SALES OVERVIEW

18M

16K
Transactions

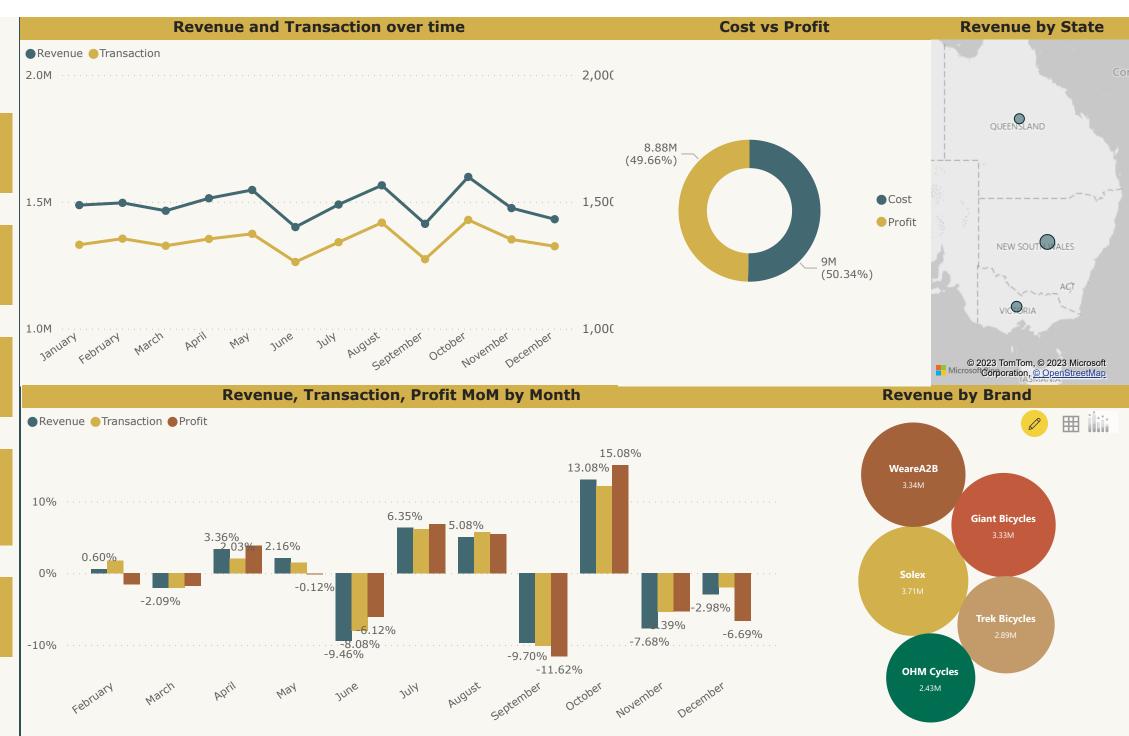
1K

Average of Sales

2853
Number of Customer

101

Number of Product



CUSTOMER ANALYSIS

2853
Number of Customer

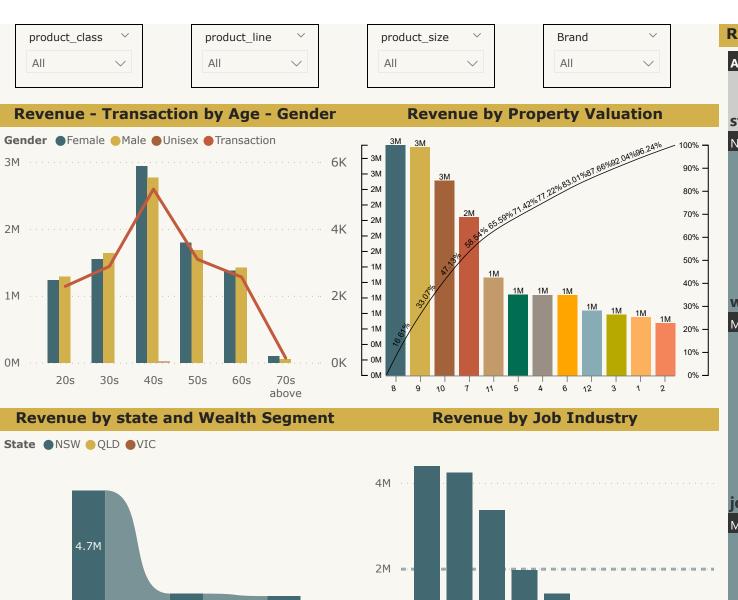
6
Transaction per Customer

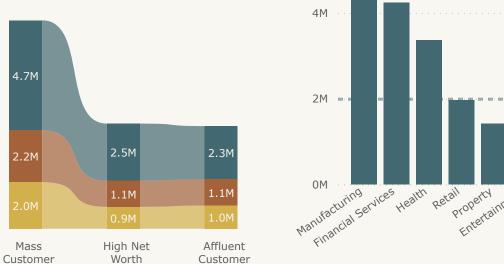
6K Revenue per Customer

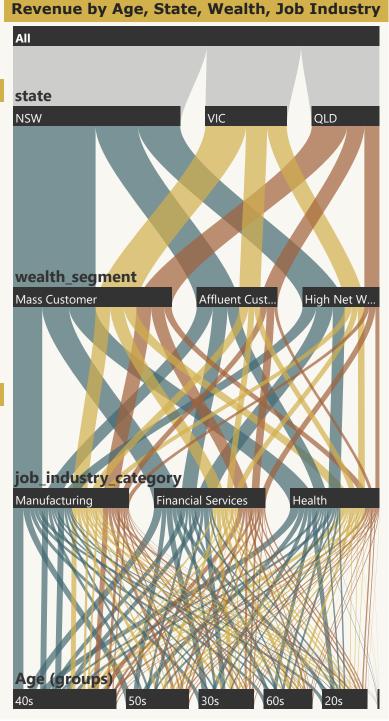
Number of Wealth Segment

12
Number of Property Valua...

9 Number of Job Industry







PRODUCT ANALYSIS

Number of Product

Number of Product Line

Number of Product Size

Number of Product Class

Number of Brand

Average of Price









Revenue by Product Size and Line









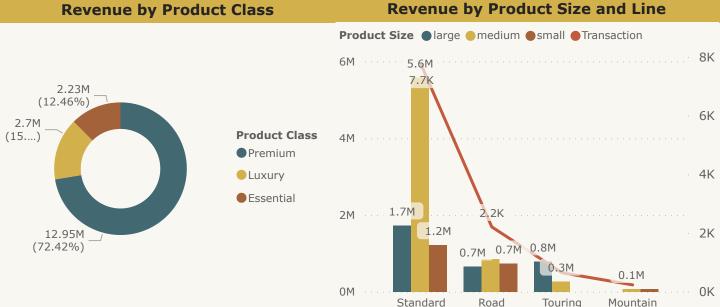




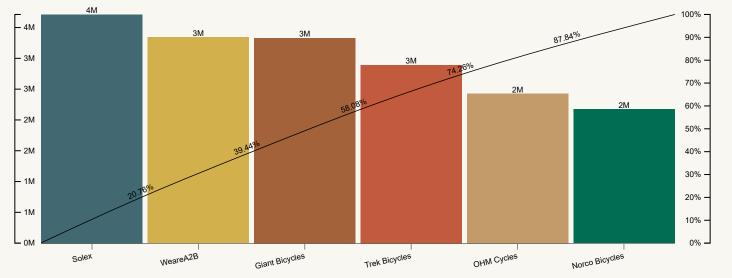




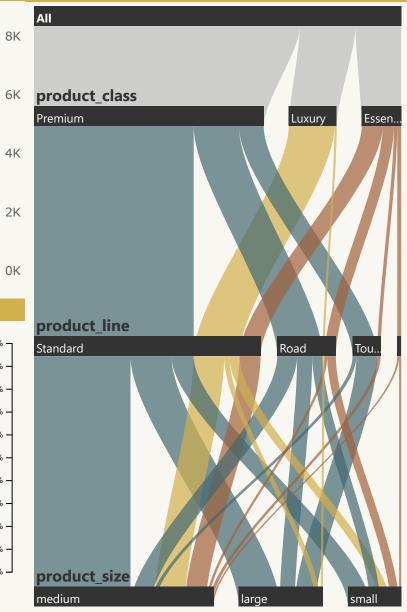








Revenue by Product Class, Size and Line



OBJECTIVE

- •From sales database in 2017, find target audience to focus on in the next marketing campaigns
- •The new target audience will be applied on the new 1000 customer list provided
- •Depends on budget for the marketing campaign, the company can choose to focus on Target Audience 1: highest potential or Target Audience 2: more opportunity
- ·Besides, find out what products are our best sellers to stay focus on the new marketing campaigns

TARGET PRODUCT

Product Class: PremiumProduct Line: StandardProduct Size: Medium

Brand: All

TARGET AUDIENCE I

•Age: 40s

•Gender: Male and Female

State: NSW

Property Valuation: 7, 8, 9, 10Wealth Segment: Mass Customer

Job Industry: Manufacturing, Financial Services,

Health

TARGET AUDIENCE II

•Age: 30s, 40s, 50s

•Gender: Male and Female

State: NSW

• Property Valuation: 7, 8, 9, 10

Wealth Segment: Mass Customer

• Job Industry: Manufacturing, Financial Services,

Health, Retail

TARGET AUDIENCE I

TARGET AUDIENCE II

first_name	gender	Age (groups)	job_industry_category	property_valuation	state	wealth_segment
Aldin	Male	40s	Financial Services	9	NSW	Mass Customer
Amabel	Female	40s	Financial Services	6	NSW	Mass Customer
Daryl	Female	40s	Financial Services	3	NSW	Mass Customer
Dodi	Female	40s	Financial Services	11	NSW	Mass Customer
Dorian	Male	40s	Financial Services	11	NSW	Mass Customer
Esther	Female	40s	Financial Services	9	NSW	Mass Customer
Rutledge	Male	40s	Financial Services	7	NSW	Mass Customer
Sinclair	Male	40s	Financial Services	9	NSW	Mass Customer
Sonia	Female	40s	Financial Services	9	NSW	Mass Customer
Sunny	Female	40s	Financial Services	10	NSW	Mass Customer
Darlleen	Female	40s	Health	10	NSW	Mass Customer
Gothart	Male	40s	Health	10	NSW	Mass Customer
Jammie	Female	40s	Health	10	NSW	Mass Customer
Katy	Female	40s	Health	12	NSW	Mass Customer
Kort	Male	40s	Health	9	NSW	Mass Customer
Loleta	Female	40s	Health	6	NSW	Mass Customer
Melba	Female	40s	Health	10	NSW	Mass Customer
Patricia	Female	40s	Health	7	NSW	Mass Customer
Randall	Male	40s	Health	11	NSW	Mass Customer
Robert	Male	40s	Health	10	NSW	Mass Customer
Rosene	Female	40s	Health	11	NSW	Mass Customer
Selle	Female	40s	Health	1	NSW	Mass Customer
Therese	Female	40s	Health	10	NSW	Mass Customer
Ajay	Female	40s	Manufacturing	6	NSW	Mass Customer
Aleece	Female	40s	Manufacturing	10	NSW	Mass Customer
Alexina	Female	40s	Manufacturing	9	NSW	Mass Customer
Brendis	Male	40s	Manufacturing	4	NSW	Mass Customer
Harlin	Male	40s	Manufacturing	7	NSW	Mass Customer
Katleen	Female	40s	Manufacturing	9	NSW	Mass Customer
Martelle	Female	40s	Manufacturing	10	NSW	Mass Customer
Ricki	Male	40s	Manufacturing	1	NSW	Mass Customer
Shepperd	Male	40s	Manufacturing	9	NSW	Mass Customer
Theresa	Female	40s	Manufacturing	10	NSW	Mass Customer

Amabel Female 40s Financial Services 6 NSW Mass Customer Becky Female 50s Financial Services 11 NSW Mass Customer Becky Female 50s Financial Services 8 NSW Mass Customer Biddle Female 50s Financial Services 8 NSW Mass Customer Davie Male 30s Financial Services 7 NSW Mass Customer Davie Male 30s Financial Services 11 NSW Mass Customer Dodi Female 40s Financial Services 12 NSW Mass Customer Donica Female 40s Financial Services 12 NSW Mass Customer Esther Female 40s Financial Services 19 NSW Mass Customer Freeddi Female 30s Financial Services 3 NSW Mass Customer Gaston Male 30s Financial	first_name	gender	Age (groups)	job_industry_category	property_valuation	state	wealth_segment
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