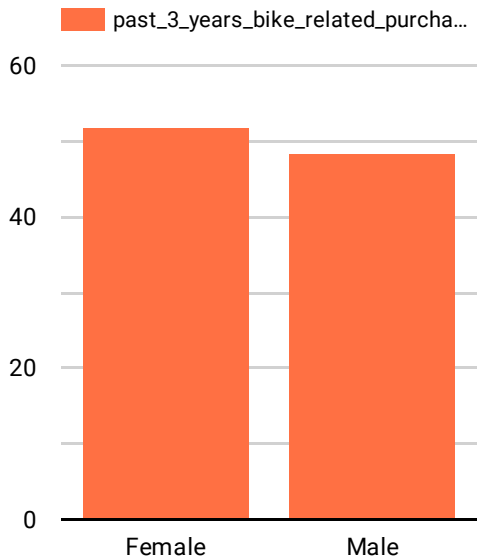


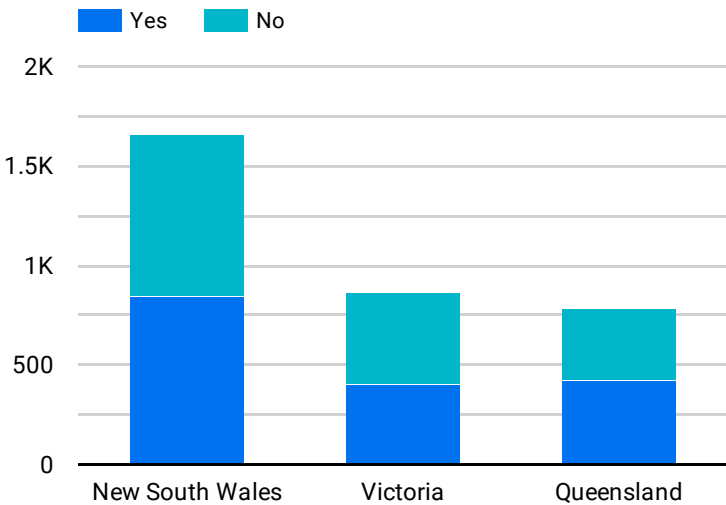
Total Transactions Made by Level 5 Customers  
3,300

Total Level 5 Customers  
391

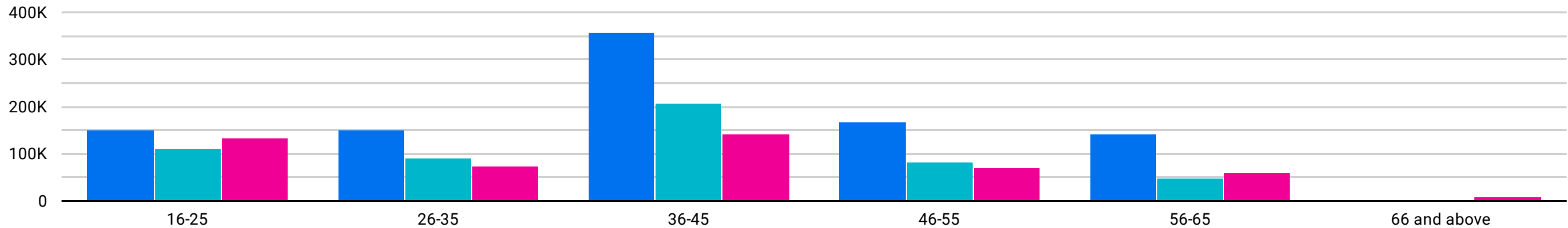


Female Customers  
186

Male Customers  
205



Mass Customer High Net Worth Affluent Customer



	first_name...	wealth_segmn...	state	job_title	job_industry_catego...	gender	age	past_3_years_bike_related_purchases
1.	Wilone	High Net Worth	NSW	null	Manufacturing	Female	40	22
2.	Therese	Mass Customer	NSW	Food Chemist	Health	Female	42	30
3.	Sybilla	Mass Customer	NSW	Paralegal	Financial Services	Female	36	88
4.	Sharron	High Net Worth	NSW	null	Financial Services	Female	43	62
5.	Selle	Mass Customer	NSW	Social Worker	Health	Female	45	98
6.	Patricia	Mass Customer	NSW	Director of Sales	Health	Female	45	34