer	NSW	Australia
Chanda	Mensler	45	Computer Systems Analyst IV	Manufacturing	Mass Customer	NSW	Australia

Appendix

Appendix

This is an optional slide where you may place any supporting items.