

Pedaling Bicycle  
Profits:  
Understanding  
Our Customers  
and Sales Trends

by  
Beth Mara



# Targeting Overview

**Overview of  
Revenue**

**Customer Age and  
Financial Diversity**

**Best Selling  
Bicycles**

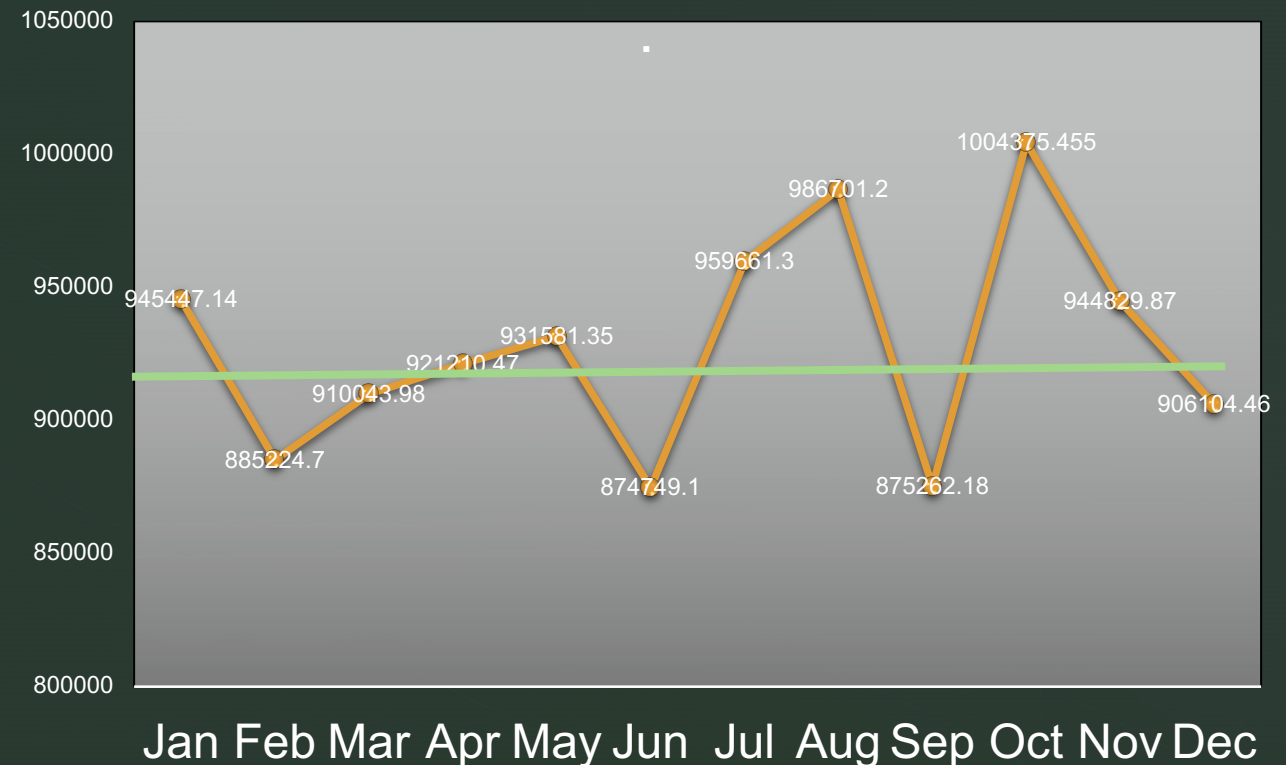
**Revenue Sources**

**Target Audience**

**Recommendations**

# Overview of Revenue

- **\$11,145,191** in Total Revenue
- **July-November** are Highest Revenue Months

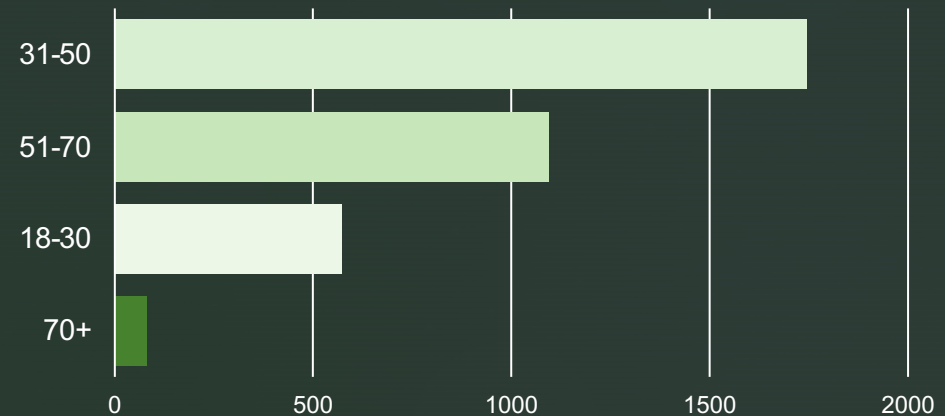


# Age and Wealth

Most Customers are 31-50 and are Most Likely to Have High Net Worth.

*This suggests that our target audience is middle-aged professionals who value fitness and eco-friendliness in their daily lives.*

Most Customers are 31-50



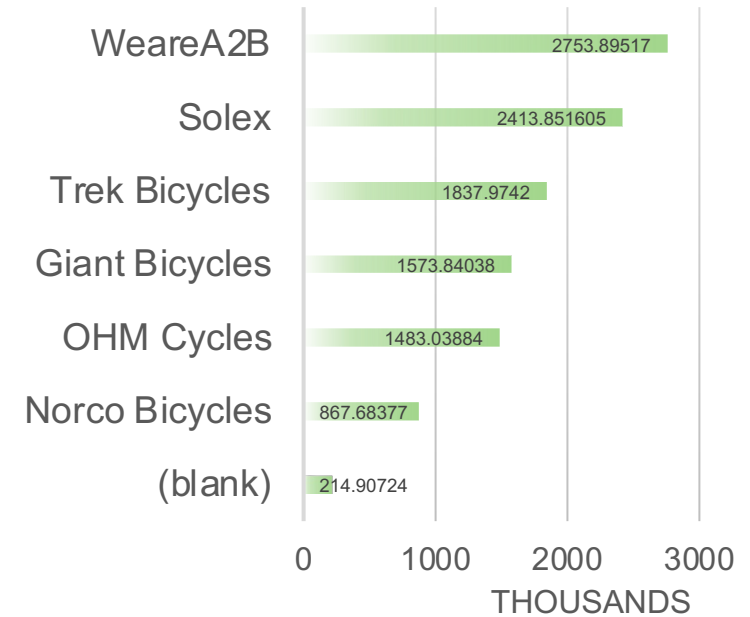
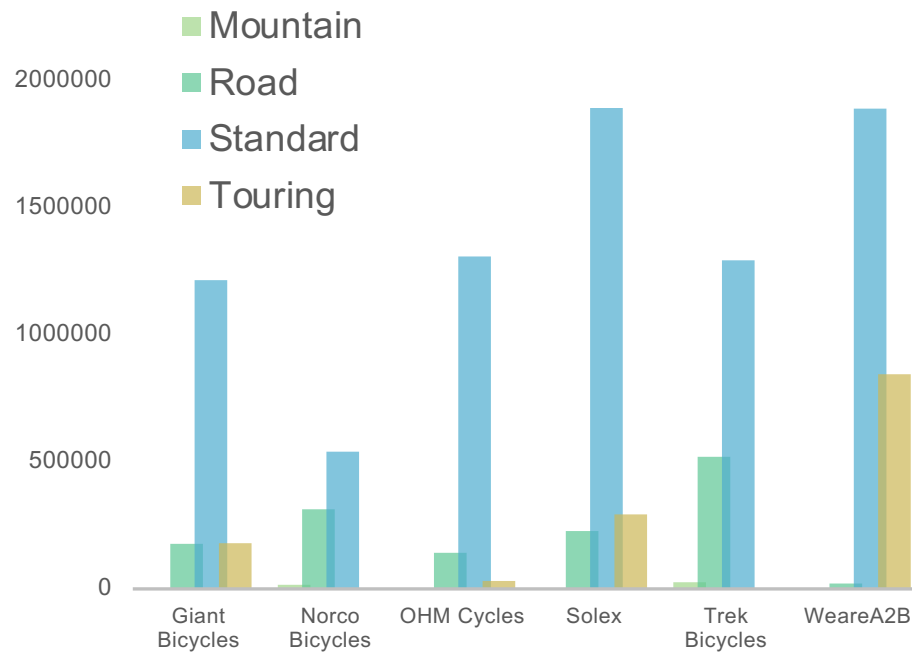
31 -50 are Most Affluent and High Net Worth Clients



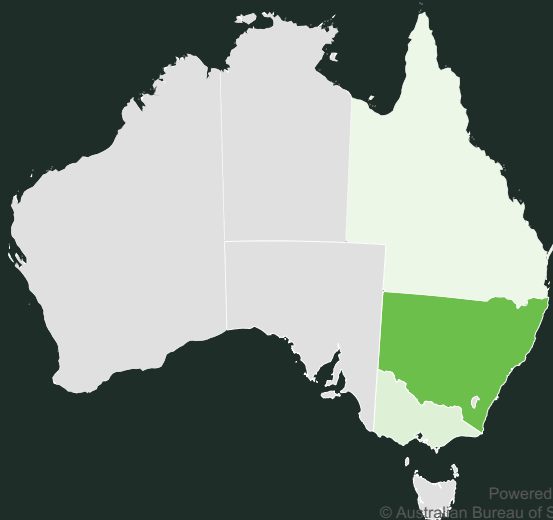
## Best Selling Bicycles



# Standard Model Bikes and the WeareA2B Brand are Driving Sales



# Revenue Sources: New South Wales Drives Profit

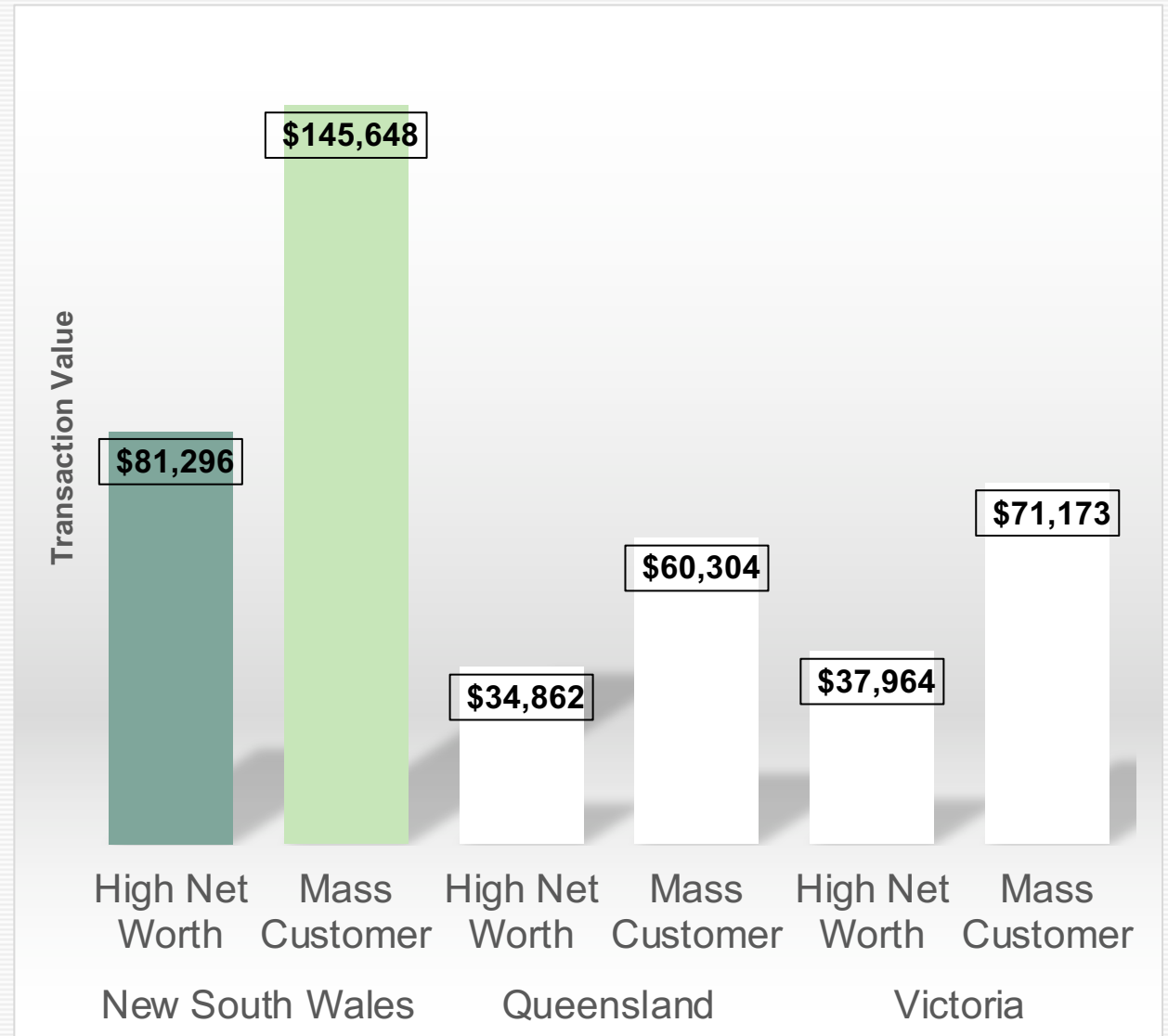


Sum of Spend (List-Standard Cost)

226943.66

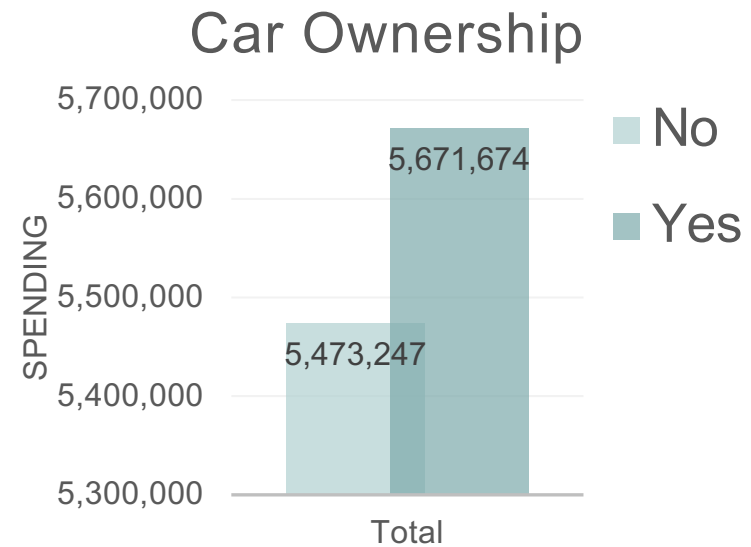
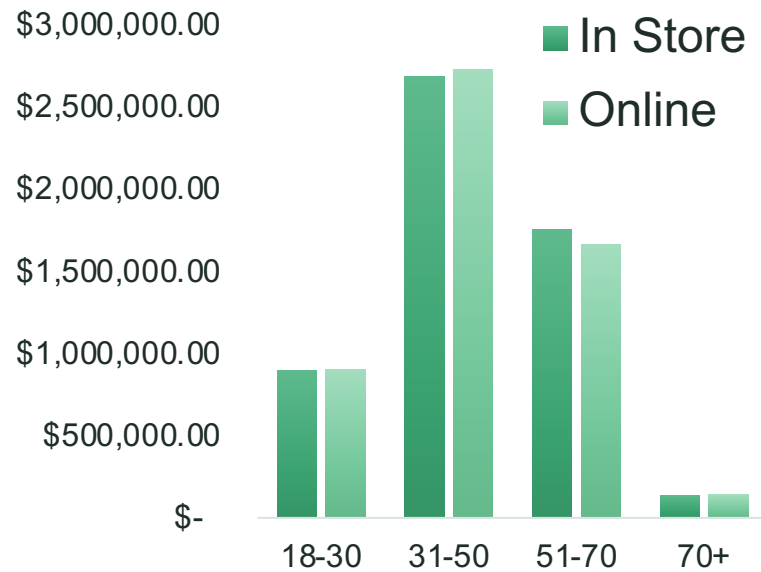
95165.56

Powered by Bing  
© Australian Bureau of Statistics



# Revenue Sources

## Balanced Sales Channels & Impact of Car Ownership on Spending





# Recommendations

Grow	Market	Feature	Push	Target	Focus on
Grow Both Online and In Store Revenues	Market Standard Bikes Rather than Specialized Bikes  Focus on New South Wales	Feature WeareA2B Products	Push Marketing in July – November	Target Demographics: 31-50 age group	Customer Income Distribution: Focus on Middle and Upper-Middle Groups