



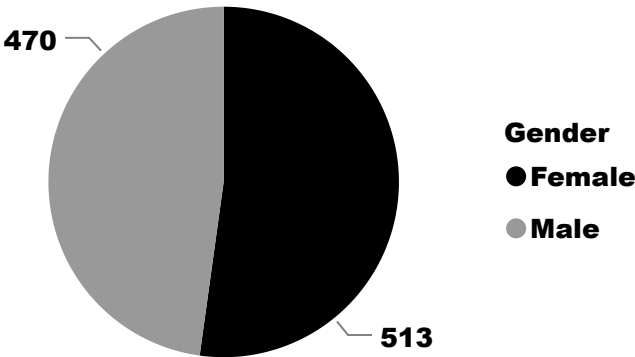
NEW CUSTOMERS DASHBOARD

TOTAL BIKE RELATED PURCHASES IN THE LAST 3 YEARS

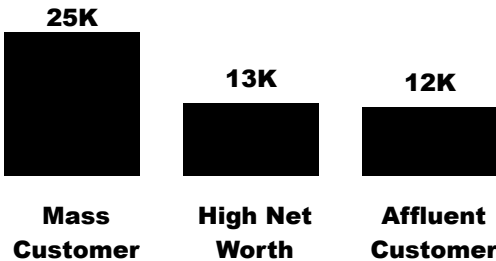
50K

first_name	gender	AGE	job_industry_category	bike_related_purchases
Theresa	Female	47	Manufacturing	99
Selle	Female	45	Health	98
Bertine	Female	39	Financial Services	85
Winnifred	Female	47	Financial Services	83
Ajay	Female	44	Manufacturing	80
Dorian	Male	43	Financial Services	78
Darlleen	Female	43	Health	77
Amabel	Female	42	Financial Services	71
Tristam	Male	38	Financial Services	70
Kort	Male	44	Health	66

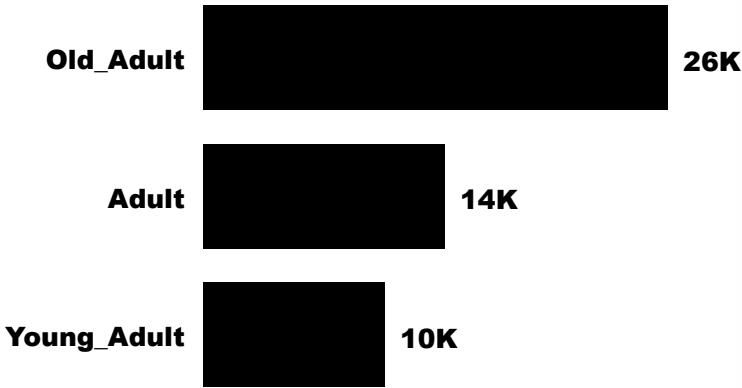
Car owners by Gender



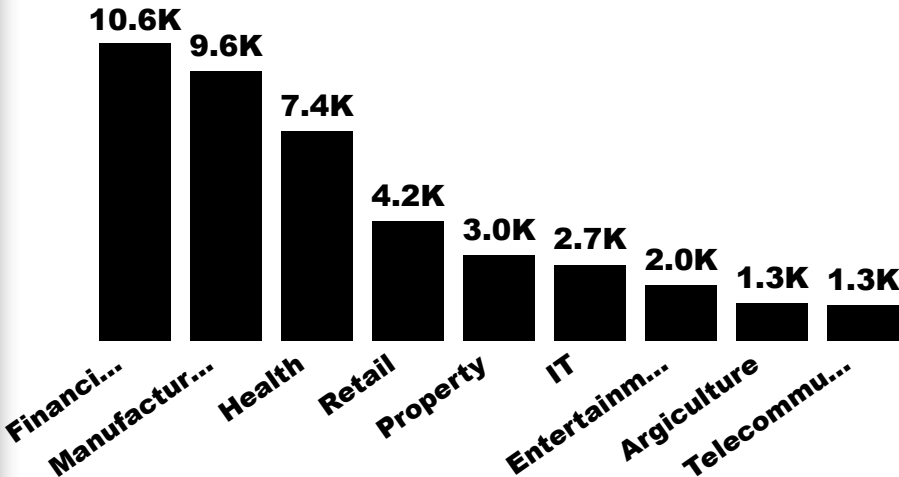
Bike related Purchases by Wealth Segment



Bike related Purchases by Age Bracket



Past 3years Bike related Purchases by Job Industry



Bike related Purchases by States

