

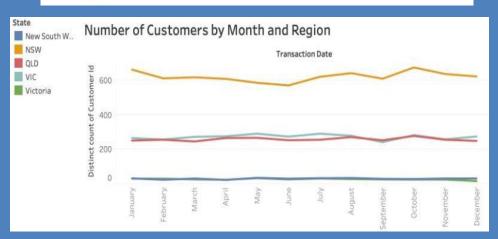
Data Insights and Presentation

Presented By: Astha Tripathi



Total Bike Related Purchases Made by Male 42,247

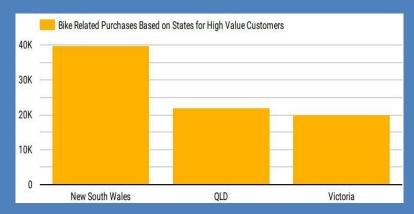
Total Bike Related Purchases Made by Female 39,321

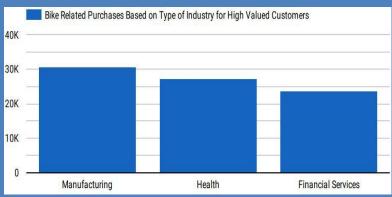


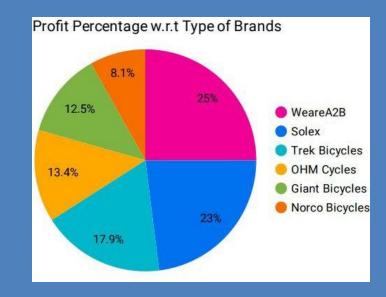


TRENDS











. Z	Customer Id	Gender	State	Wealth Segment	Job Industry											
al	8	Male	NSW	Mass Customer	Others	gt.					2					
	37	Female	QLD	High Net Worth	Health	7/4 — — — — — — — — — — — — — — — — — — —				ı						
	117	Female	QLD	Mass Customer	Manufacturing	«					77	= -				
	173	Female	NSW	Affluent Customer	Health											
	174	Female	NSW	Mass Customer	Health											
	195	Female	VIC	Mass Customer	Manufacturing											
	198	Female	VIC	Mass Customer	Entertainment											
	200	Male	QLD	Affluent Customer	Property											
	204	Male	VIC	Mass Customer	Financial Services	7.5 6.0										
	213	Male	QLD	High Net Worth	Financial Services	75 53										
	254	Female	VIC	Mass Customer	Retail	**************************************				·						
	255	Female	VIC	Mass Customer	IT											
	273	Male	VIC	Mass Customer	Others											
	280	Male	NSW	Affluent Customer	Others											
	299	Female	NSW	Mass Customer	Financial Services											
	320	Male	QLD	Mass Customer	Health	*										
	322	Female	QLD	Mass Customer	Financial Services	25										
	346	Male	NSW	Mass Customer	Financial Services	17 51										
	347	Male	NSW	Mass Customer	Financial Services	W										
	353	Female	VIC	Mass Customer	Others											
	363	Female	NSW	Mass Customer	Retail											
	425	Female	NSW	Mass Customer	Retail											
	-	Female	VIC	Affluent Customer	Manufacturing											
	438	Male	VIC	High Net Worth	Property	%. 				= =						
	445	Male	VIC	Mass Customer	Financial Services											
	473	Male	VIC	Mass Customer	Health	77 88										