SPROCKET CENTRAL

Total Number of Customers

3489

Price By Product_Line

Sum of list_price by product_line:
- Standard: 15.6M
- Road: 4.0M
- Touring: 2.0M
- Mountain: 0.3M
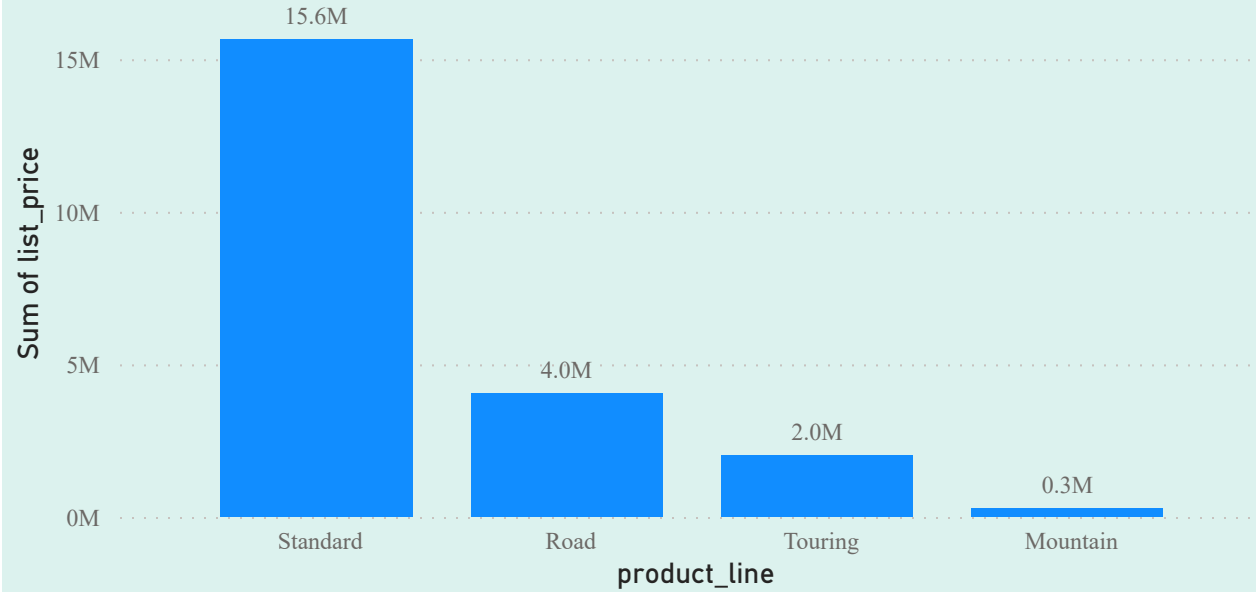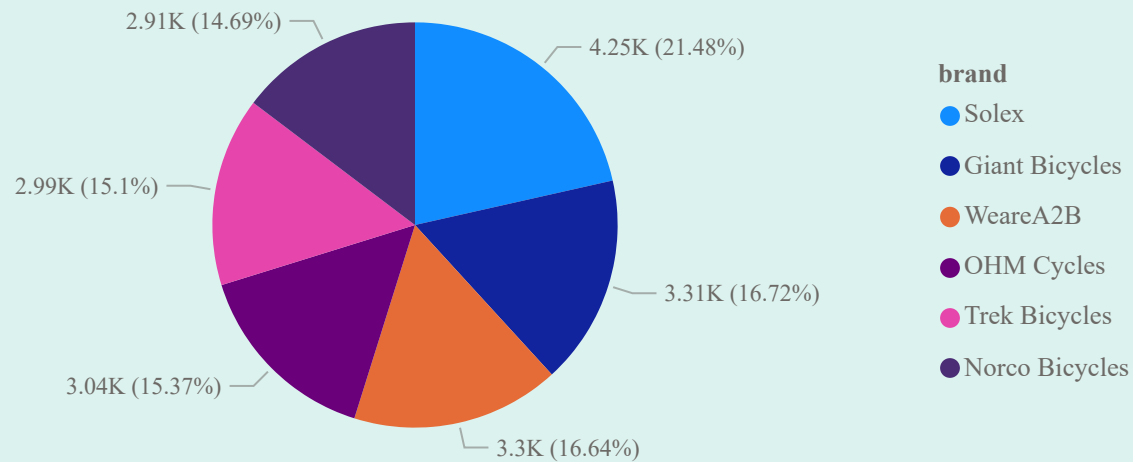
Past 3 years bike related purchases by State

Sum of past_3_years_bike_r... by state:
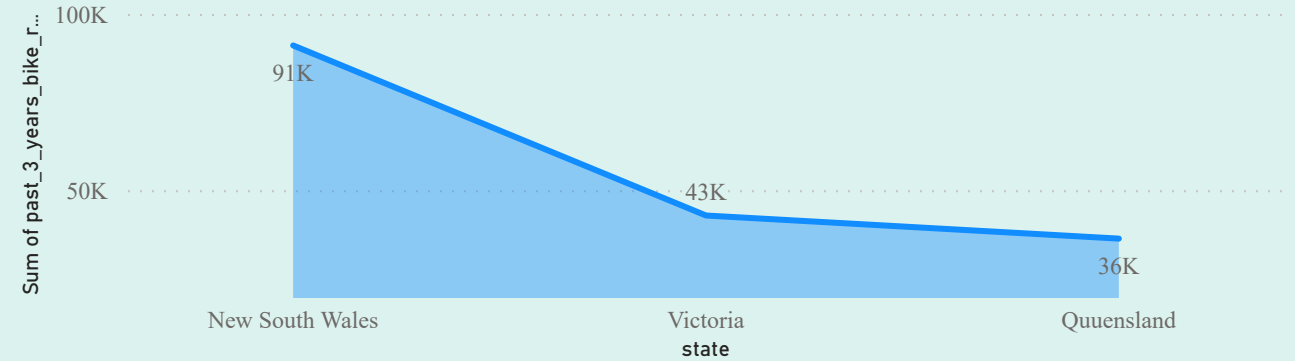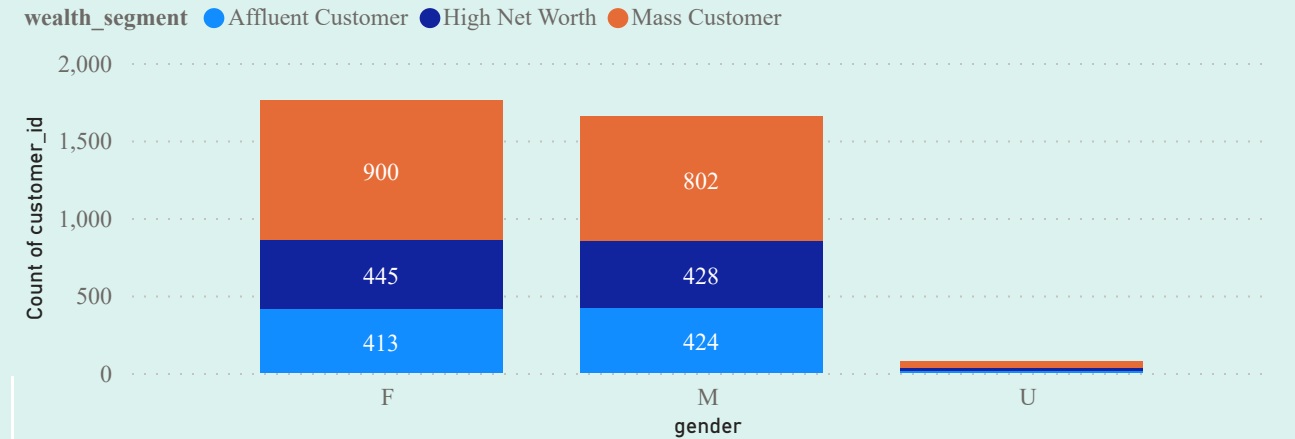- New South Wales: 91K
- Victoria: 43K
- Quuensland: 36K

Count of customer_id by gender and wealth_segment

wealth_segment: ● Affluent Customer ● High Net Worth ● Mass Customer

gender	Affluent Customer	High Net Worth	Mass Customer
F	413	445	900
M	424	428	802
U			

Price by brand

- Solex: 4.25K (21.48%)
- Giant Bicycles: 3.31K (16.72%)
- WeareA2B: 3.3K (16.64%)
- OHM Cycles: 3.04K (15.37%)
- Trek Bicycles: 2.99K (15.1%)
- Norco Bicycles: 2.91K (14.69%)

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

Count of customer_id by job_industry_category and wealth_segment

wealth_segment: ● Affluent Customer ● High Net Worth ● Mass Customer

job_industry_category	Affluent Customer	High Net Worth	Mass Customer
Manufactu...	197	154	352
Financial S...	172	172	336
n/a	139	154	277
Health	120	139	275
Retail	72	79	153
Property	46	70	114
IT	42	52	93
Entertainm...	27	32	64
Argiculture	19	31	50
Telecomm...	16	17	30