

# SPROCKET CENTRAL

## Overview Customer Analysis Report

Wealth Segment

All

Gender

All

Brand

All

17.35M

Total Sales

3492

Total Customers

10.80M

Total Cost

852

Customer Owns...

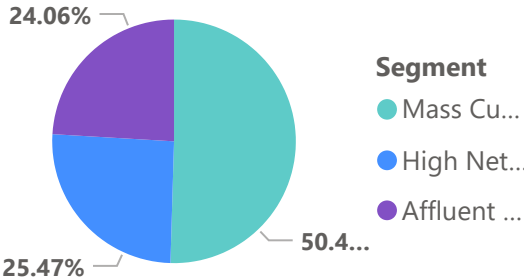
45.87

Average Age

Job Title

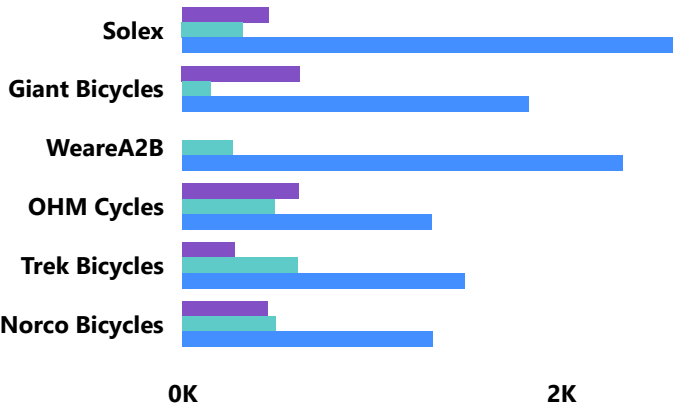
- ☐ Account Coordinator
- ☐ Account Executive
- ☐ Account Representative I
- ☐ Account Representative II
- ☐ Account Representative III
- ☐ Account Representative IV
- ☐ Accountant I
- ☐ Accountant II
- ☐ Accountant III
- ☐ Accountant IV

Total Profit based on Customer Segment



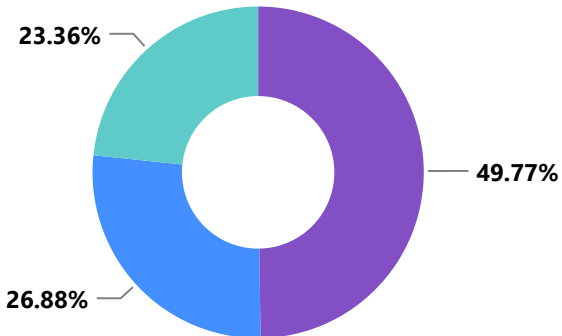
Transactions by Brands & Product Class

Product Class high low medium

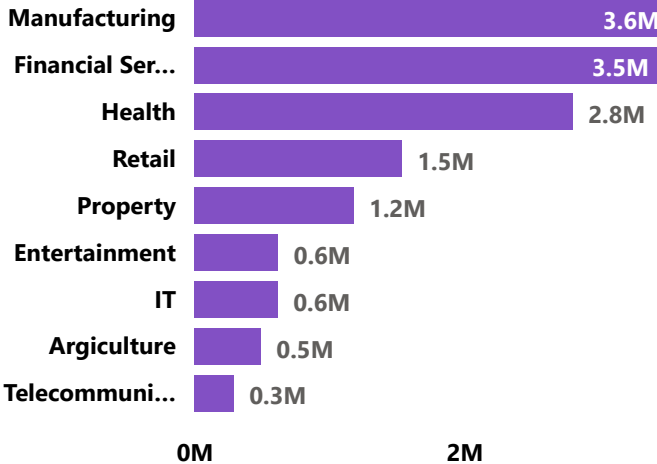


Customer per State

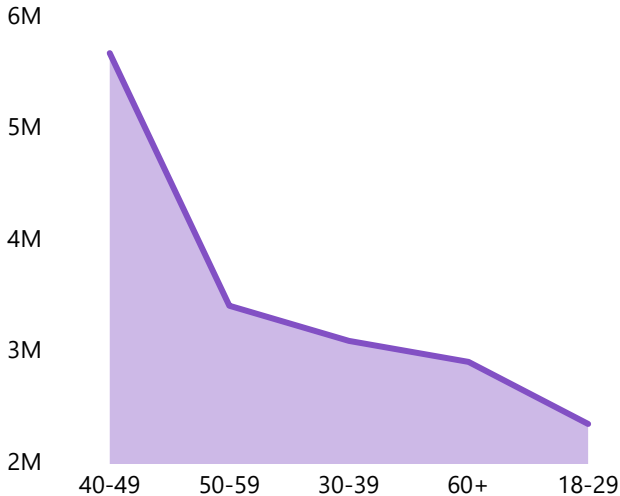
State NSW VIC QLD



Revenue by Customer Industry



Revenue by Age Group



# SPROCKET CENTRAL

17.35M

Total Sales

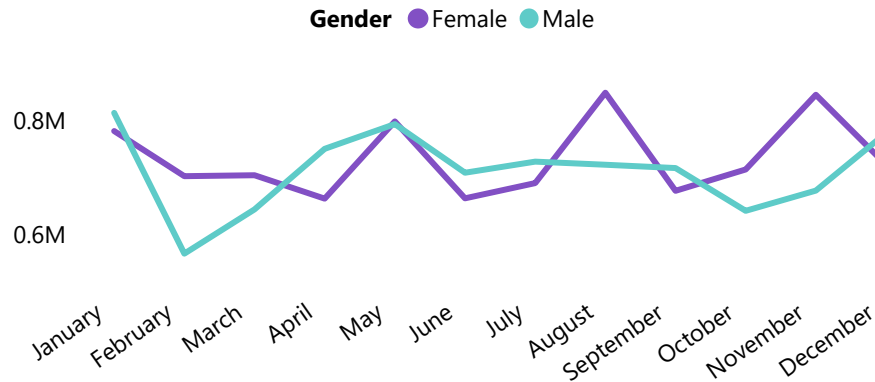
19.45K

Total Price List

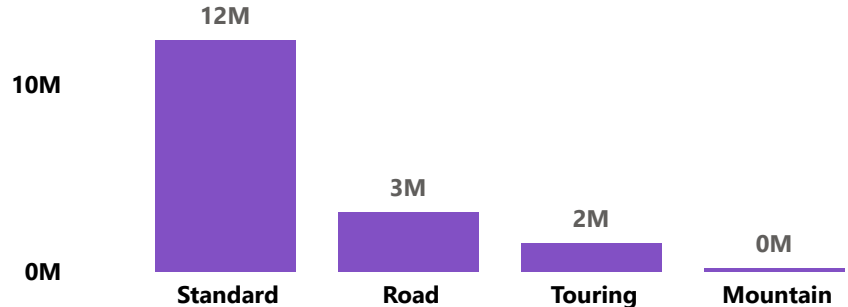
21.53M

Total Purchase

## Gender Purchase over the Period



## Profit by Product Line



## Overview Revenue Analysis Report

Wealth Segment

All

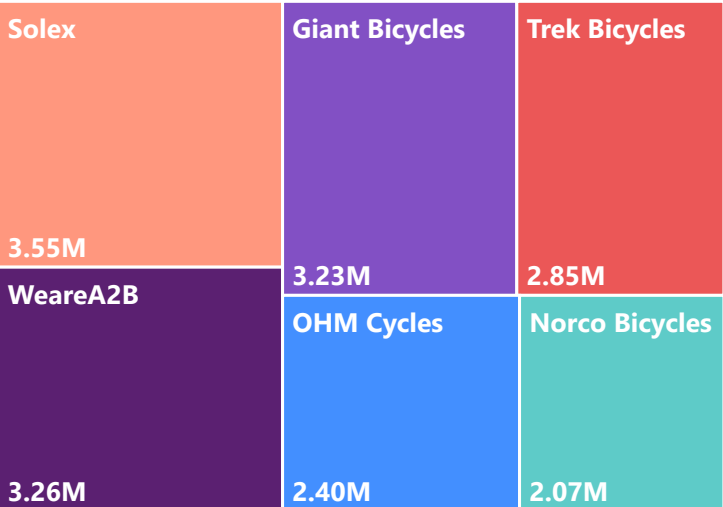
Gender

All

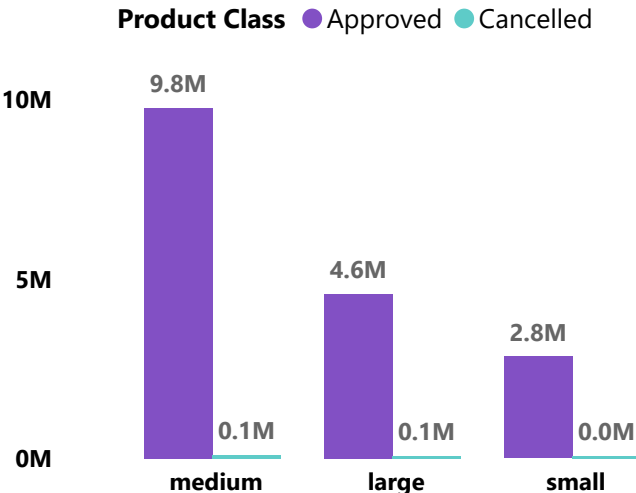
Brand

All

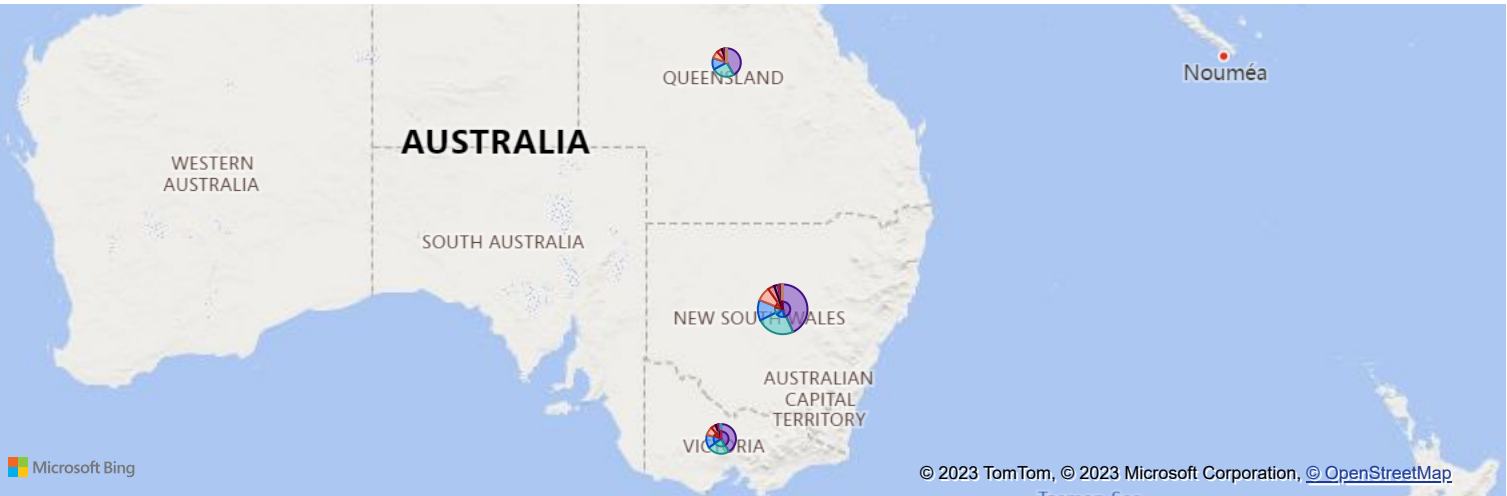
## Total Purchases by Brand



## Total Purchase by Wealth Segment



## Sales Records According to State





## Insights

**One key insight from the analysis is that the 30-49 age group represents the highest customer value for Sprocket Central Pty Ltd. This segment shows a strong correlation with purchasing behavior and contributes significantly to the company's revenue. Therefore, it is crucial for the marketing strategy to prioritise this age group and develop tailored campaigns that highlight the benefits of the company's products to meet their specific needs. By focusing on this valuable customer segment, Sprocket Central Pty Ltd can maximize profitability and drive sustainable growth in the bike industry.**

## Recommendations

**Sprocket Central Pty Ltd should develop a targeted marketing and growth strategy. Firstly, the company should focus its efforts on capturing the 30-49 age group, which has been identified as the segment with the highest customer value. This can be achieved by creating personalized marketing campaigns that highlight the unique features and benefits of Sprocket Central's products to meet the specific needs and preferences of this age group. Additionally, it is essential to consider the gender factor, as female customers have shown significant involvement in bike-related sales. By tailoring marketing messages and promotions to resonate with female customers, Sprocket Central can further expand its customer base and drive increased sales. Lastly, the company should leverage the identified top-selling brands, such as Solex, Wearea2B, and Trek bicycles, and allocate resources to strengthen their market presence and capitalize on their popularity. By implementing these recommendations, Sprocket Central Pty Ltd can position itself for long-term success and growth in the competitive bike industry.**