

471K

bike purchases by male

460K

bike purchases by male

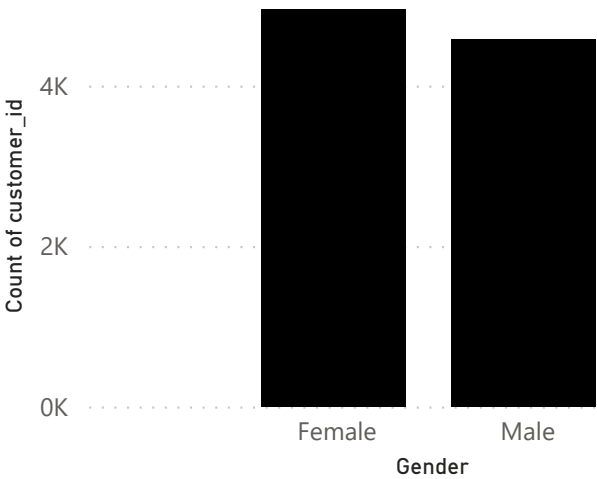
4582

Owns car

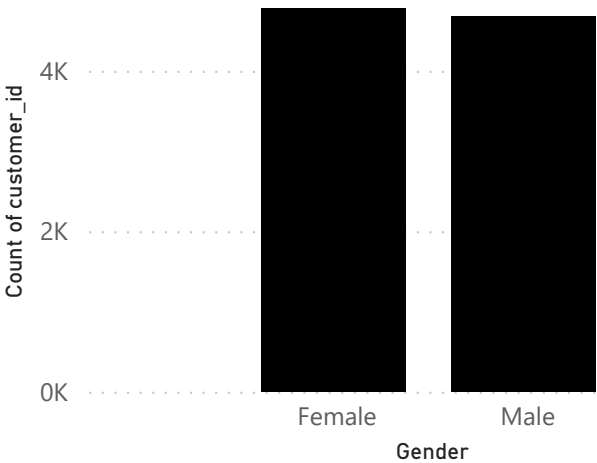
4676

Do not own car

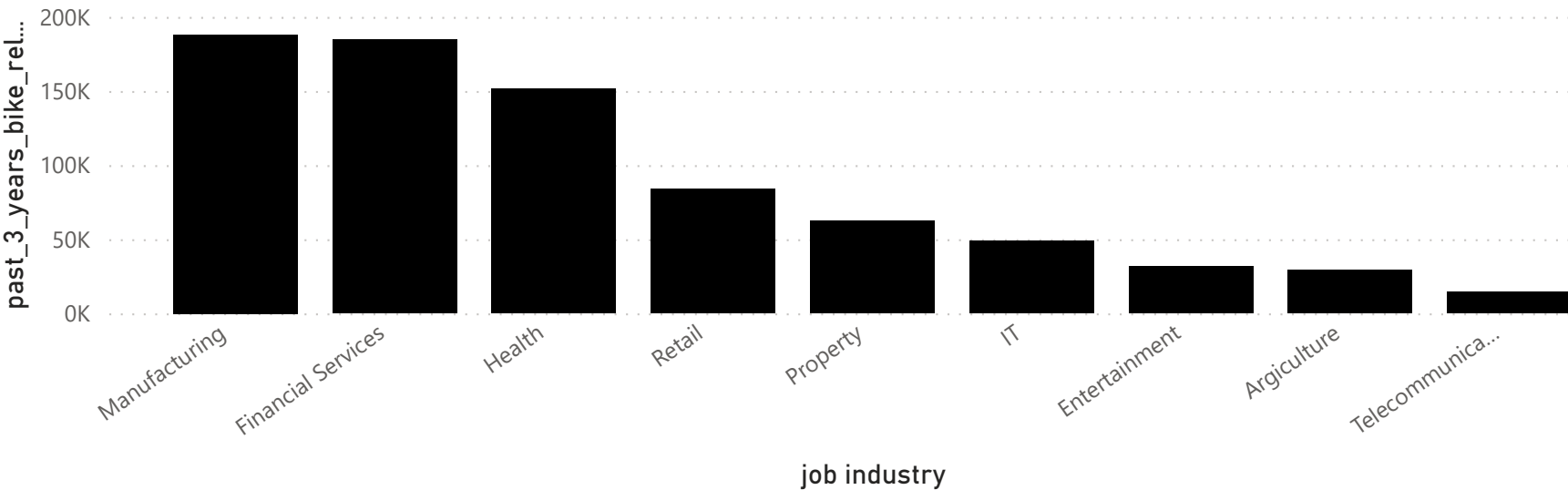
Car owners



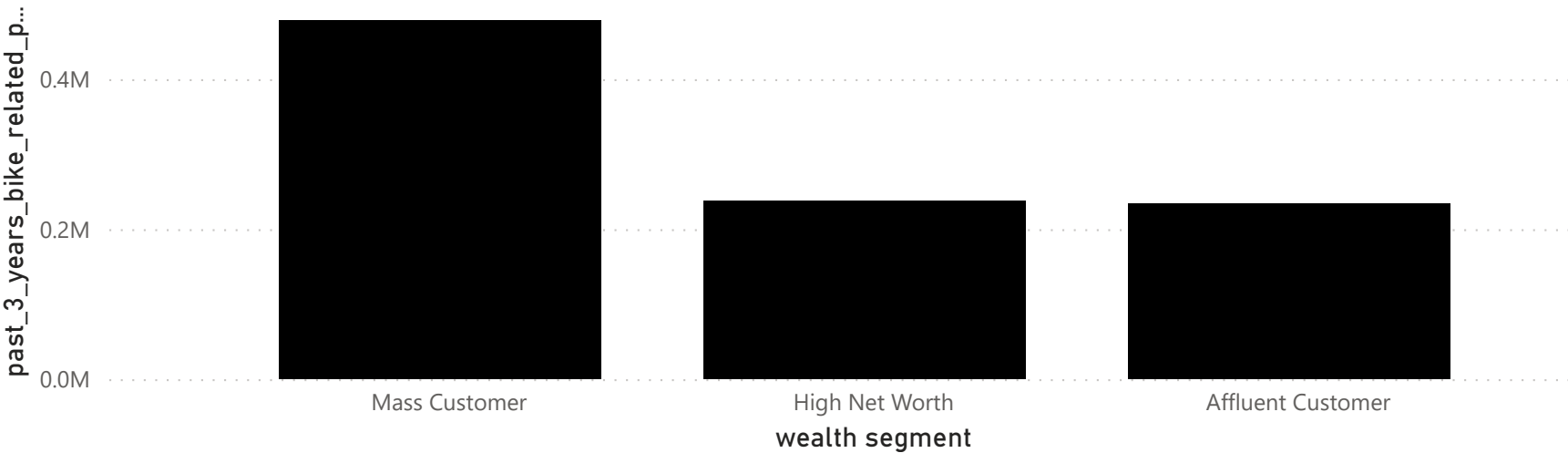
Not Car owners



Bike\_related\_purchases by job industry



Bike\_related\_purchases by wealth segment



5.33M

Profit

2.86M

NSW Profit

1.36M

VIC Profit

1.11M

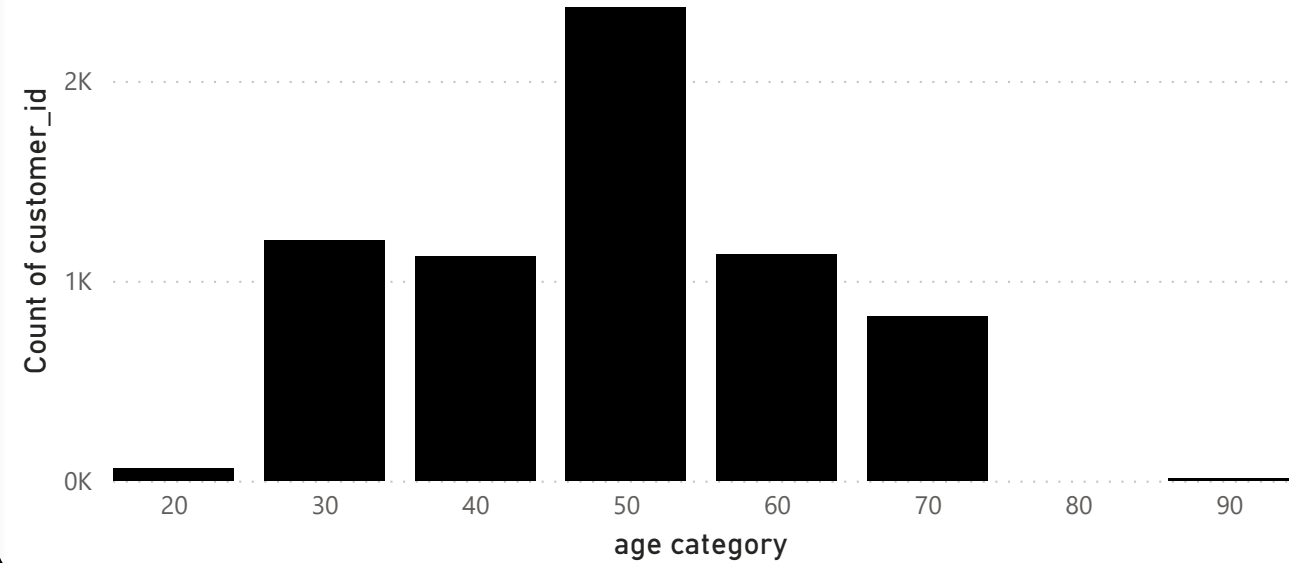
NSW Profit

Average of Profit by Transaction\_month and wealth segment

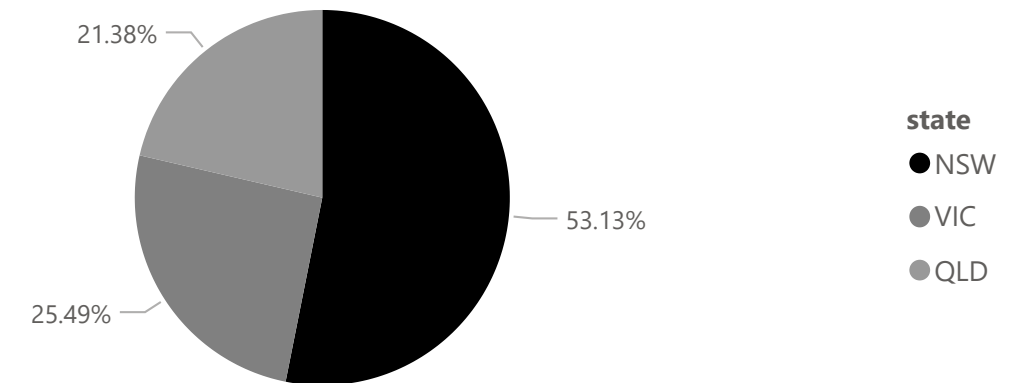
wealth segment ● Affluent Customer ● High Net Worth ● Mass Customer



Customer Age ctegrory

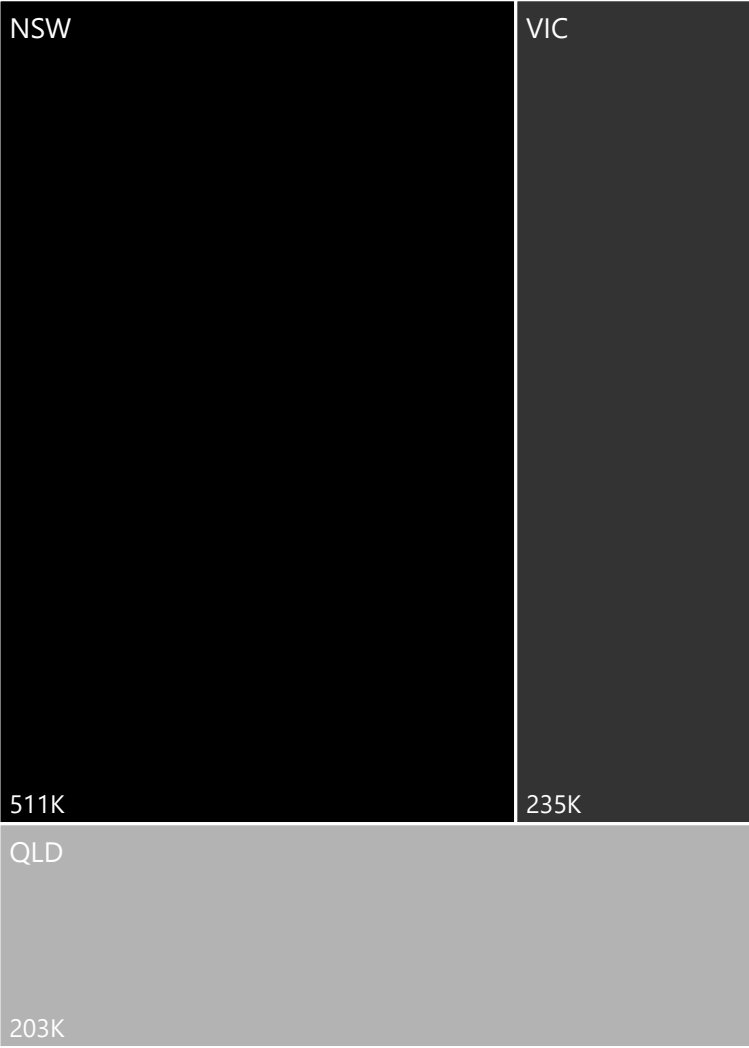


Profit by state

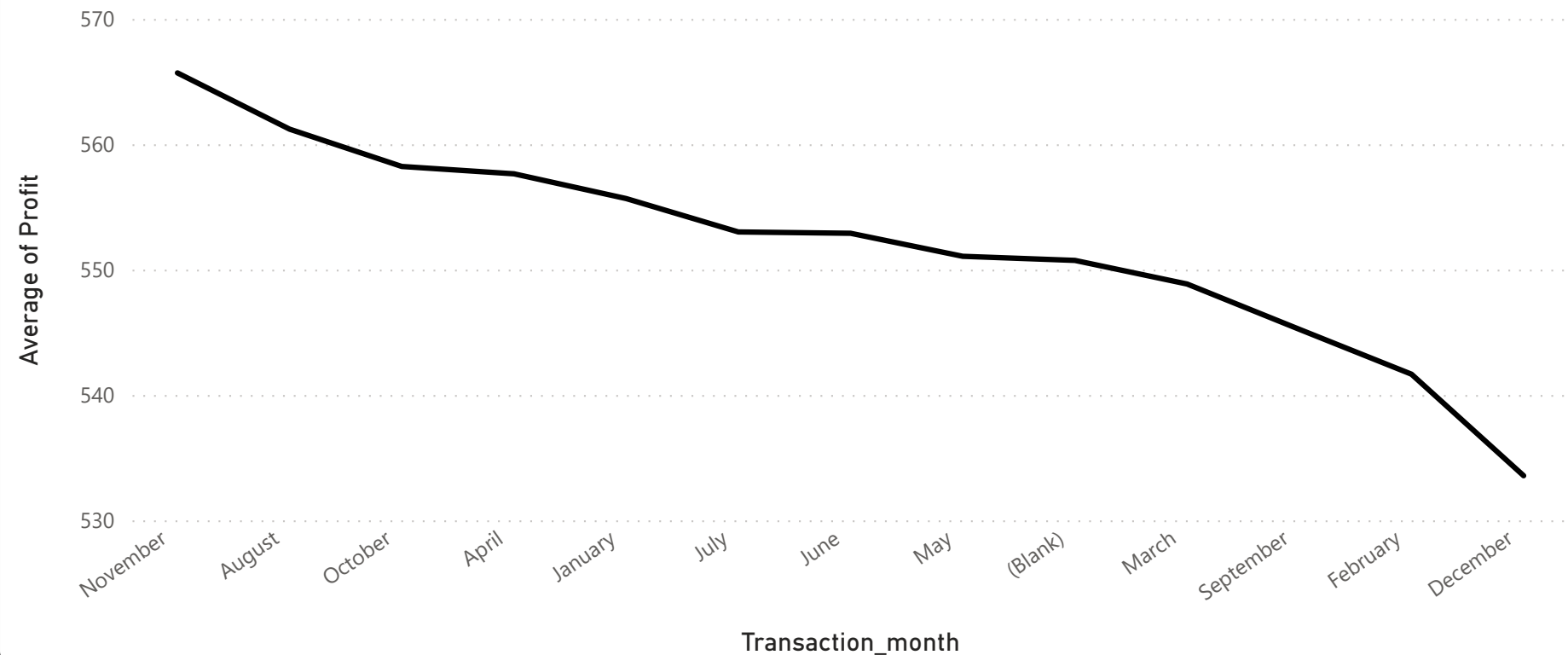




past\_3\_years\_bike\_related\_purchases by state



Average of Profit by Transaction\_month



age category	Count of customer_id	owns car	wealth segment	state	past_3_years_bike_related_purchases	Gender	job industry
50	13	No	Mass Customer	NSW	2497	Female	Financial Services
50	14	No	Mass Customer	NSW	4144	Female	Health
50	14	No	Mass Customer	NSW	2903	Female	Manufacturing
50	13	No	Mass Customer	NSW	3829	Male	Financial Services
50	13	No	Mass Customer	NSW	4334	Male	Health
50	14	No	Mass Customer	NSW	3883	Male	Manufacturing
50	11	Yes	Mass Customer	NSW	2272	Female	Financial Services
50	16	Yes	Mass Customer	NSW	4460	Female	Health
50	14	Yes	Mass Customer	NSW	3767	Female	Manufacturing
50	11	Yes	Mass Customer	NSW	2041	Male	Financial Services
50	10	Yes	Mass Customer	NSW	2966	Male	Health
50	16	Yes	Mass Customer	NSW	3934	Male	Manufacturing
Total	159				41030		