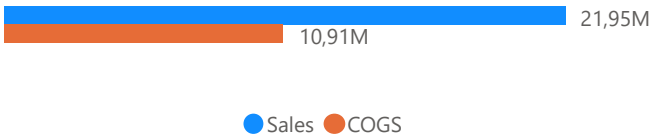


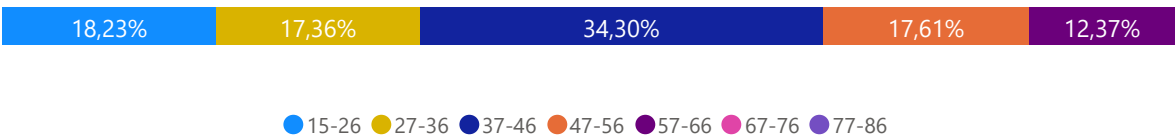
20K
Quantity sold in 2017

4K
Number of Customers

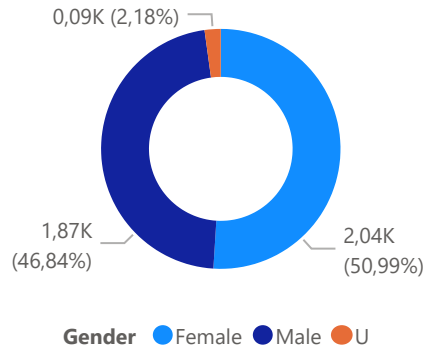
2017 Margin



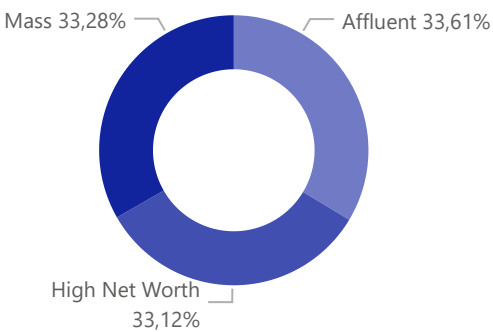
Number of customers by Age Group



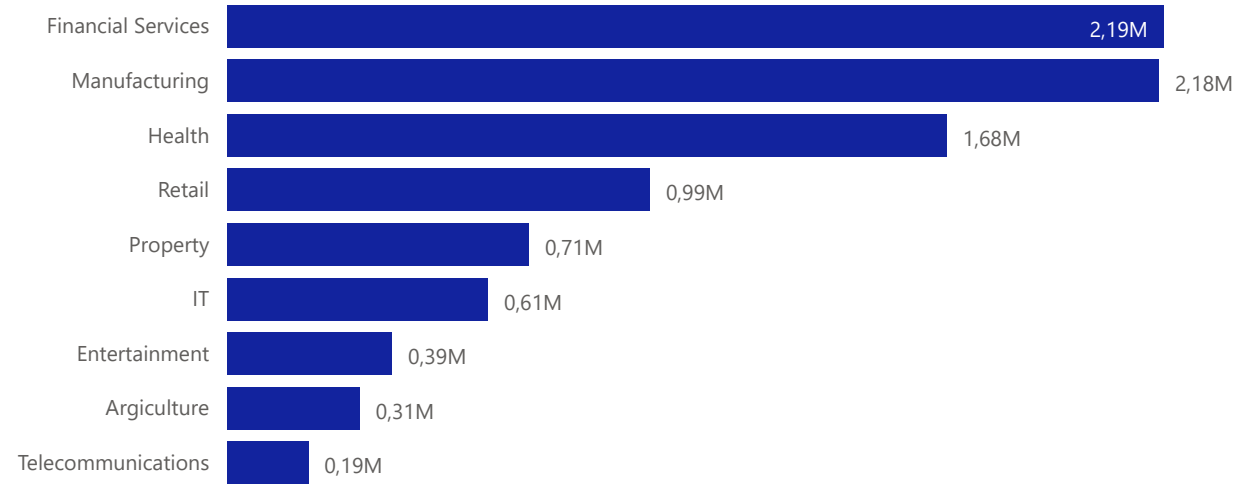
Number of Customers by Gender



Average margin by wealth segment



Profit by Job Industry Category



State by profit (drill down for top 10 postcode by profit)



Top Selling Brands (click on header to sort by column)

Brand	Product Line	Product Size	Product Class	Quantity sold	Average margin	Total profit
WeareA2B	Touring	large	medium	425	1.481,90	629.806,25
Trek Bicycles	Standard	large	medium	668	1.445,45	965.563,78
Solex	Touring	large	medium	206	1.408,91	290.235,46
Trek Bicycles	Road	large	medium	226	1.295,43	292.767,18
WeareA2B	Touring	medium	medium	188	1.103,43	207.444,84
Giant Bicycles	Touring	large	medium	178	1.010,02	179.783,56
Solex	Road	large	medium	180	957,02	172.263,60
WeareA2B	Standard	medium	medium	1932	936,95	1.810.188,74
Trek Bicycles	Standard	medium	low	191	903,11	172.494,01
OHM Cycles	Standard	medium	low	379	886,43	335.955,25
Solex	Standard	medium	low	407	783,40	318.842,50
Giant Bicycles	Standard	large	medium	763	763,34	582.426,06
Trek Bicycles	Road	medium	low	200	745,94	149.188,00
Solex	Standard	large	high	187	737,17	137.850,79
OHM Cycles	Standard	medium	medium	1069	640,94	685.168,65
Solex	Standard	medium	medium	2006	540,16	1.083.565,12
Norco Bicycles	Standard	medium	medium	592	533,92	316.081,36
OHM Cycles	Standard	medium	high	570	486,95	277.559,91
Giant Bicycles	Standard	medium	high	583	475,25	277.069,05
Norco Bicycles	Standard	medium	high	190	459,46	87.297,40
Norco Bicycles	Road	large	medium	216	445,21	96.165,36
Giant Bicycles	Road	medium	medium	381	434,33	165.478,94
Solex	Standard	large	medium	506	401,16	202.984,67
Solex	Standard	medium	high	370	354,86	131.299,64
Giant Bicycles	Standard	medium	medium	798	342,05	272.954,84
Norco Bicycles	Road	large	high	189	309,81	58.554,09
Norco Bicycles	Road	medium	medium	508	304,64	154.757,86