

**Total Profit** 

\$10.93M

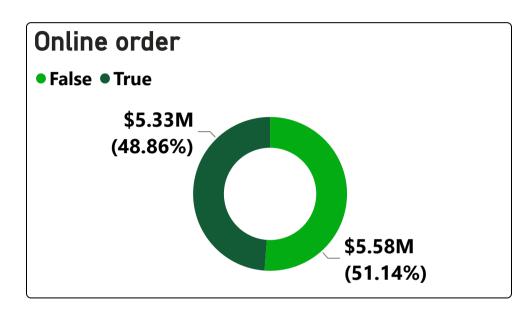
Female

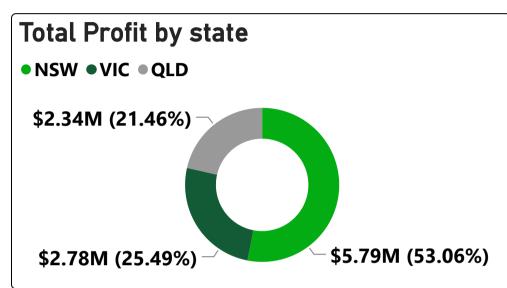
1982

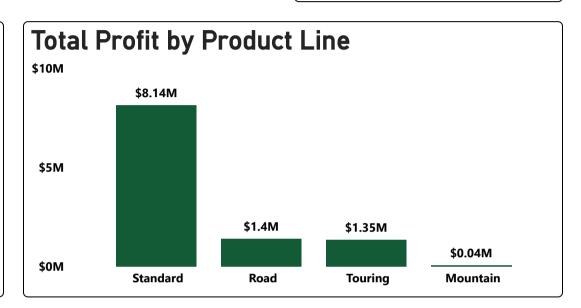
Male

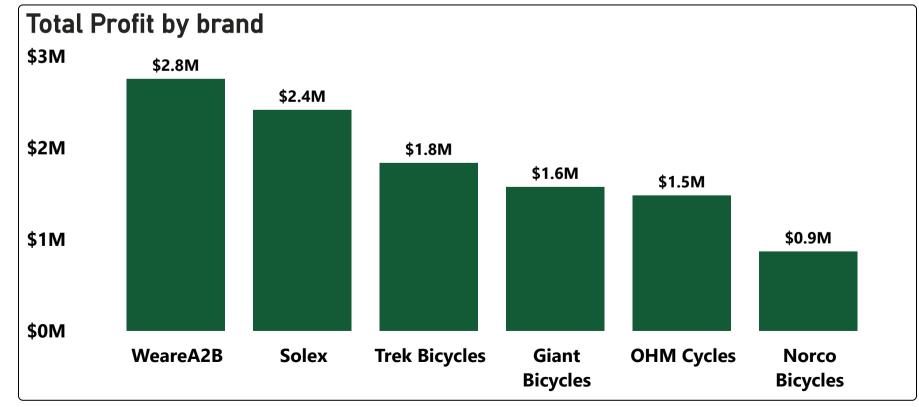
1809

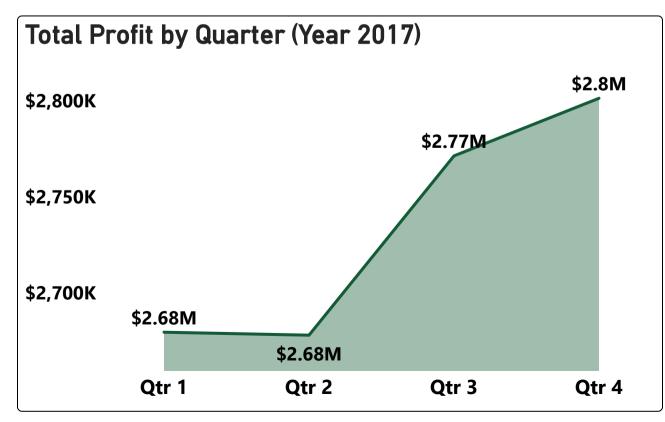
Total Customer 3791





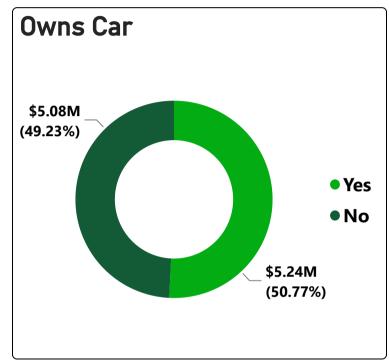


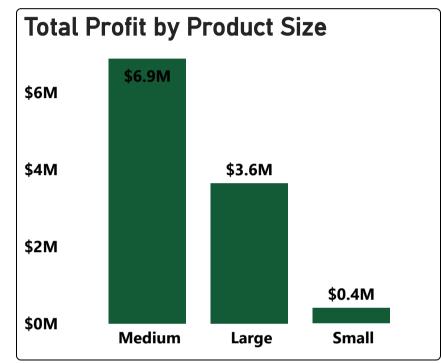


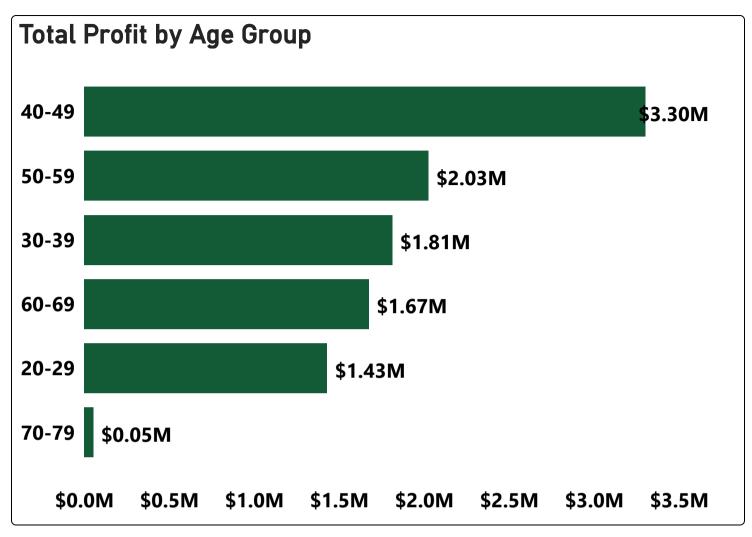


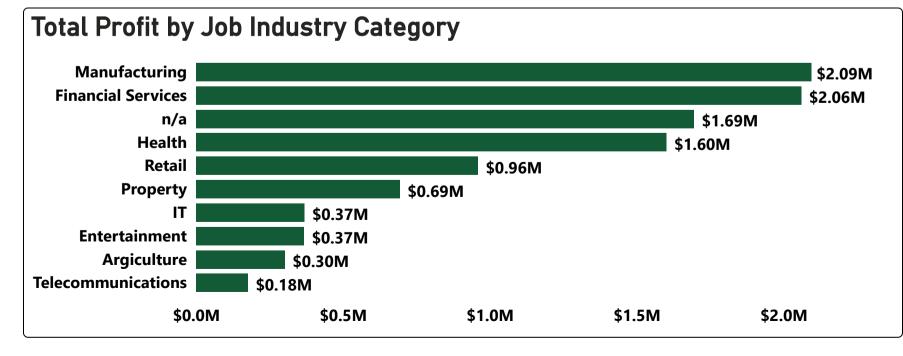


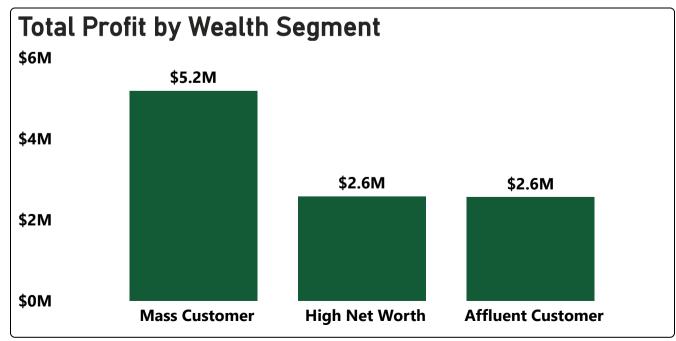
## Country Australia













## **Insights**

- In 2017, we had a total of 3,791 customers. Of those, 1,982 were female and 1,809 were male
- . We made a total profit of \$10.9M. 51% of our sales were in-person, while 48% were online
- New South Wales contributed around 53% of our profit, with Victoria and Queensland at 25% and 21% respectively
- Our top-selling brands are WeareA2B and Solex, and the highest sales come from standard line and medium-sized bicycles.
- The age group 40-49 generated approximately \$5M, followed by the 50-59 age group.
- Our top customers, generating approximately \$2M, are from the manufacturing and financial services industries

## Recommendations

- . We can observe trends such as the distribution of customers by age, sales channel, brands and geographical contribution to profit.
- The customer segment with the highest customer value includes both the manufacturing and financial services industries, generating around \$2M in sales. Additionally, customers in the age group of 40-49 also made a significant contribution, accounting for approximately \$3M in sales.
- For the marketing and growth strategy, I propose implementing the following tactics: Customer Segmentation, Partnerships and Collaborations, Personalization, Customer Retention, Social Media Marketing and Online presence
- To obtain greater insights into customer preferences and propensity to purchase the products, additional external datasets such as customer feedback, social media sentiment analysis, and market research data would be useful.