

Report: Internship Task - Dashboard Creation for Sprocket Central Pty Ltd

Objective:

The objective of this task was to develop a visually appealing and interactive dashboard using tools like Power BI or Tableau to present data summary and analysis results to the client, Sprocket Central Pty Ltd.

Approach:

1. **Data Analysis:** Conducted a thorough analysis of the provided dataset to identify trends and insights relevant to the client's business context.
2. **Visualization Selection:** Leveraged the capabilities of Power BI to select appropriate visualizations that effectively communicate the analysis findings.
3. **Dashboard Design:** Designed a user-friendly dashboard with a maximum of 3 views/tabs, incorporating creativity in layout and presentation to enhance visual appeal.

Key Findings and Recommendations:

1. **Main Goal of the Analysis:** The main goal of this analysis was to provide predictive insights on which of the new potential customers Sprocket Central should focus on to maximize sales in terms of margin and revenue.
2. **Recommendations for Identifying Potential Customers:**
 - **Job Industry:** Industries with the highest margins, such as Manufacturing and Financial Services, should be prioritized for filtering potential customers.
 - **Geographic Location:** New South Wales has the highest concentration of high-margin customers, so filtering potential customers from this region is recommended.
 - **Age Group:** Customers between the ages of 20 and 60 represent the largest customer base in terms of volume, sales, and margins. Therefore, focusing on this age group is advised.
 - **Wealth Segment:** The Mass Customer segment outperforms the other two segments by a significant margin. Hence, potential customers from this segment should be prioritized.
3. **Targeting Potential Customers:**
 - The list showcases potential customers who are likely to purchase high-margin products based on predictive analysis. Sprocket Central should focus on these customers and prioritize their sales efforts accordingly.

	A	B	C	D	F	G	H	I	J	K	L	M	N
1	first_name	last_name	gender	past_3_ye	job_title	job_industry_catego	wealth_segment	owns_c	tenu	address	sta	property_valuati	
8	Rutledge	Halt	Male	23	Compensation Analyst	Financial Services	Mass Customer	No	8	7 Nevada Crossing	NSW	7	
10	Duff	Karlowicz	Male	50	Speech Pathologist	Manufacturing	Mass Customer	Yes	5	717 West Drive	NSW	10	
22	Teddie	Burchill	Male	11	Programmer I	Manufacturing	Mass Customer	Yes	13	321 Raven Plaza	NSW	9	
23	Gaston	Dallaghan	Male	44	Financial Analyst	Financial Services	Mass Customer	Yes	8	656 Fuller Street	NSW	7	
34	Sybilla	MacCart	Female	88	Paralegal	Financial Services	Mass Customer	Yes	7	74 Welch Pass	NSW	7	
57	Martelle	Tuppeny	Female	52	Marketing Assistant	Manufacturing	Mass Customer	No	9	261 Grayhawk Way	NSW	10	
73	Bessie	Roscow	Female	78	GIS Technical Architect	Financial Services	Mass Customer	No	9	4185 Florence Trail	NSW	10	
80	Chanda	Mensler	Female	15	Computer Systems Analyst IV	Manufacturing	Mass Customer	Yes	13	0 Mockingbird Plaza	NSW	10	
82	Summer	Carrivick	Male	53	Desktop Support Technician	Manufacturing	Mass Customer	No	15	5 4th Center	NSW	12	
83	Valerie	Pickover	Female	34	Editor	Financial Services	Mass Customer	No	9	92214 Spenser Road	NSW	8	
84	Esther	Rooson	Female	14		Financial Services	Mass Customer	No	5	5186 Main Trail	NSW	9	
90	Ossie	Midden	Male	49	Physical Therapy Assistant	Manufacturing	Mass Customer	Yes	14	4915 Debra Center	NSW	9	
104	Reynold	Elman	Male	19	Marketing Manager	Manufacturing	Mass Customer	No	9	966 Sunnyside Center	NSW	2	
129	Ricki	Dobrowski	Male	13	Civil Engineer	Manufacturing	Mass Customer	Yes	9	8 Eggendart Pass	NSW	1	
135	Nowell	Predy	Male	29		Manufacturing	Mass Customer	No	9	932 Glendale Avenue	NSW	9	
140	Daryl	Pauncefort	Female	12	Community Outreach Specialist	Financial Services	Mass Customer	Yes	12	0 Dexter Parkway	NSW	3	
147	Nadiya	Balasini	Female	40	Sales Associate	Financial Services	Mass Customer	No	15	92934 Mallory Trail	NSW	9	
148	Tyne	Coate	Female	82	Developer II	Manufacturing	Mass Customer	No	17	90820 Thackeray Street	NSW	8	
154	Archibald	Blessed	Male	61	VP Sales	Financial Services	Mass Customer	Yes	18	7795 Memorial Drive	NSW	11	
174	Feodor	Vickers	Male	60	VP Quality Control	Financial Services	Mass Customer	Yes	4	40809 Truax Way	NSW	6	
179	Omero	McDonand	Male	51	Software Consultant	Manufacturing	Mass Customer	No	16	48 Shoshone Park	NSW	9	
185	Harlin	Mazin	Male	34	Computer Systems Analyst I	Manufacturing	Mass Customer	Yes	13	735 Westridge Road	NSW	7	
212	Mick	Macewan	Male	32	Senior Cost Accountant	Financial Services	Mass Customer	No	16	59254 Northland Alley	NSW	10	
217	Kippv	Barabisch	Male	11	Legal Assistant	Manufacturing	Mass Customer	No	4	840 Graceland Street	NSW	11	

- Additionally, the company should implement robust sales and marketing strategies to attract customers from other segments and bring them onboard.

Mindset and Approach:

1. Business Context: Maintained a strong focus on the business context throughout the analysis and dashboard creation process.
2. Creativity: Incorporated creativity in layout and presentation to ensure the dashboard is visually appealing and engaging for the client.
3. User-Friendly Design: Prioritized user-friendliness by selecting intuitive visualizations and organizing the dashboard in a logical manner.
4. Data-Driven Insights: Ensured that all recommendations and findings were backed by data analysis, providing the client with actionable insights.

Conclusion:

The developed dashboard effectively presents the data summary and analysis results to the client, Sprocket Central Pty Ltd. By leveraging visualizations and interactive features, the dashboard highlights key findings, trends, and recommendations. The incorporation of the client's logo adds a personalized touch to the deliverable. Overall, the dashboard serves as a valuable tool for the client's marketing team to make informed decisions and drive growth.

Please let me know if there's anything else I can assist you with!