



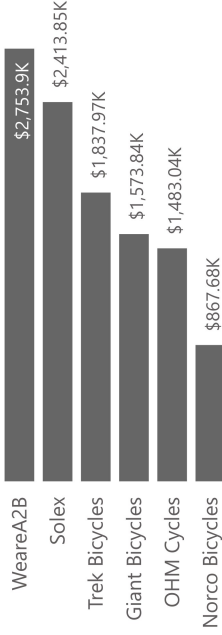
SPROCKET  
CENTRAL

Select all January February March April May June July August September October November December

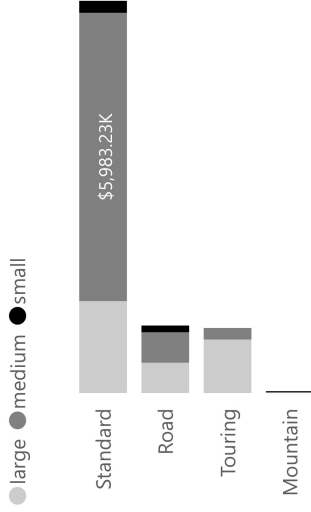
STATE

Select all  
NSW  
QLD  
VIC

PROFIT BY BRAND



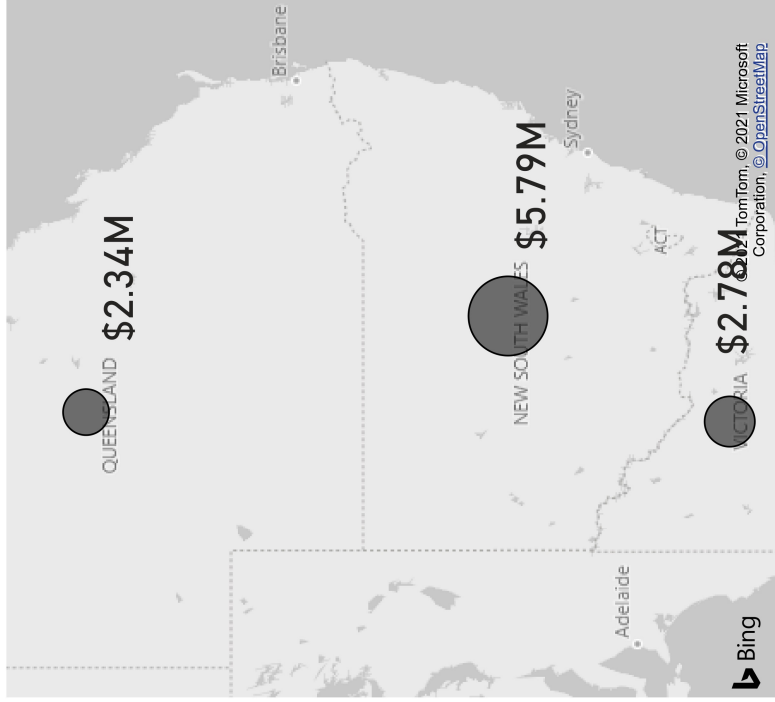
PROFIT BY LINE



PROFIT

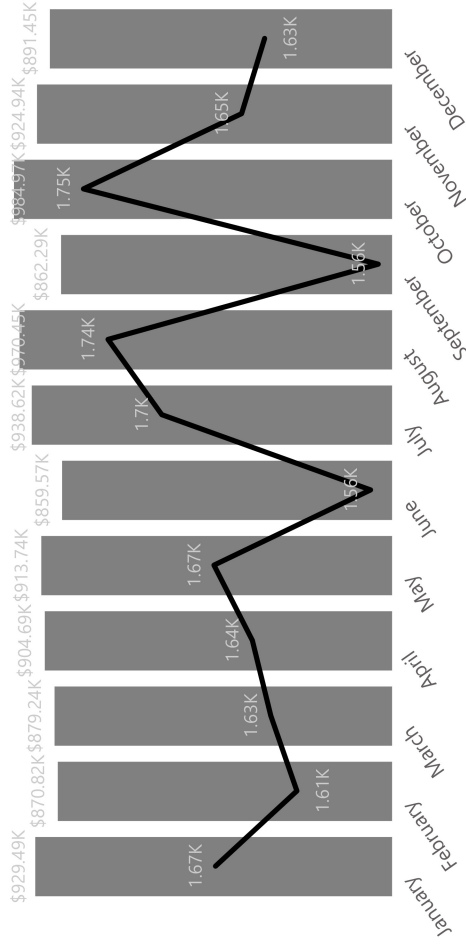
\$10.93M

PROFIT BY STATE



PROFIT BY MONTH

Profit Transactions



TRANSACTIONS

19803

CANCELLED

178

ON LINE

9739

Note: The data and information in this document is reflective of a hypothetical situation and client. This document is to be used for KPMG Virtual Internship purposes only.



# SPRCKET CENTRAL

Select all

January

February

March

April

May

June

July

August

September

October

November

December

## STATE

Select all

NSW

QLD

VIC

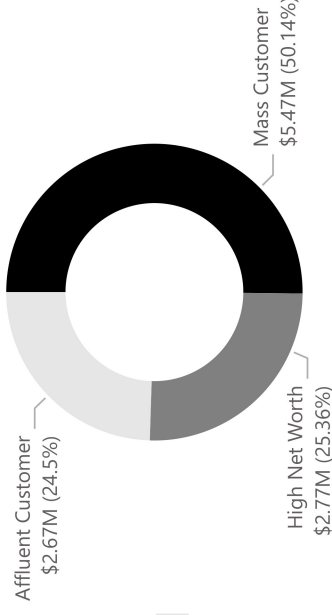
NUMBER of  
CUSTOMERS

3494

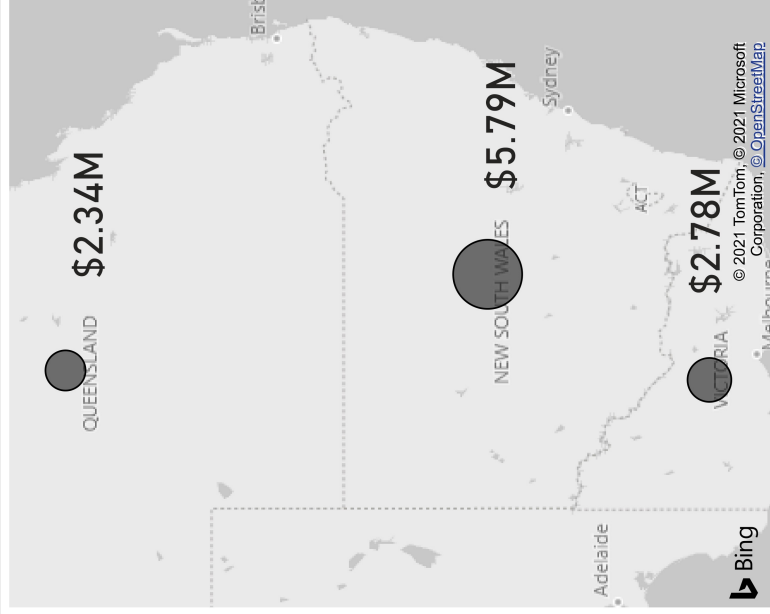
TOTAL SPEND

21.94M

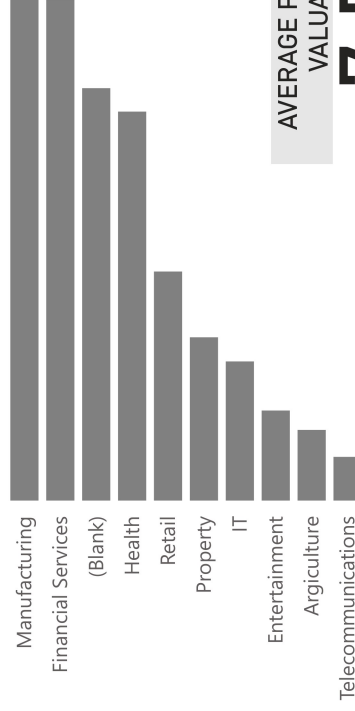
PROFIT BY WEALTH SEGMENT



PROFIT BY STATE



PROFIT BY INDUSTRY CATEGORY



AVERAGE PROPERTY  
VALUATION

7.57

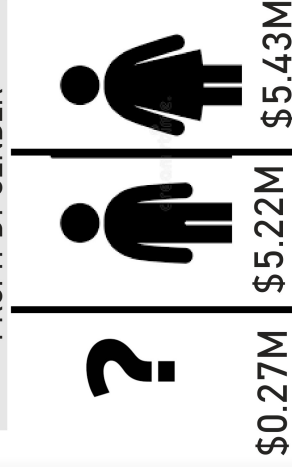
AVERAGE AGE

43.37

AVERAGE TENURE

10.65

PROFIT BY GENDER



OWNS CAR

Yes

50.59%

No

49.41%

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