

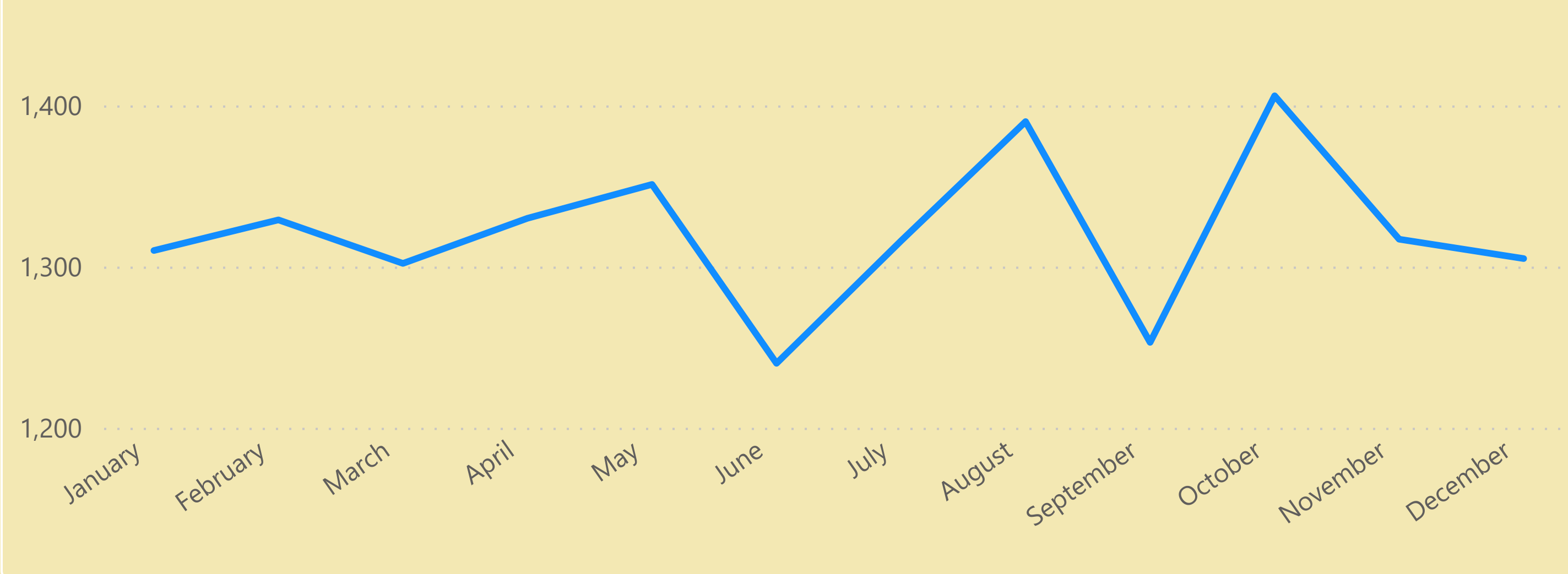
\$17.55M

Revenue

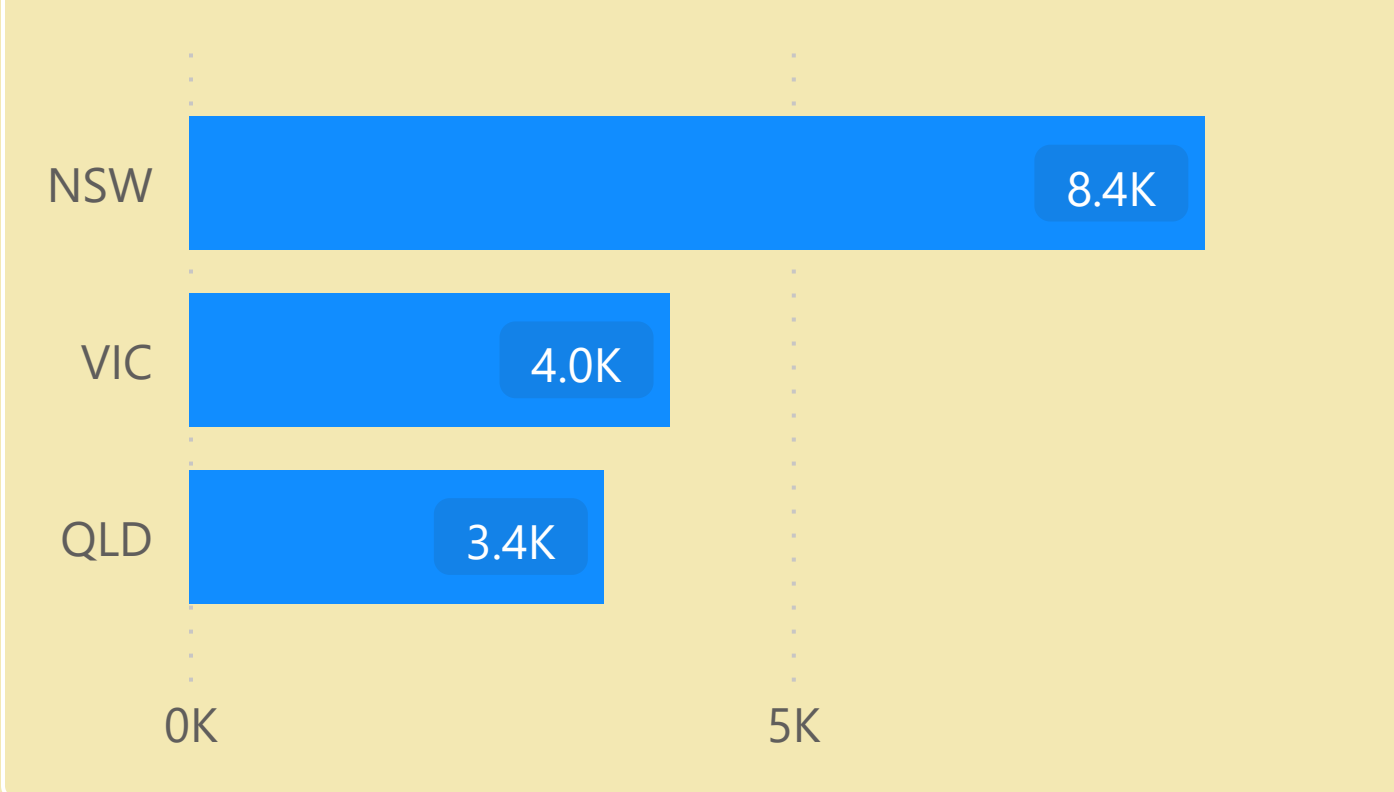
\$8.71M

Profit

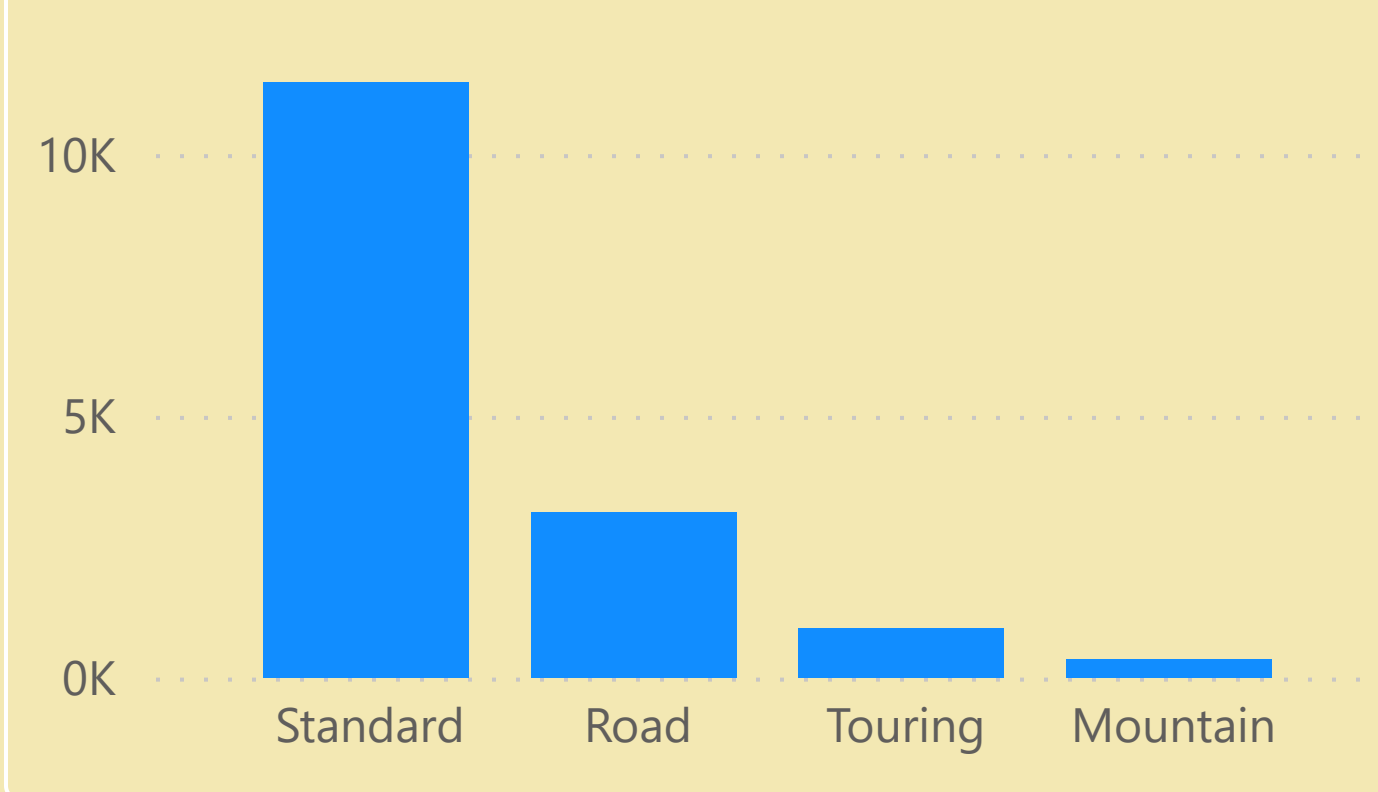
Orders by Month



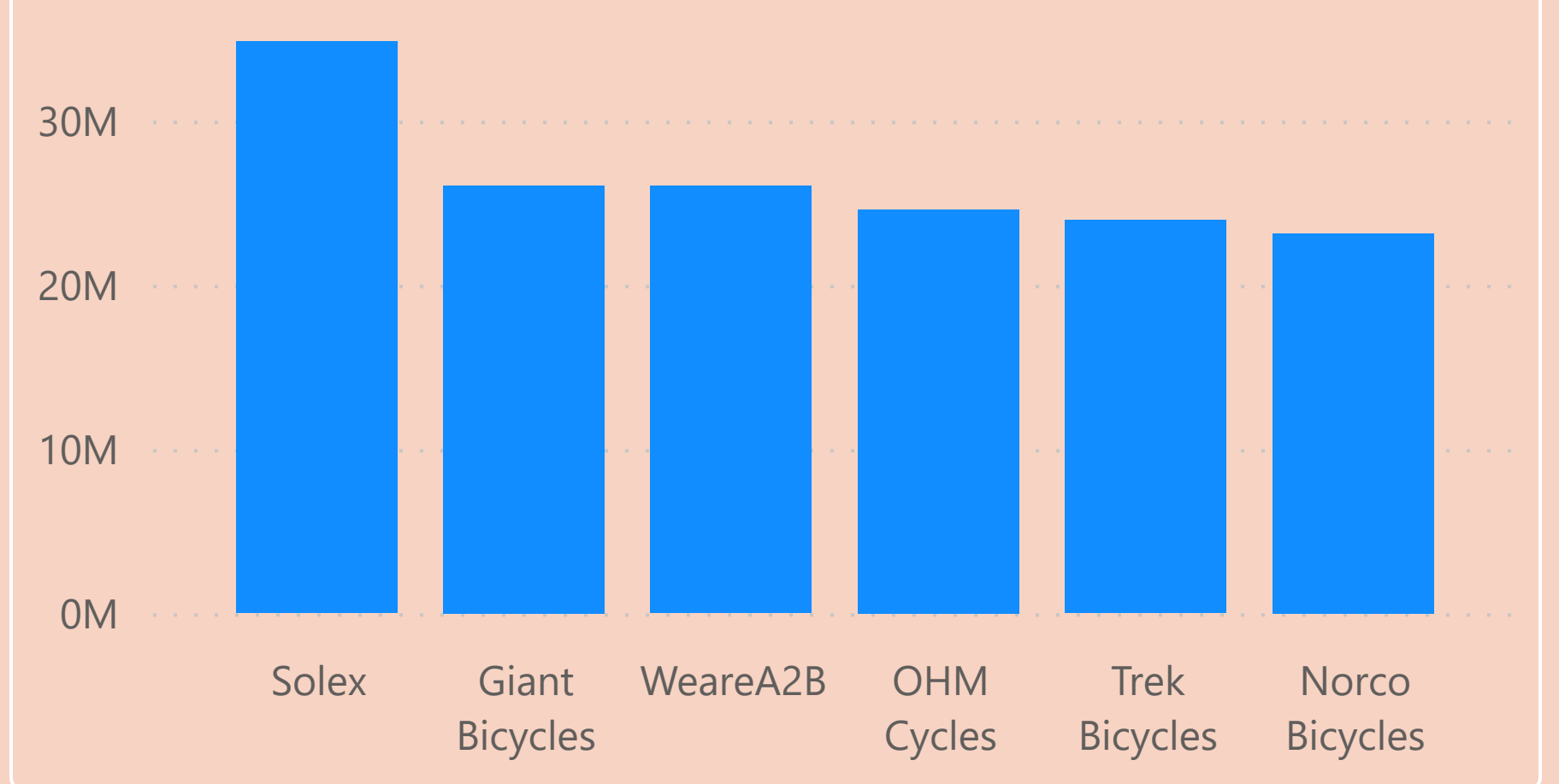
Orders by state



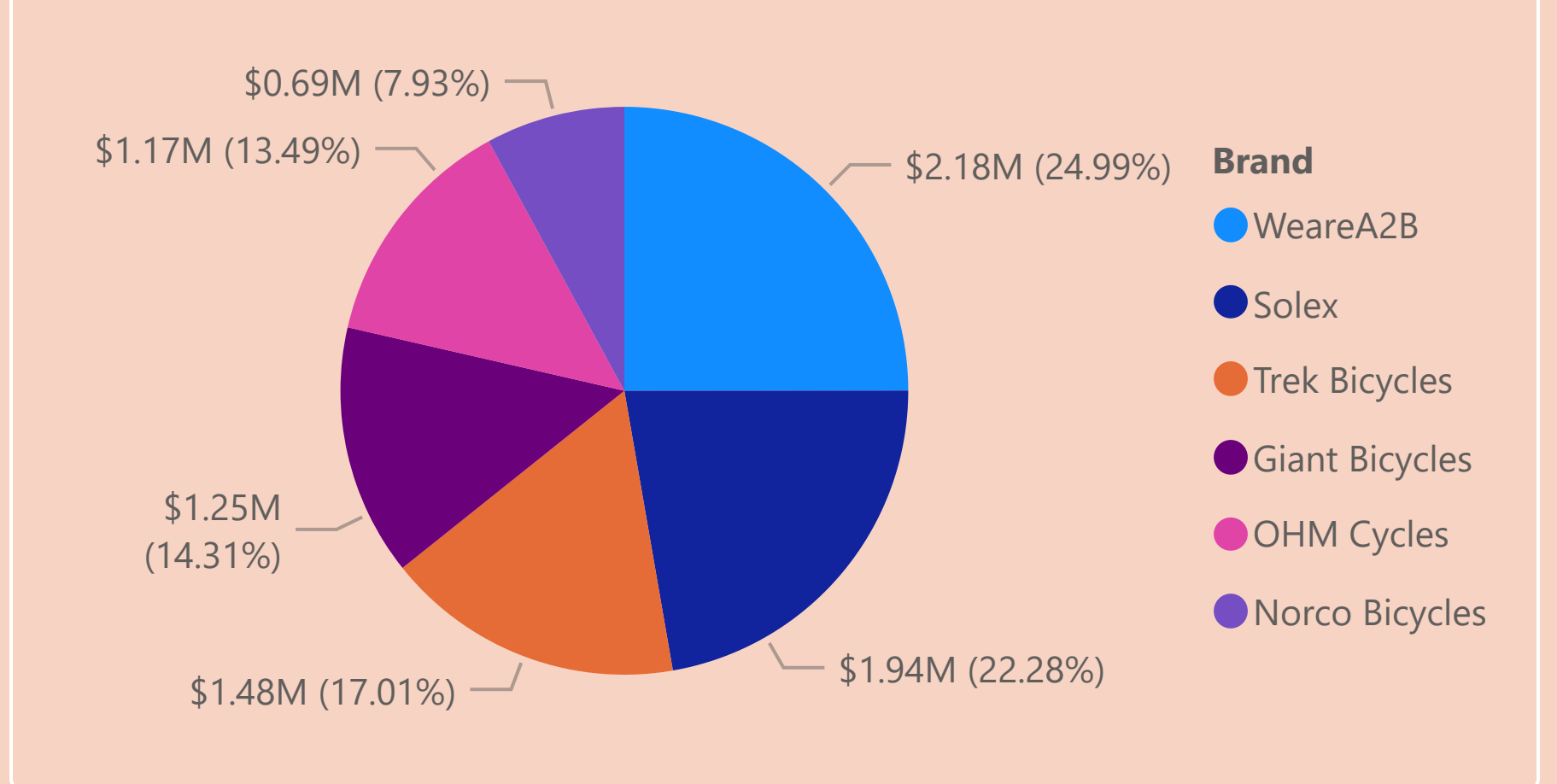
Orders by product line



Orders by brands

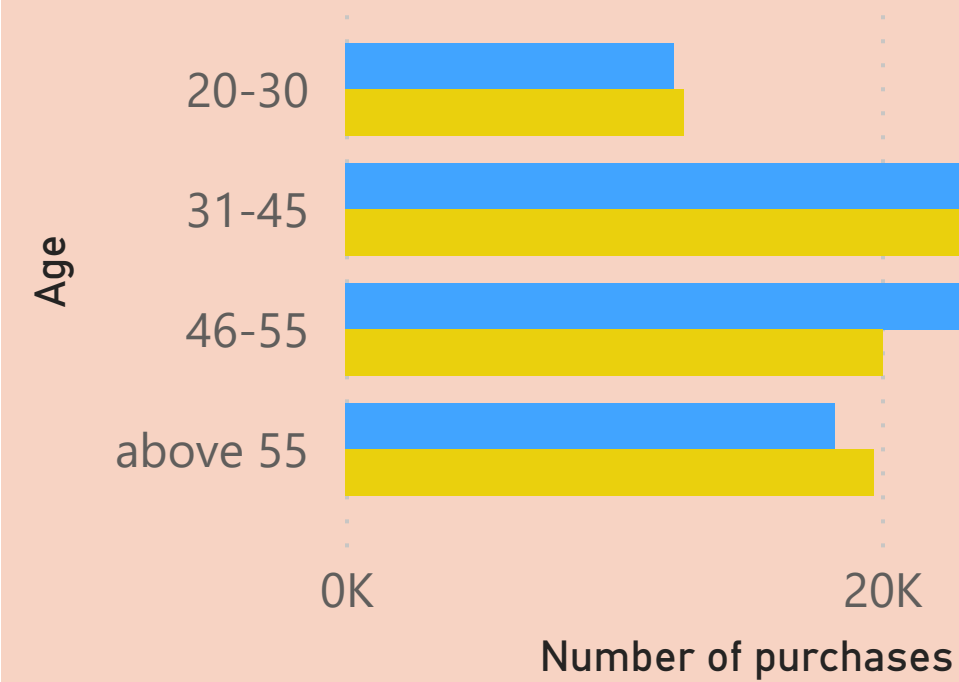


Profit by Brand

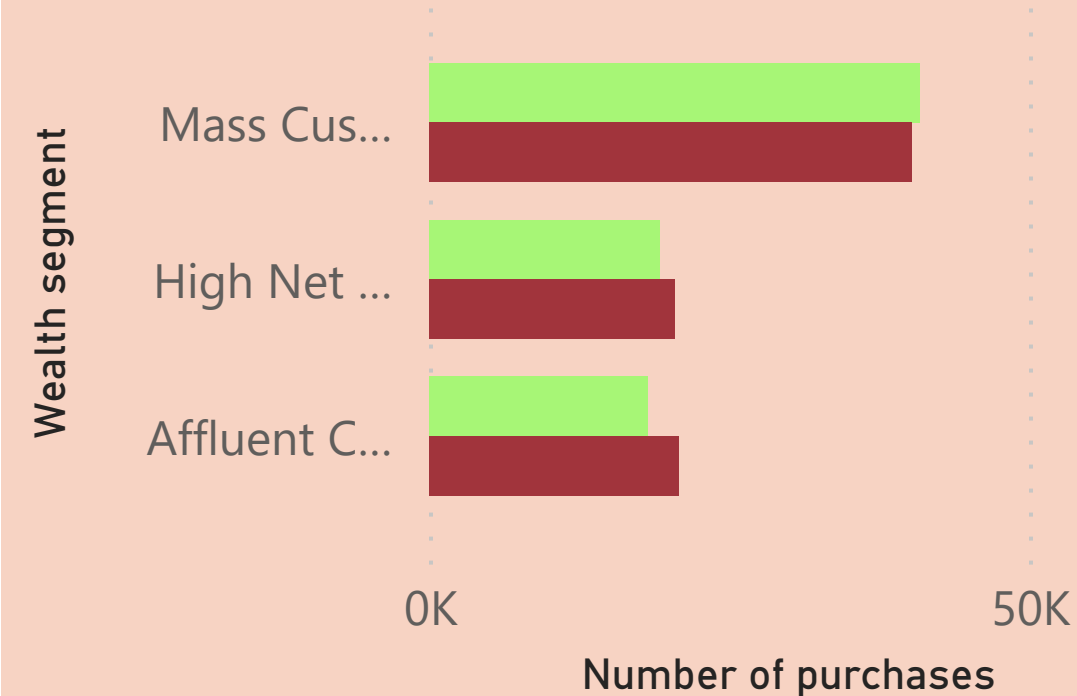


Past 3 year bike related purchases

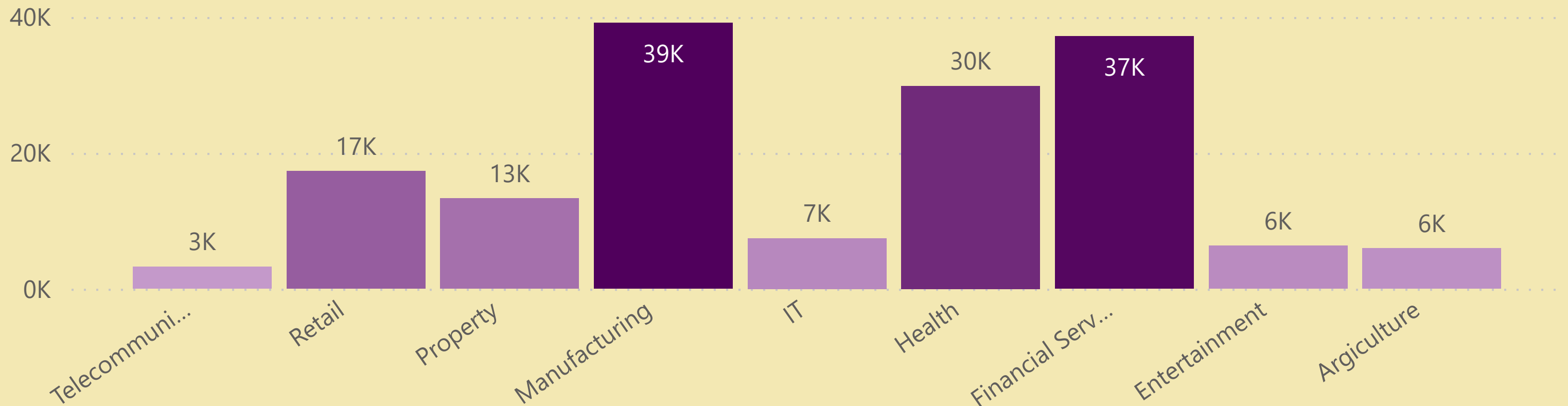
gender Female Male



owns_car No Yes



Bike related purchases by job industry



High value customers from list of new customers

first_name	last_name	gender	Age	past_3_years_bike_related_purchases	job_industry	state	wealth_segment	owns_car
Sharron	Claibourn	Female	43	62	Financial Services	NSW	High Net Worth	Yes
Ashlen	Willbond	Female	39	64	Health	VIC	High Net Worth	No
Erminie	Rabidge	Female	41	64	Manufacturing	NSW	High Net Worth	No
Flossy	Concannon	Female	43	64	Financial Services	VIC	Affluent Customer	No
Lucine	Stutt	Female	44	64	Manufacturing	QLD	Affluent Customer	Yes
Raye	Roo	Female	47	64	Financial Services	VIC	Mass Customer	Yes
Kort	Disley	Male	44	66	Health	NSW	Mass Customer	Yes
Leese	Huckleby	Female	46	67	Manufacturing	VIC	High Net Worth	Yes
Sandor	Stirland	Male	42	67	Manufacturing	VIC	High Net Worth	No
Meade	Bampton	Male	41	69	Health	NSW	High Net Worth	No
Rodrique	Vernon	Male	45	70	Manufacturing	VIC	Affluent Customer	No
Tristam	Larose	Male	38	70	Financial Services	NSW	Mass Customer	No
Amabel		Female	42	71	Financial Services	NSW	Mass Customer	Yes
Aloysius	Glowacz	Male	44	72	Financial Services	NSW	Affluent Customer	No
Antoinette		Female	43	72	Financial Services	VIC	Affluent Customer	No
Laurie	Odlin	Female	40	75	Health	VIC	High Net Worth	No