



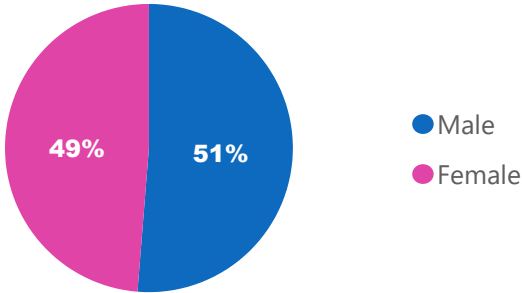
Total Bike Related Purchases Made by Male

76K

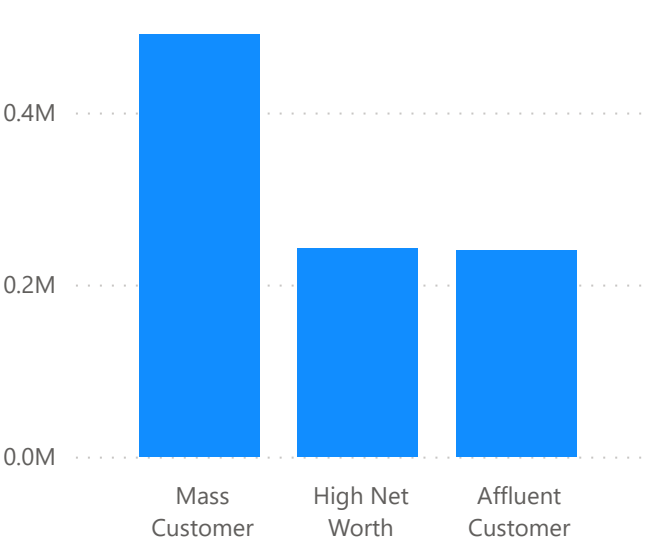
Total Bike Related Purchases Made by Female

70K

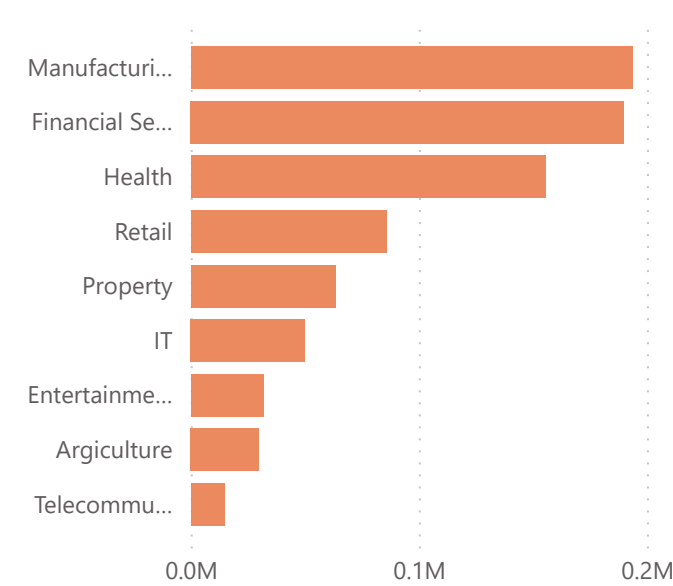
Percentage of Male & Female Aged Between 38 to 47 That don't Own a Car



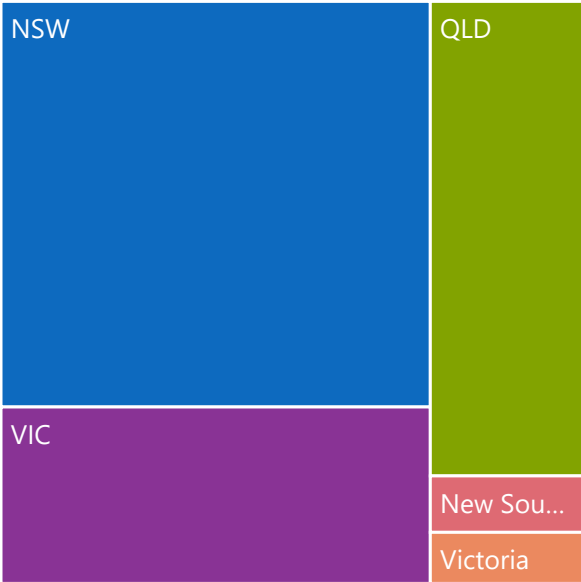
Bike Related Purchases Based on Customer Segment



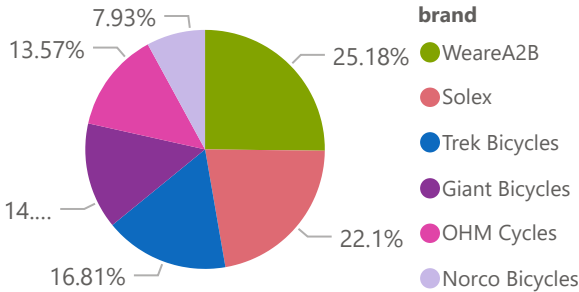
Bike Related Purchases Based on Industry



Bike Related Purchases Based on States



Profit percentage Based on Type of Brands



first_name	gender	job_industry_category	owns_car	Age	Wealth_segment	Profit	state	past_3_years_bike_related_purchases
Abe	M	Manufacturing	No	47	Mass Customer	2,376.85	NSW	69
Adaline	F	Financial Services	No	45	Mass Customer	3,564.99	NSW	37
Addi	F	Manufacturing	No	45	High Net Worth	4,718.43	NSW	56
Adelaide	F	Health	No	47	Mass Customer	7,137.62	NSW	55
Adria	F	Manufacturing	No	47	Mass Customer	798.90	VIC	96
Aeriell	F	Financial Services	Yes	39	Affluent Customer	3,135.34	VIC	91
Ahmed	Male	Health	No	46	High Net Worth	3,265.75	NSW	54
Alberik	M	Health	No	41	Mass Customer	3,135.87	VIC	77
Alecia	F	Health	Yes	45	Mass Customer	5,665.79	NSW	43
Alejandro	M	Manufacturing	Yes	45	High Net Worth	1,804.88	NSW	35
Alessandro	M	Financial Services	Yes	45	Affluent Customer	2,427.07	NSW	2
Alexandr	M	Health	Yes	47	Mass Customer	7,390.75	NSW	89