Sum of past_3_years_bike_related_purchases by gender

gender	
Male	0.35M
Female	0.34M

Sum of past_3_years_bike_related_purchases by gender and brand

brand ● Giant Bicycles ● Norco Bicycles ● OHM Cycles ● Solex ● Trek Bicycles ● WeareA2B

Male:
- 61K
- 52K
- 73K
- 52K
- 56K

Female:
- 56K
- 48K
- 53K
- 76K
- 52K
- 57K
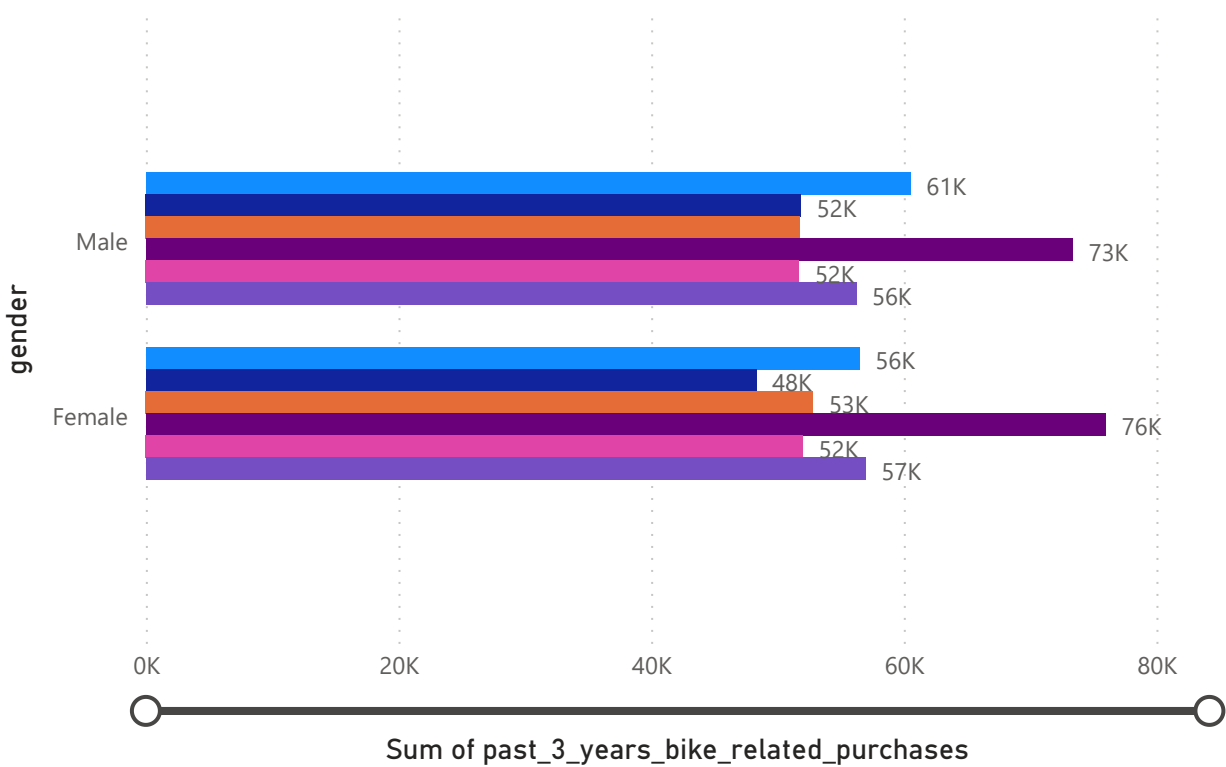
Sum of past_3_years_bike_related_purchases by state and state

state ● NSW ● QLD ● VIC

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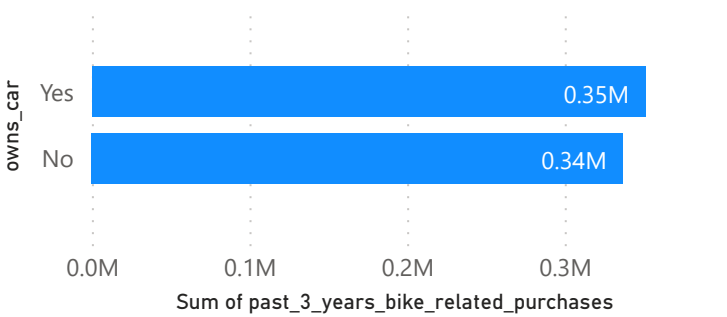
Sum of past_3_years_bike_related_purchases by AgeGroup

AgeGroup	
40-49	0.23M
30-39	0.13M
50-59	0.13M
60-69	0.10M
20-29	0.10M

Sum of past_3_years_bike_related_purchases by job_industry_category

job_industry_category	
Manufacturing	0.17M
Financial Serv...	0.16M
Health	0.14M
Retail	0.07M
Property	0.05M

Sum of past_3_years_bike_related_purchases by owns_car

owns_car	
Yes	0.35M
No	0.34M

Sum of past_3_years_bike_related_purchases by job_title

job_title	
Internal Auditor	10.9K
Chemical Engine...	10.1K
Social Worker	10.0K
Speech Patholo...	8.7K
Quality Engineer	8.7K
Research Nurse	8.7K
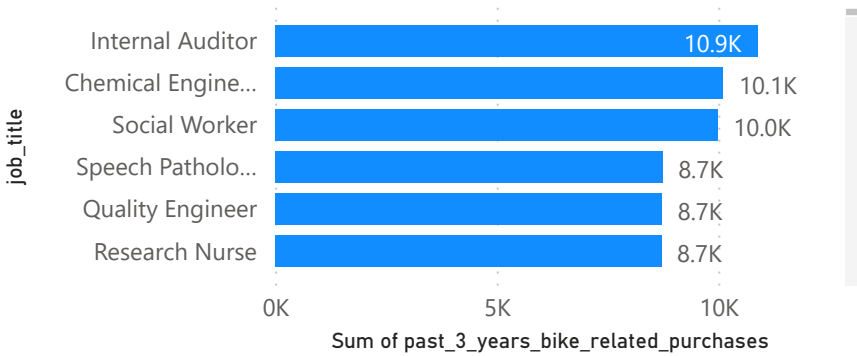
Sum of past_3_years_bike_related_purchases by product_size and product_class
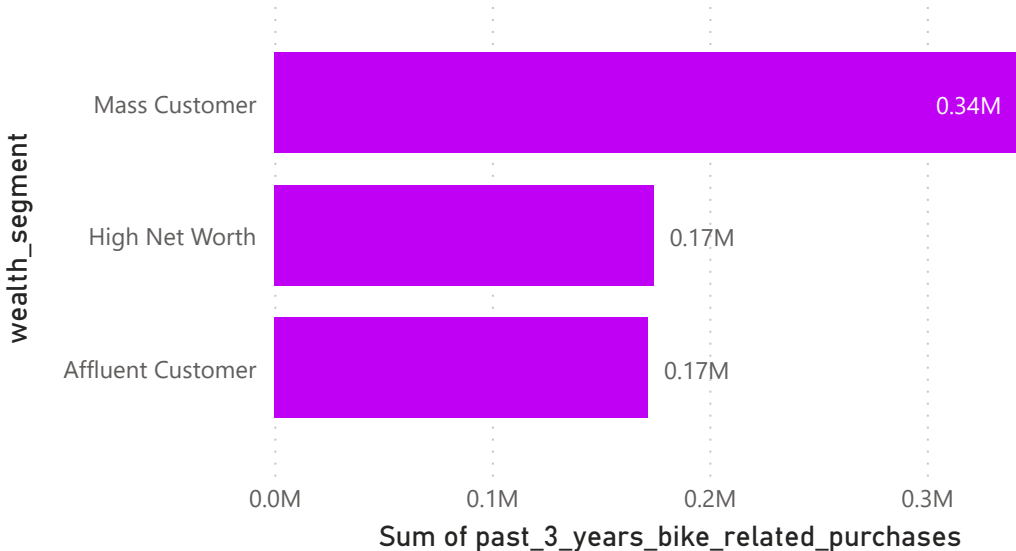
product_class ● high ● low ● medium

Sum of past_3_years_bike_related_purchases by trans_month_name

trans_month_name	
October	60K
February	59K
May	58K

Sum of past_3_years_bike_related_purchases by customer_birth_year
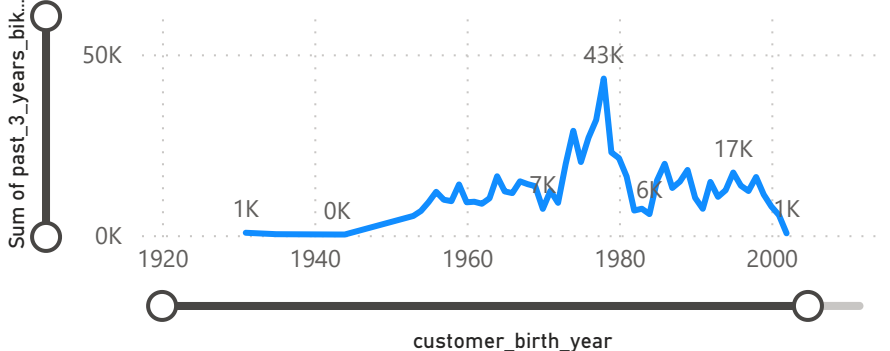
Count of AgeGroup by state

state	Count of AgeGroup
NSW	7.0K
VIC	3.1K
QLD	3.1K
New S...	0.4K
Victoria	0.3K

Sum of past_3_years_bike_related_purchases by wealth_segment

wealth_segment	Sum of past_3_years_bike_related_purchases
Mass Customer	0.34M
High Net Worth	0.17M
Affluent Customer	0.17M
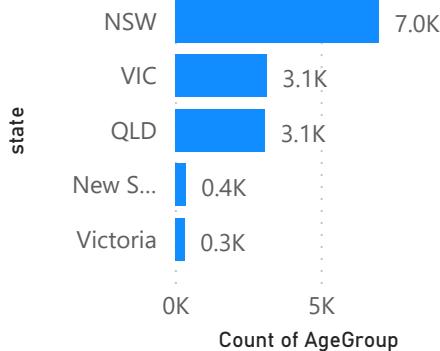
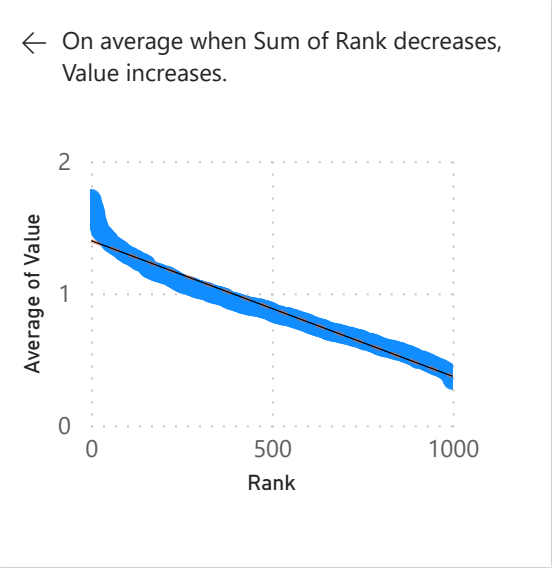## Average of list_price and Average of standard_cost by AgeGroup

● Average of list_price   ● Average of standard_cost
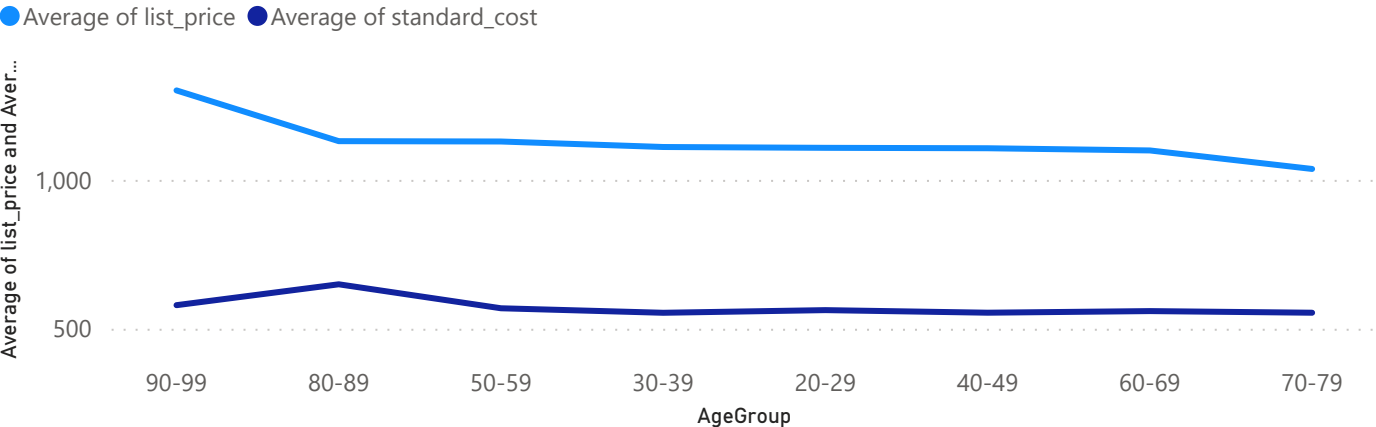
Key influencers | Top segments

What influences Value to [Increase ▾] **?**

When... | **....the average of Value increases by**

| Sum of Rank goes down 288.67 → (0.29) |

On average when Sum of Rank decreases, Value increases.
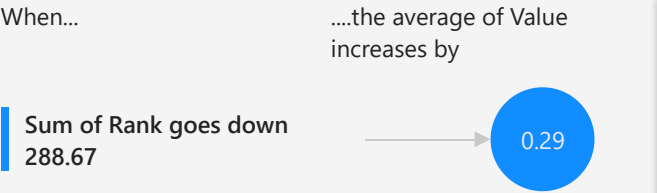
Sum of list_price by state and state

state ●NSW ●VIC ●QLD ●New South Wales ●Victoria

Sum of list_price
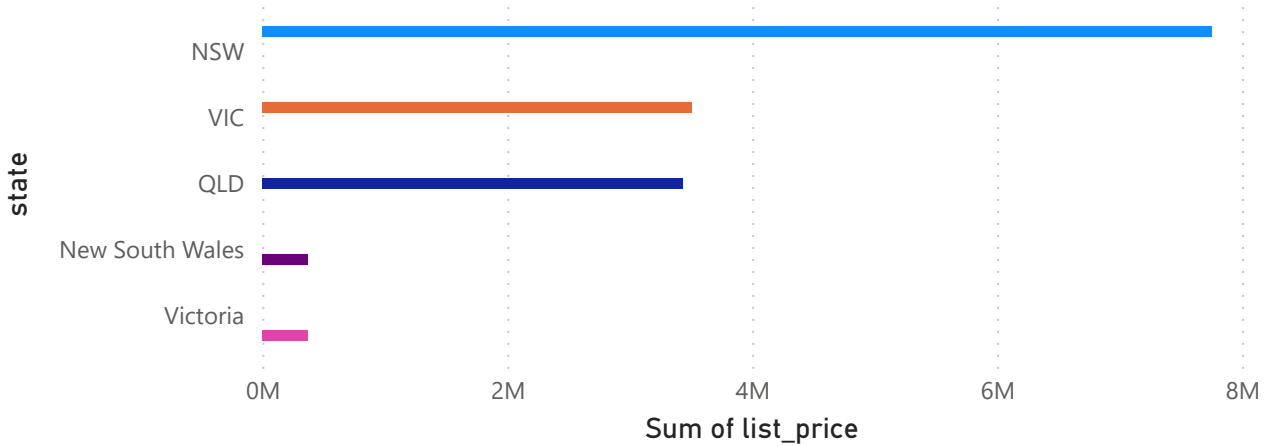
Sum of past_3_years_bike_related_purchases by wealth_segment and gender

- 169K (24.5...)
- 83K (12.09%)
- 84K (12.2%)
- 90K (13.1...)
- 173K (25.1...)

wealth_segment
● Mass Custo...
● High Net W...
● Affluent Cus...
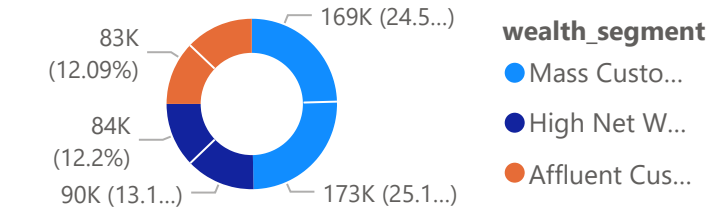
Sum of past_3_years_bike_related_purchases by state and gender

- 7K (1.01%)
- 79K (11.46%)
- 73K (10.59%)
- 77K (11.15%)
- 76K (11.05%)
- 168K (24.46%)
- 181K (26.35%)

state
● NSW
● QLD
● VIC
● New South Wales
● Victoria
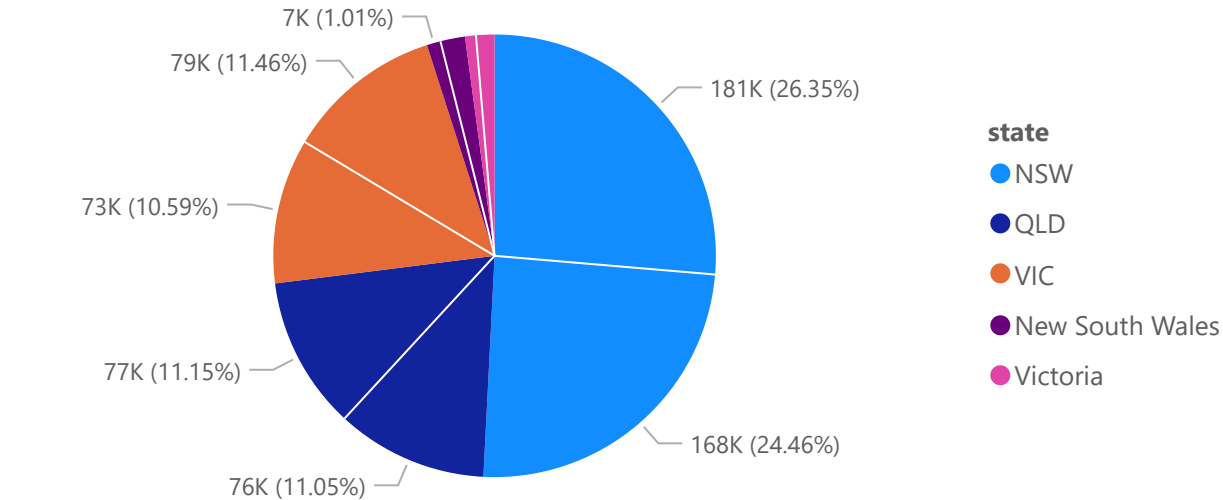
Sum of past_3_years_bike_related_purchases by trans_month_name and gender

gender ●Female ●Male

trans_month_name

SPROCKET CENTRAL
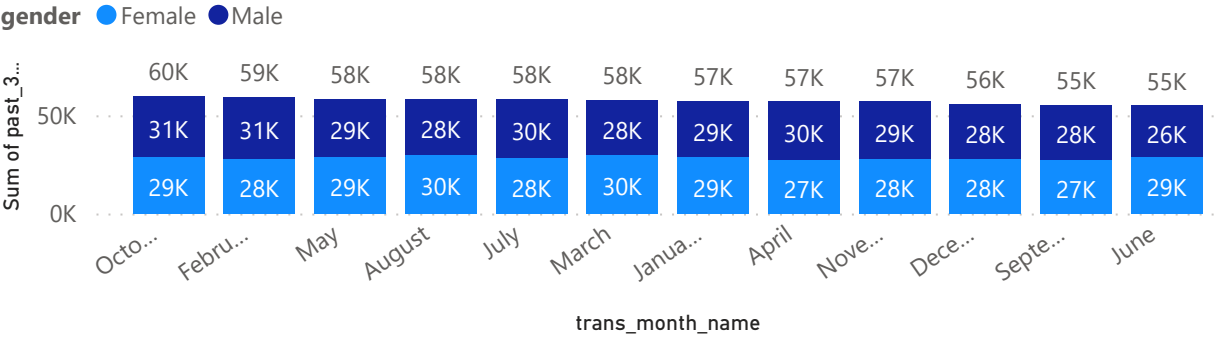
Count of gender by property_valuation and gender
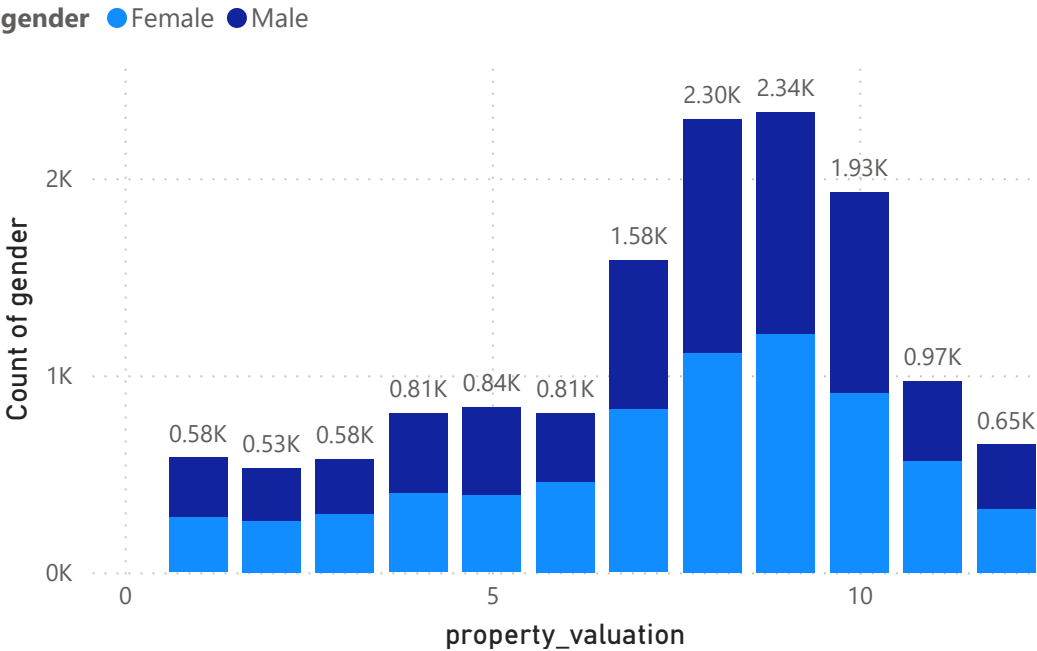
gender ● Female ● Male

Average of property_valuation and Average of list_price by state

● Average of property_valuation ● Average of list_price

SPROCKET CENTRAL
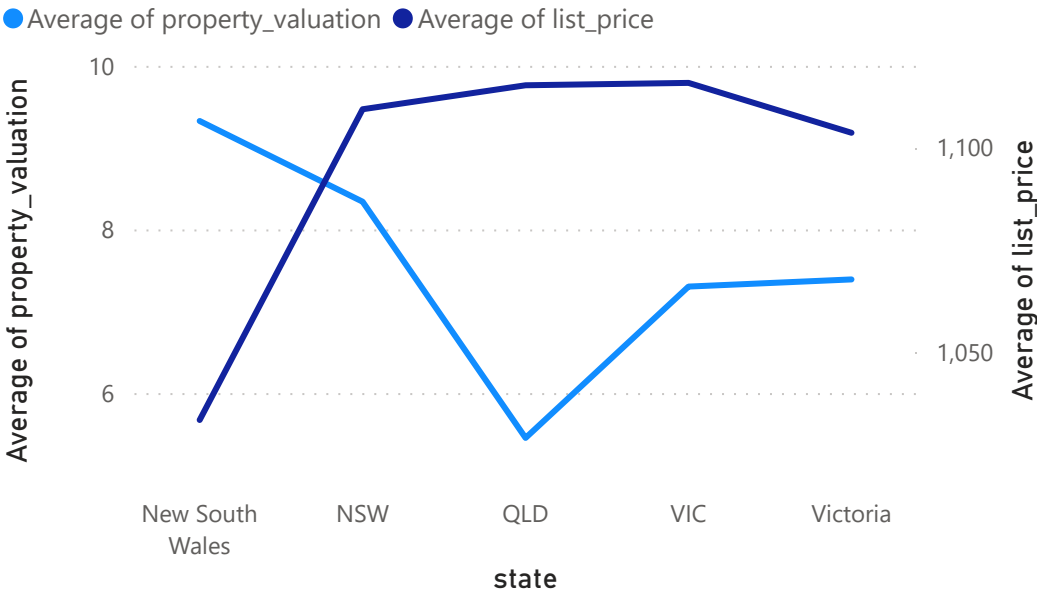
Count of wealth_segment by state
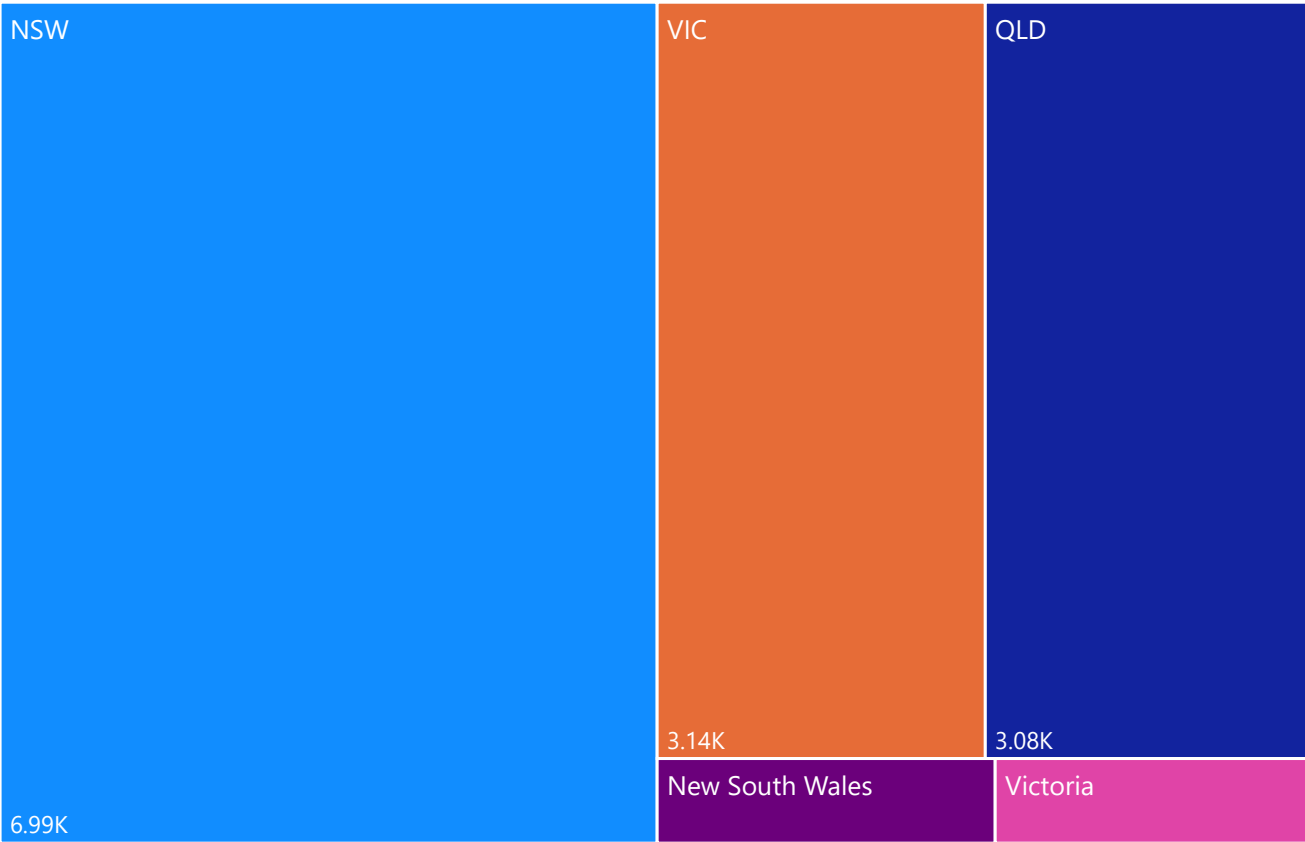
customer_id	gender	state	wealth_segment	job_industry_category	past_3_years_bike_relate
28	Male	QLD	Affluent Customer	Health	
43	Female	QLD	Mass Customer	Retail	
56	Male	New South Wales	Mass Customer	Property	
80	Male	VIC	Mass Customer	Entertainment	
88	Female	New South Wales	High Net Worth	Property	
101	Male	New South Wales	High Net Worth	Manufacturing	
150	Male	NSW	Affluent Customer	Financial Services	
180	Female	QLD	Affluent Customer	Argiculture	
214	Male	QLD	Mass Customer	Health	
246	Female	QLD	High Net Worth	Manufacturing	
279	Female	NSW	Mass Customer	Manufacturing	
359	Female	NSW	Affluent Customer	Manufacturing	
382	Male	NSW	Mass Customer	Health	
400	Female	VIC	Mass Customer	Financial Services	
428	Female	NSW	High Net Worth	Health	
458	Male	Victoria	Affluent Customer	Manufacturing	
467	Male	NSW	Affluent Customer	Property	
469	Male	NSW	High Net Worth	Financial Services	
495	Male	Victoria	Mass Customer	Financial Services	
503	Male	NSW	Affluent Customer	Health	
516	Male	NSW	Mass Customer	Financial Services	
540	Female	NSW	Mass Customer	Manufacturing	