

SALES OVERVIEW

18M

Revenue

16K

Transactions

1K

Average of Sales

2853

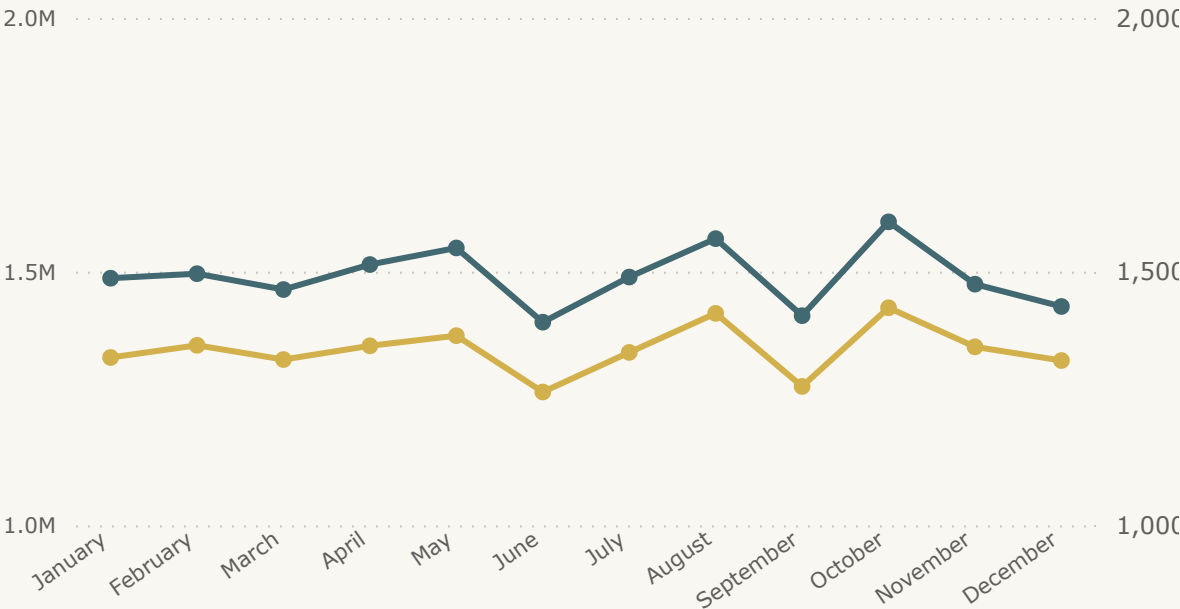
Number of Customer

101

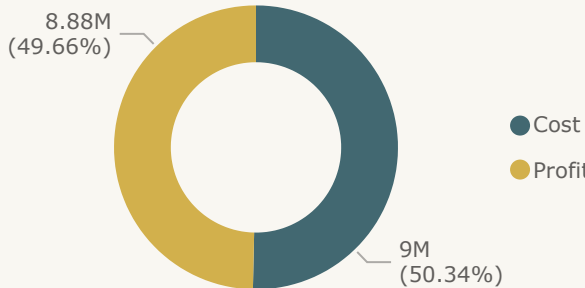
Number of Product

Revenue and Transaction over time

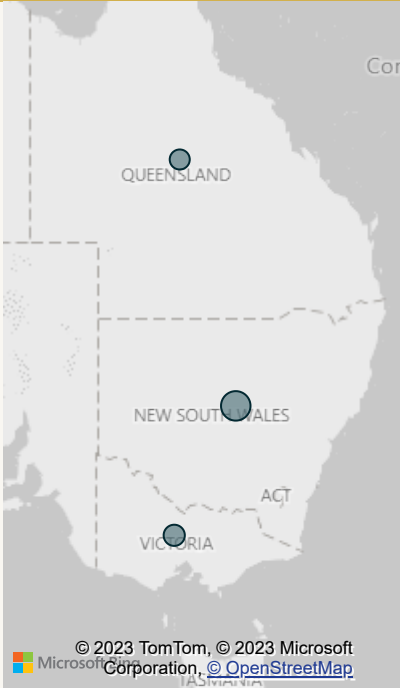
● Revenue ● Transaction



Cost vs Profit

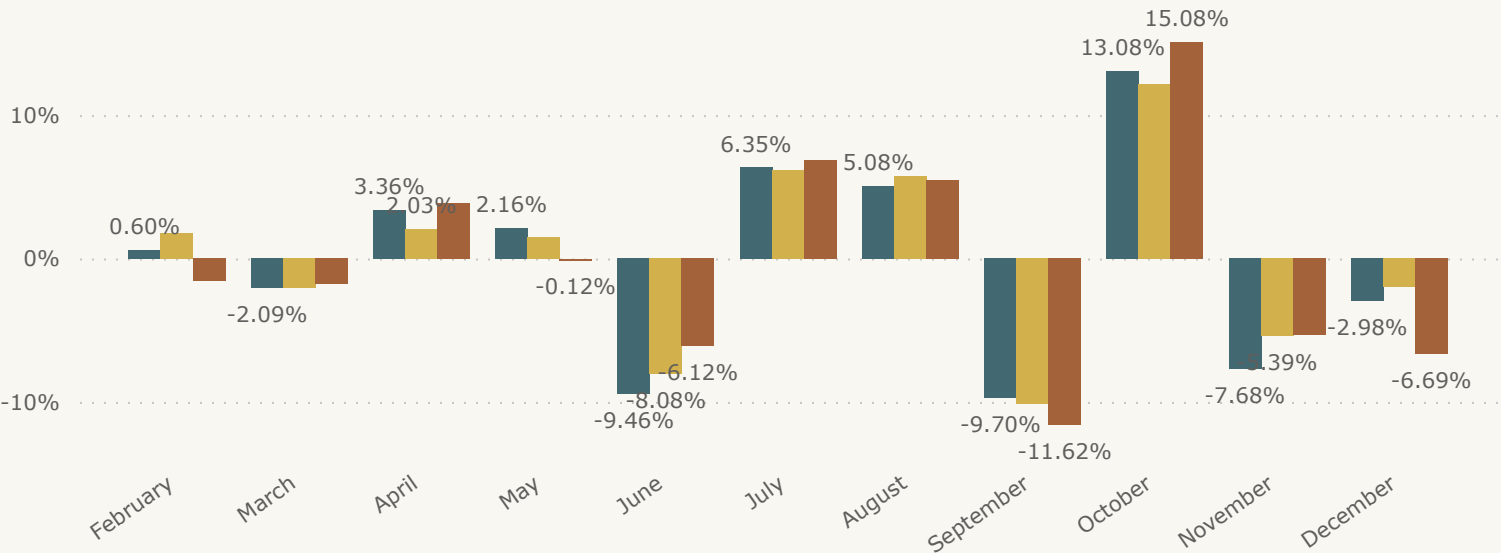


Revenue by State

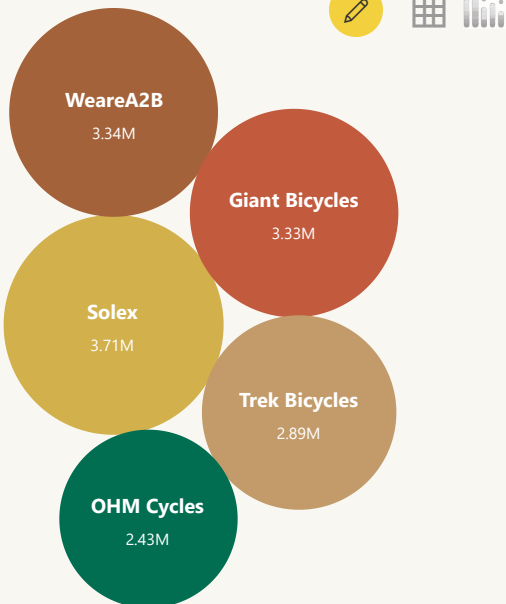


Revenue, Transaction, Profit MoM by Month

● Revenue ● Transaction ● Profit



Revenue by Brand



CUSTOMER ANALYSIS

2853

Number of Customer

6

Transaction per Customer

6K

Revenue per Customer

3

Number of Wealth Segment

12

Number of Property Valua...

9

Number of Job Industry

product_class

All

product_line

All

product_size

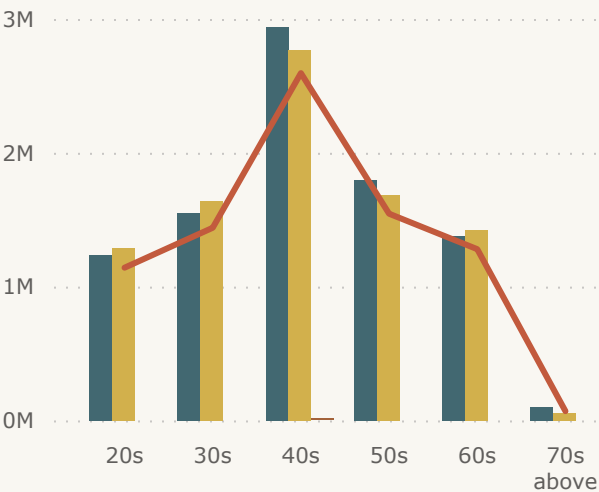
All

Brand

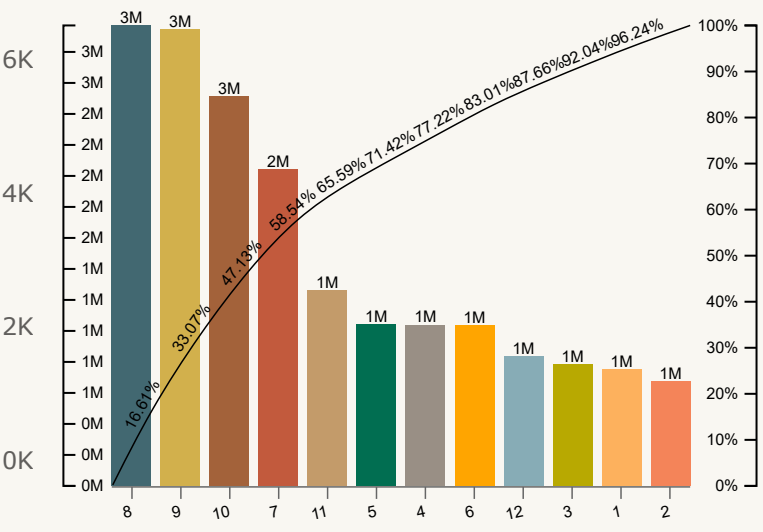
All

Revenue - Transaction by Age - Gender

Gender ● Female ● Male ● Unisex ● Transaction

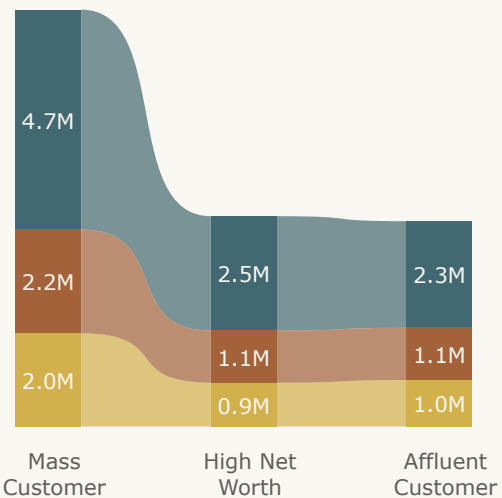


Revenue by Property Valuation

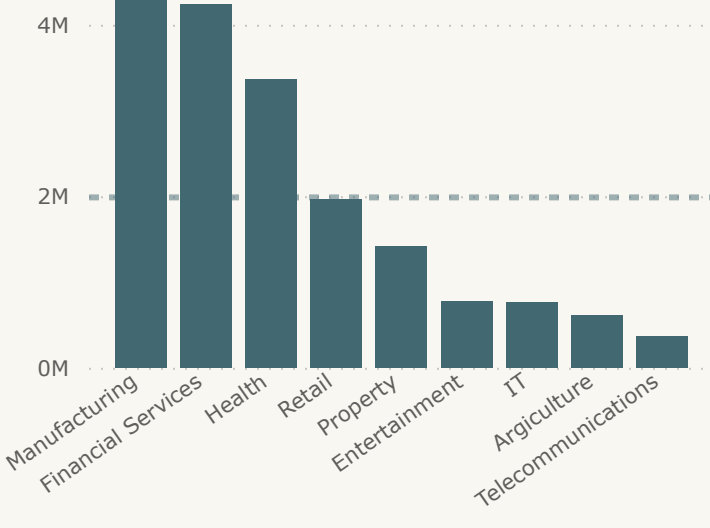


Revenue by state and Wealth Segment

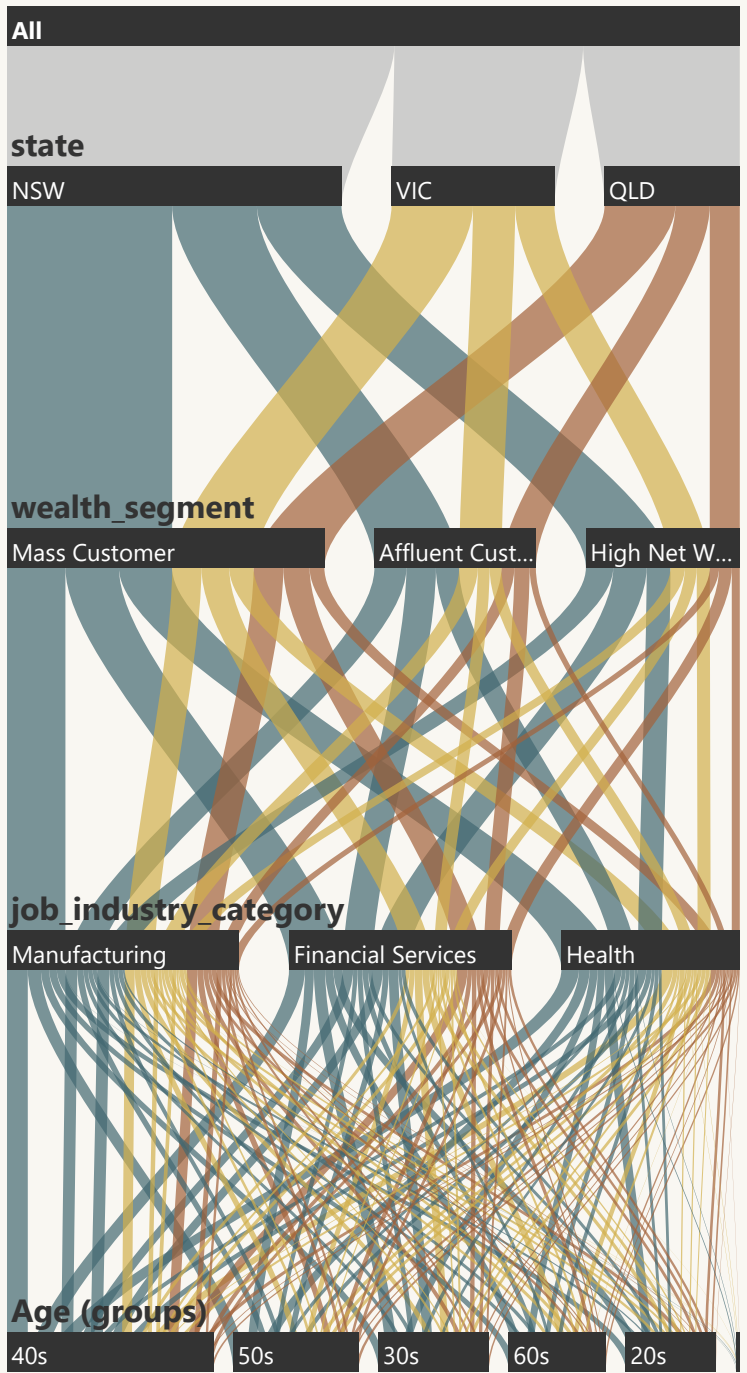
State ● NSW ● QLD ● VIC



Revenue by Job Industry



Revenue by Age, State, Wealth, Job Industry



PRODUCT ANALYSIS

Age (groups) ▼

All ▼

gender ▼

All ▼

job_industry... ▼

All ▼

owns_car ▼

All ▼

property_va... ▼

All ▼

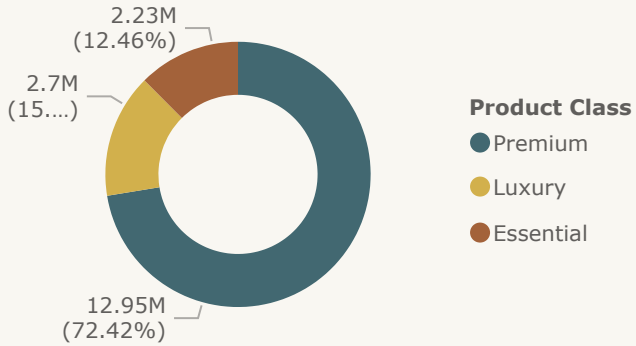
state ▼

All ▼

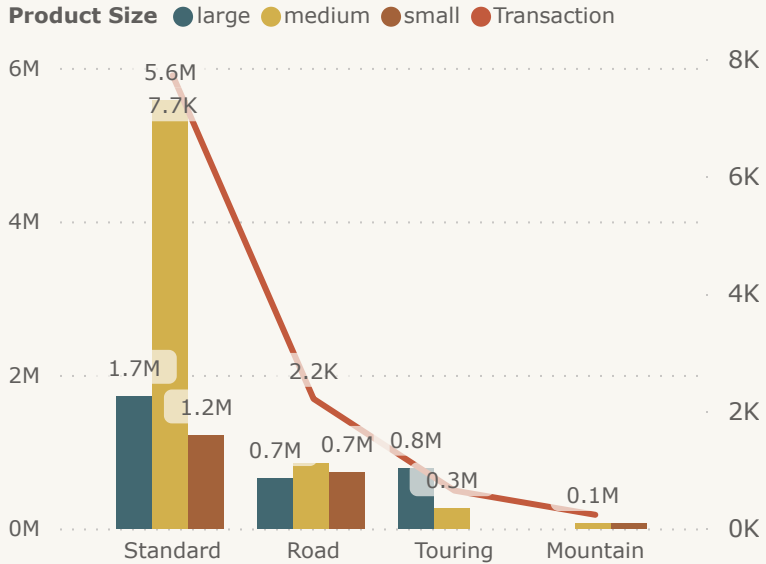
wealth_seg... ▼

All ▼

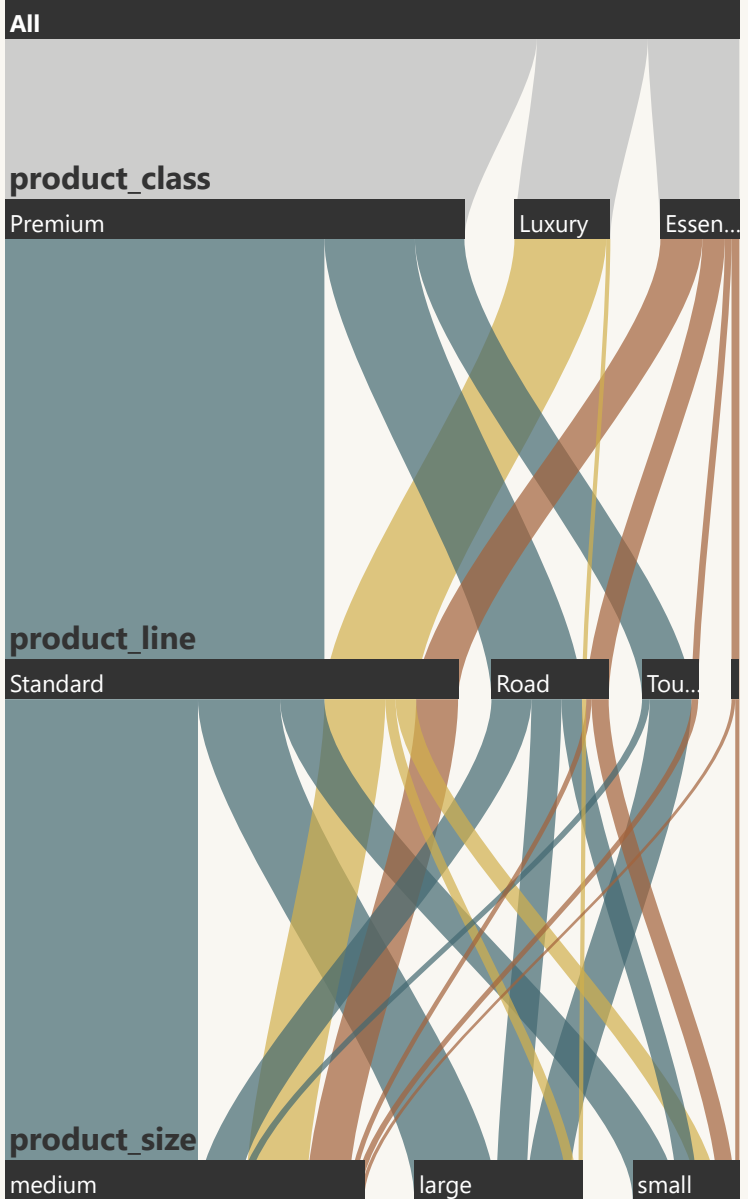
Revenue by Product Class



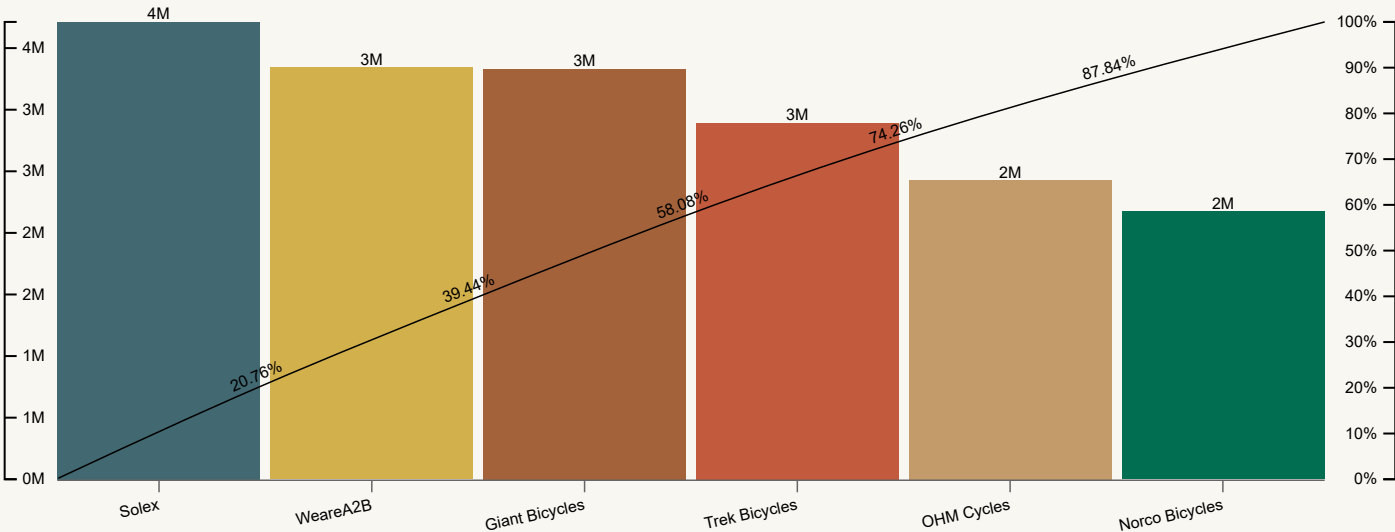
Revenue by Product Size and Line



Revenue by Product Class, Size and Line



Revenue by Product Brand



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: Premium
- Product Line: Standard
- Product Size: Medium
- Brand: All

TARGET AUDIENCE I

- Age: 40s
- Gender: Male and Female
- State: NSW
- Property Valuation: 7, 8, 9, 10
- Wealth 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

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
Darleen	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

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
Archibald	Male	50s	Financial Services	11	NSW	Mass Customer
Becky	Female	50s	Financial Services	8	NSW	Mass Customer
Biddie	Female	30s	Financial Services	7	NSW	Mass Customer
Daisi	Female	50s	Financial Services	8	NSW	Mass Customer
Daryl	Female	40s	Financial Services	3	NSW	Mass Customer
Davie	Male	30s	Financial Services	7	NSW	Mass Customer
Dodi	Female	40s	Financial Services	11	NSW	Mass Customer
Donica	Female	50s	Financial Services	12	NSW	Mass Customer
Dorian	Male	40s	Financial Services	11	NSW	Mass Customer
Esther	Female	40s	Financial Services	9	NSW	Mass Customer
Feodor	Male	30s	Financial Services	6	NSW	Mass Customer
Freddi	Female	30s	Financial Services	3	NSW	Mass Customer
Gaston	Male	30s	Financial Services	7	NSW	Mass Customer
Geoff	Male	50s	Financial Services	8	NSW	Mass Customer
Inglebert	Male	50s	Financial Services	17	NSW	Mass Customer
Karol	Female	50s	Financial Services	8	NSW	Mass Customer
Lezlie	Female	50s	Financial Services	10	NSW	Mass Customer
Mick	Male	50s	Financial Services	10	NSW	Mass Customer
Murial	Female	50s	Financial Services	6	NSW	Mass Customer
Rutledge	Male	40s	Financial Services	7	NSW	Mass Customer
Sammy	Female	50s	Financial Services	7	NSW	Mass Customer
Sherill	Female	30s	Financial Services	1	NSW	Mass Customer
Sinclair	Male	40s	Financial Services	9	NSW	Mass Customer
Sonia	Female	40s	Financial Services	9	NSW	Mass Customer
Stephani	Female	50s	Financial Services	11	NSW	Mass Customer
Sunny	Female	40s	Financial Services	10	NSW	Mass Customer
Sybilla	Female	30s	Financial Services	7	NSW	Mass Customer
Toma	Female	30s	Financial Services	12	NSW	Mass Customer
Tristam	Male	30s	Financial Services	11	NSW	Mass Customer
Valerie	Female	50s	Financial Services	8	NSW	Mass Customer
Wylie	Male	50s	Financial Services	8	NSW	Mass Customer
Arty	Male	50s	Health	10	NSW	Mass Customer
Calhoun	Male	30s	Health	9	NSW	Mass Customer
Darleen	Female	40s	Health	10	NSW	Mass Customer
Frederigo	Male	50s	Health	8	NSW	Mass Customer
Gothart	Male	40s	Health	10	NSW	Mass Customer
Jamison	Male	50s	Health	8	NSW	Mass Customer
Jammie	Female	40s	Health	10	NSW	Mass Customer