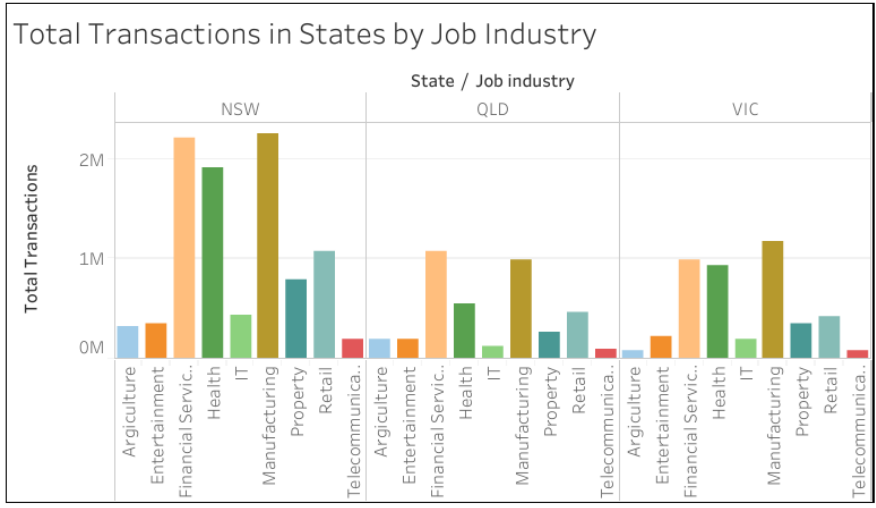
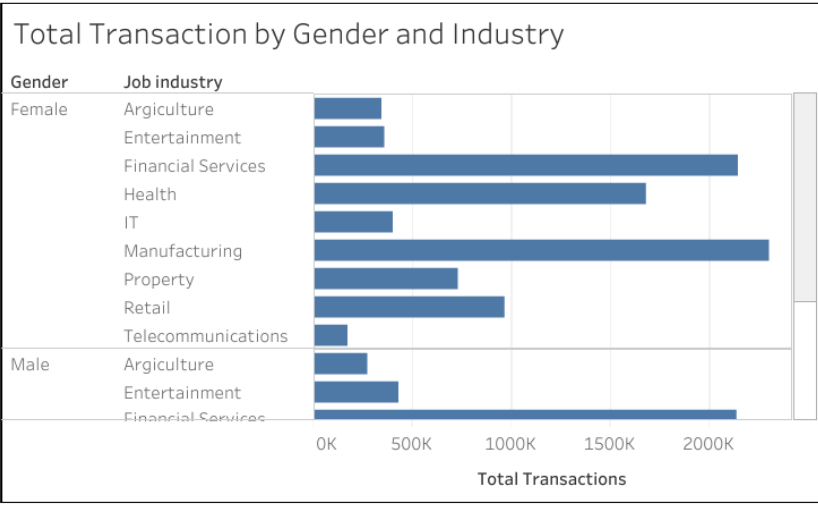
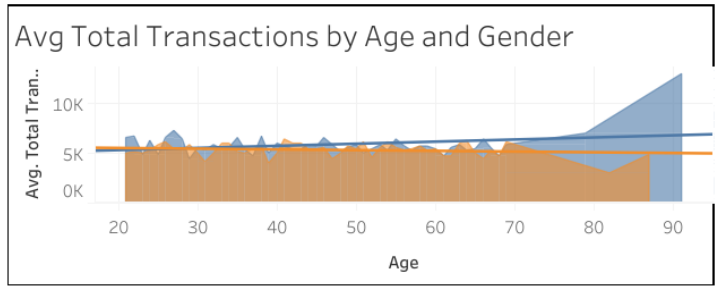
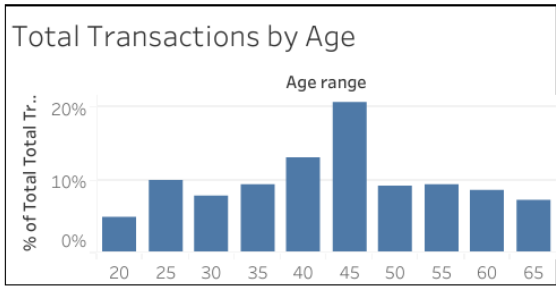
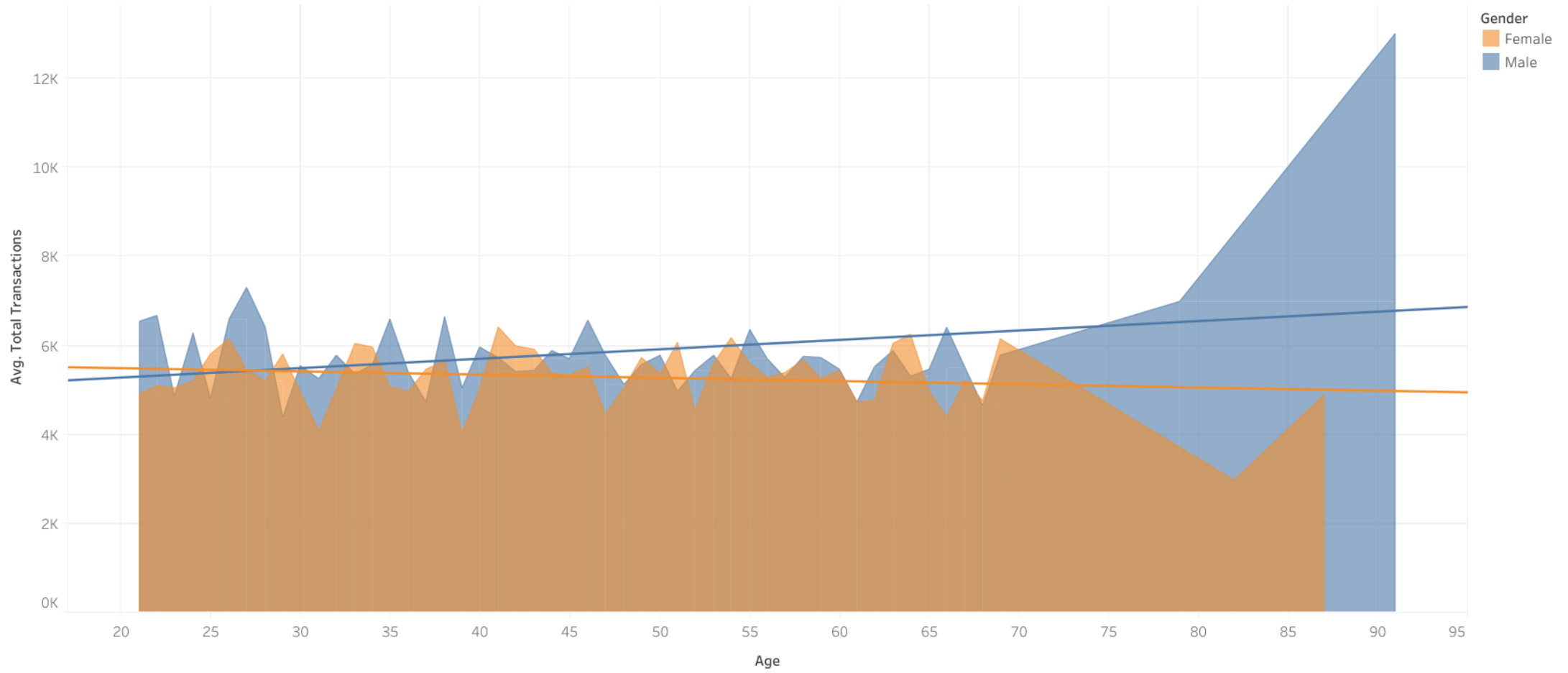


SPROCKET CENTRAL



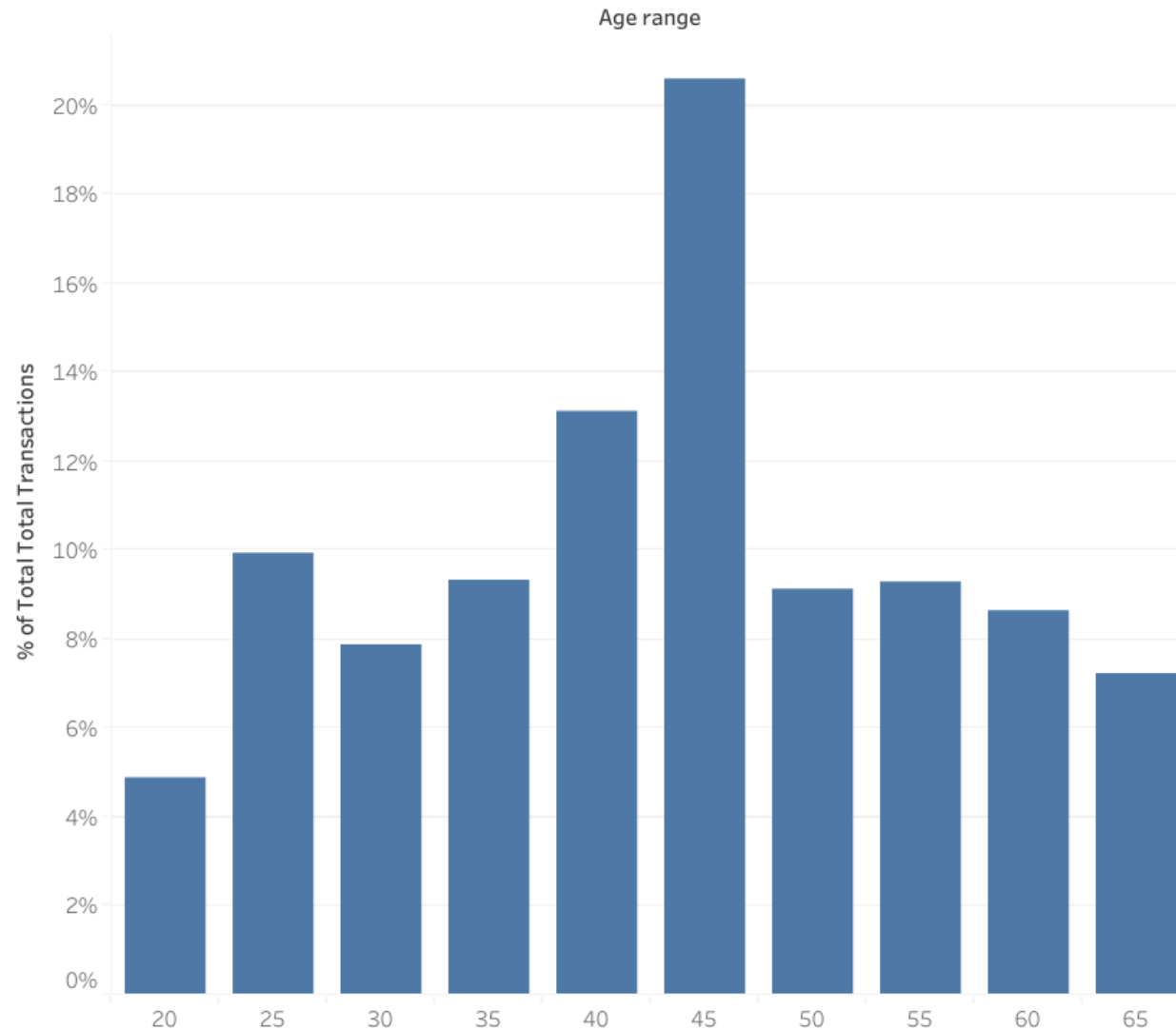
Avg Total Transactions by Age and Gender



Interpretation of Avg. Total Transactions by Age and Gender

- The model is significant at $p \leq 0.05$, implying the results are statistically meaningful.
- Gender may be a significant factor influencing total transactions.
- Male customers' average transaction amounts increase with age, while female customers' amounts decrease. However, age and gender are not the only factors influencing transactions, hence this model should be considered alongside other analyses for a more holistic view.
- This model may help in targeting customers more effectively based on their gender and age.

Total Transactions by Age



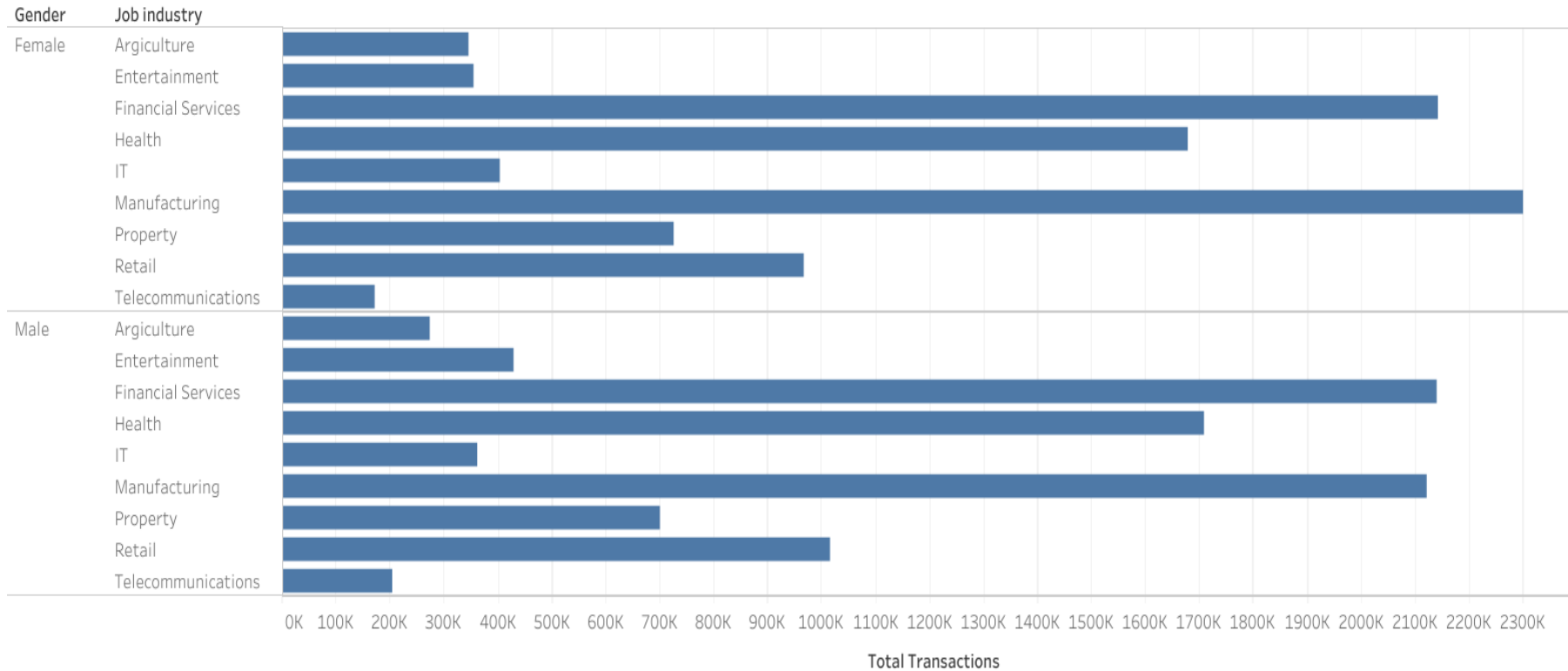
The top 3 age ranges that had the most transactions were:

45 – 49, with 21%

40 – 44, with 13%

25 – 29, with 9.93%

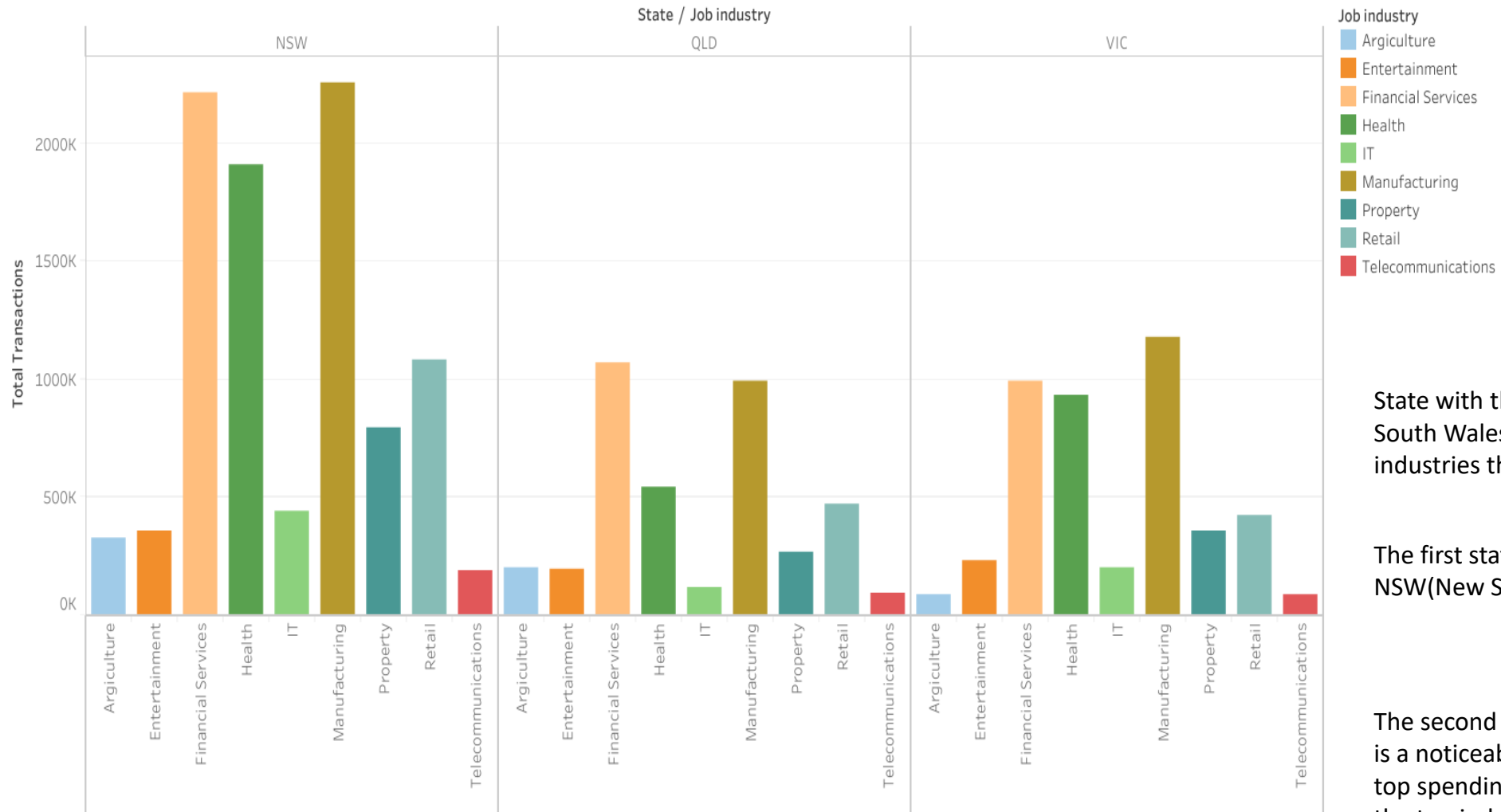
Total Transaction by Gender and Industry



Females spend the most compared to men but are close in spending.

The top customer profiles for both genders come from 3 main industries, manufacturing, financial services, and health.

Total Transactions in States by Job Industry



State with the most spending is New South Wales (NSW) in all the top 3 industries the customers are in.

The first state that spends the most is NSW (New South Wales)

The second state is Queensland; there is a noticeable difference between the top spending state and the second in the top industries by \$3.7M.

Conclusion and Recommendations

From the data we have interpreted, we can create a segment that is the most valuable for the business:

36– 49 ages, male and female, NSW, Manufacturing, Financial, and Health industry as the primary target.

36 – 49 ages male and female, QLD, Manufacturing, financial, and Health industry as a secondary target.

The geographical segment of QLD has potential as characteristics show most customers who purchase the bikes are near the coast. A presentation of this can be found in the appendices.

In the long run, higher-age male segments are profitable as the trend

	first_name	last_name	gender	years_bike_related_pur	Age	DOB	job_industry_category	wealth_segment	owns_car	state
2	Theresa	Cowper	Female	99	46	1976-08-24	Manufacturing	Mass Customer	No	NSW
3	Hasheem	Groucock	Male	98	48	1974-09-17	Manufacturing	High Net Worth	Yes	NSW
4	Kizzee	Agget	Female	98	46	1976-07-25	Manufacturing	Affluent Customer	No	NSW
5	Selle	Casper	Female	98	45	1978-03-27	Health	Mass Customer	Yes	NSW
6	Randall	Mason	Male	95	48	1974-07-28	Health	Mass Customer	Yes	NSW
7	Davie	Blay	Male	94	37	1985-12-19	Financial Services	Mass Customer	No	NSW
8	Eachelle	Noirel	Female	93	49	1974-01-26	Health	Affluent Customer	Yes	NSW
9	Sunny	Christescu	Female	90	48	1975-03-12	Financial Services	Mass Customer	No	NSW
10	Sybilla	MacCart	Female	88	36	1987-01-15	Financial Services	Mass Customer	Yes	NSW
11	Zach	Hedman	Male	87	41	1981-09-11	Financial Services	Affluent Customer	Yes	NSW
12	Joane	Caldes	Female	84	45	1978-03-17	Financial Services	High Net Worth	Yes	NSW
13	Ethelred	Sissel	Male	83	48	1974-12-25	Health	High Net Worth	No	NSW
14	Abbie	Oldman	Male	82	39	1983-11-26	Health	High Net Worth	Yes	NSW
15	Ajay	Worham	Female	80	43	1979-09-30	Manufacturing	Mass Customer	Yes	NSW
16	Dwayne	Doel	Male	80	45	1978-01-21	Financial Services	Affluent Customer	Yes	NSW
17	Emelen	Bidnall	Male	79	41	1981-08-05	Health	Affluent Customer	Yes	NSW
18	Flore	Cashen	Female	79	44	1978-06-21	Health	High Net Worth	No	NSW
19	Dorian	Stollen	Male	78	43	1980-02-16	Financial Services	Mass Customer	Yes	NSW
20	Darleen	Shalcras	Female	77	42	1980-09-14	Health	Mass Customer	No	NSW
21	Alexina	Mabley	Female	72	47	1975-10-12	Manufacturing	Mass Customer	Yes	NSW
22	Aloysius	Glowacz	Male	72	44	1979-03-24	Financial Services	Affluent Customer	No	NSW
23	Amabel		Female	71	41	1981-09-14	Financial Services	Mass Customer	Yes	NSW
24	Harvey	Dwelley	Male	70	49	1973-08-30	Financial Services	Affluent Customer	No	NSW
25	Tristam	Larose	Male	70	38	1985-01-29	Financial Services	Mass Customer	No	NSW
26	Made	Bampton	Male	60	41	1983-04-25	Health	High Net Worth	No	NSW

Conclusion and Recommendations

Primary Target

1	first_name	last_name	gender	years_bike_related_pu	Age	DOB	job_industry_category	wealth_segment	owns_car	state	country
2	Agnola	Batterson	Female	86	43	1980-01-03	Financial Services	Mass Customer	No	QLD	Australia
3	Andy	Deeming	Male	79	44	1979-01-09	Manufacturing	Affluent Customer	Yes	QLD	Australia
4	Arleen	Casbolt	Female	48	48	1975-05-10	Financial Services	Affluent Customer	Yes	QLD	Australia
5	Augustus	Bourley	Male	60	41	1981-08-17	Health	Affluent Customer	No	QLD	Australia
6	Beverlee	Ungerechts	Female	49	49	1973-10-03	Manufacturing	Mass Customer	No	QLD	Australia
7	Brena	Schnitter	Female	78	40	1982-10-11	Manufacturing	Mass Customer	No	QLD	Australia
8	Brynna	Tivers	Female	81	48	1974-08-09	Financial Services	Mass Customer	No	QLD	Australia
9	Dolley	Starmont	Female	53	45	1977-11-08	Manufacturing	Affluent Customer	No	QLD	Australia
10	Dorian	Rustman	Male	78	48	1974-12-09	Manufacturing	Mass Customer	No	QLD	Australia
11	Eleonora	Wiszniewski	Female	49	43	1980-04-23	Financial Services	Affluent Customer	No	QLD	Australia
12	Glenn	Casbourne	Female	4	41	1981-08-08	Manufacturing	Mass Customer	No	QLD	Australia
13	Heloise	Fairpool	Female	17	46	1976-09-07	Manufacturing	High Net Worth	No	QLD	Australia
14	Jillane	Simion	Female	8	48	1974-07-03	Manufacturing	High Net Worth	No	QLD	Australia
15	Julita	Prene	Female	14	44	1979-05-16	Manufacturing	High Net Worth	Yes	QLD	Australia
16	Keriann	Newham	Female	71	48	1975-03-26	Financial Services	Mass Customer	No	QLD	Australia
17	Kermit	Lebond	Male	36	43	1980-02-01	Financial Services	Mass Customer	No	QLD	Australia
18	Laurel	Devennie	Female	78	46	1976-09-25	Manufacturing	Affluent Customer	No	QLD	Australia
19	Lillis	Eshmade	Female	50	48	1974-10-12	Financial Services	Mass Customer	Yes	QLD	Australia
20	Lucine	Stutt	Female	64	44	1979-01-28	Manufacturing	Affluent Customer	Yes	QLD	Australia
21	Mikol	Eck	Male	99	47	1975-07-25	Financial Services	Mass Customer	Yes	QLD	Australia
22	Moll	Ogilby	Female	25	42	1980-12-19	Manufacturing	Mass Customer	Yes	QLD	Australia
23	Peria	Rantoull	Female	3	48	1975-03-13	Financial Services	Mass Customer	No	QLD	Australia
24	Reiko	Degenhardt	Female	83	47	1976-01-16	Financial Services	High Net Worth	Yes	QLD	Australia
25	Rozamond	Riha	Female	54	38	1984-10-07	Manufacturing	Affluent Customer	Yes	QLD	Australia

Conclusion and Recommendations

Secondary Market

Recommendations



Targeted Advertising: Use digital advertising platforms to reach men and women within the age range of 36-49 who work in Manufacturing, Financial, and Health industries, particularly those living in NSW and QLD. Make use of location-based targeting, and interest or profession-based targeting.



Location-specific Campaigns: Run specific campaigns targeting customers living near the coast in QLD, considering that these areas have shown potential. This could involve out-of-home advertising, local events, or partnerships with local businesses.



Industry Partnerships: Consider partnerships with businesses or professional organizations within the Manufacturing, Financial, and Health industries. This could increase your visibility among these targeted groups.



Long-term Customer Retention Strategy: As the data indicates, the higher-age male segment tends to be profitable in the long run. Develop customer retention strategies aimed at this demographic. This could involve loyalty programs, customer appreciation initiatives, or personalized marketing efforts.



Product Development: Consider designing products or offers that specifically appeal to your primary and secondary target segments. This could include special edition bikes, accessories, or services based on the preferences of these demographics.



Content Marketing: Create content that would appeal to these demographics, such as articles, videos, or social media posts related to biking, health, fitness, and outdoor activities. This would attract and engage the target audience and could be shared across various digital platforms.

Appendices

