

TABLEAU PROJECT

CUSTOMER TRANSACTION DASHBOARD

Background: Sprocket Central Pty Ltd is a long-standing KPMG client that specialises in high-quality bikes and accessible cycling accessories for riders. Their marketing team is looking to boost business by analysing their existing customer dataset to determine customer trends and behaviour.

Objective: The objective of this project is to design and develop a dynamic and interactive dashboard to present to the client and display the data summary and results of the analysis in a dashboard.

Problem Statement

1. What are the trends in the underlying data?
2. Which customer segment has the highest customer value?
3. What do you propose should be Sprocket Central Pty Ltd's marketing and growth strategy?
4. What additional external datasets may be useful to obtain greater insights into customer preferences and propensity to purchase the products?