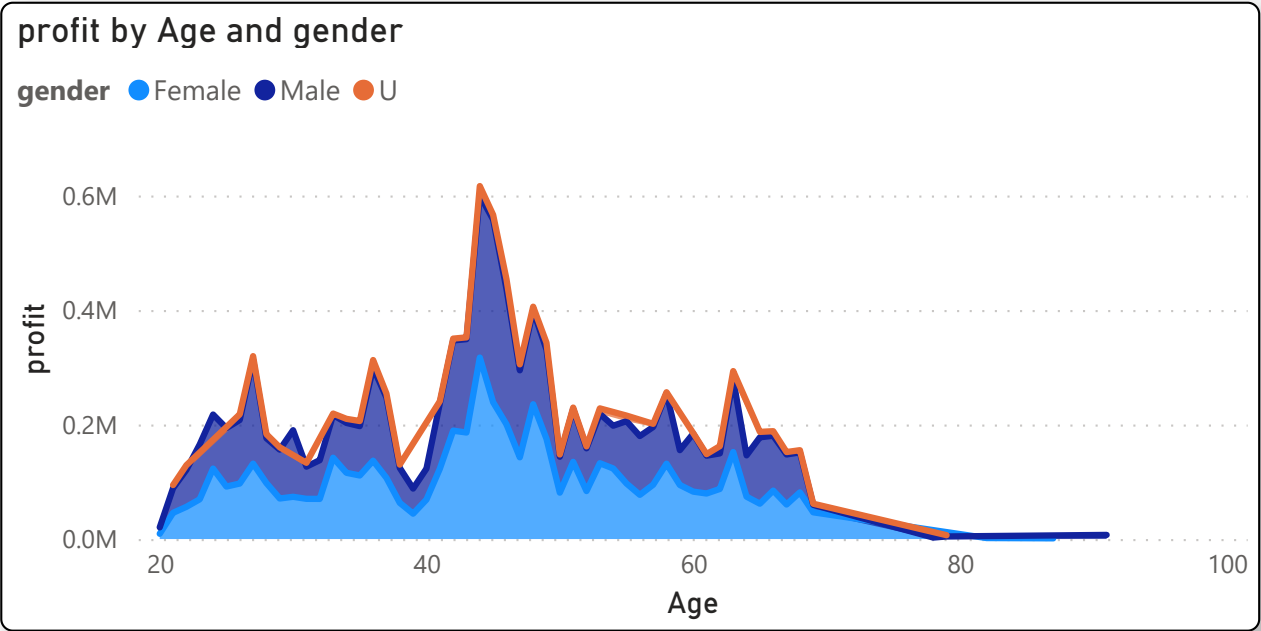


Wealth segments, gender and average age

Female gender	44.73 Average of Age	Affluent Customer wealth_segment
Female gender	44.64 Average of Age	High Net Worth wealth_segment
Female gender	45.28 Average of Age	Mass Customer wealth_segment
Male gender	44.39 Average of Age	Affluent Customer wealth_segment
Male gender	45.46 Average of Age	High Net Worth wealth_segment



Job Industry Category

- ☐ Argiculture
- ☐ Entertainment
- ☐ Financial Services
- ☐ Health
- ☐ IT
- ☐ Manufacturing
- ☐ Property
- ☐ Retail
- ☐ Telecommunications

Transaction Month

1 12

State

- ☐ NSW
- ☐ QLD
- ☐ VIC

Age

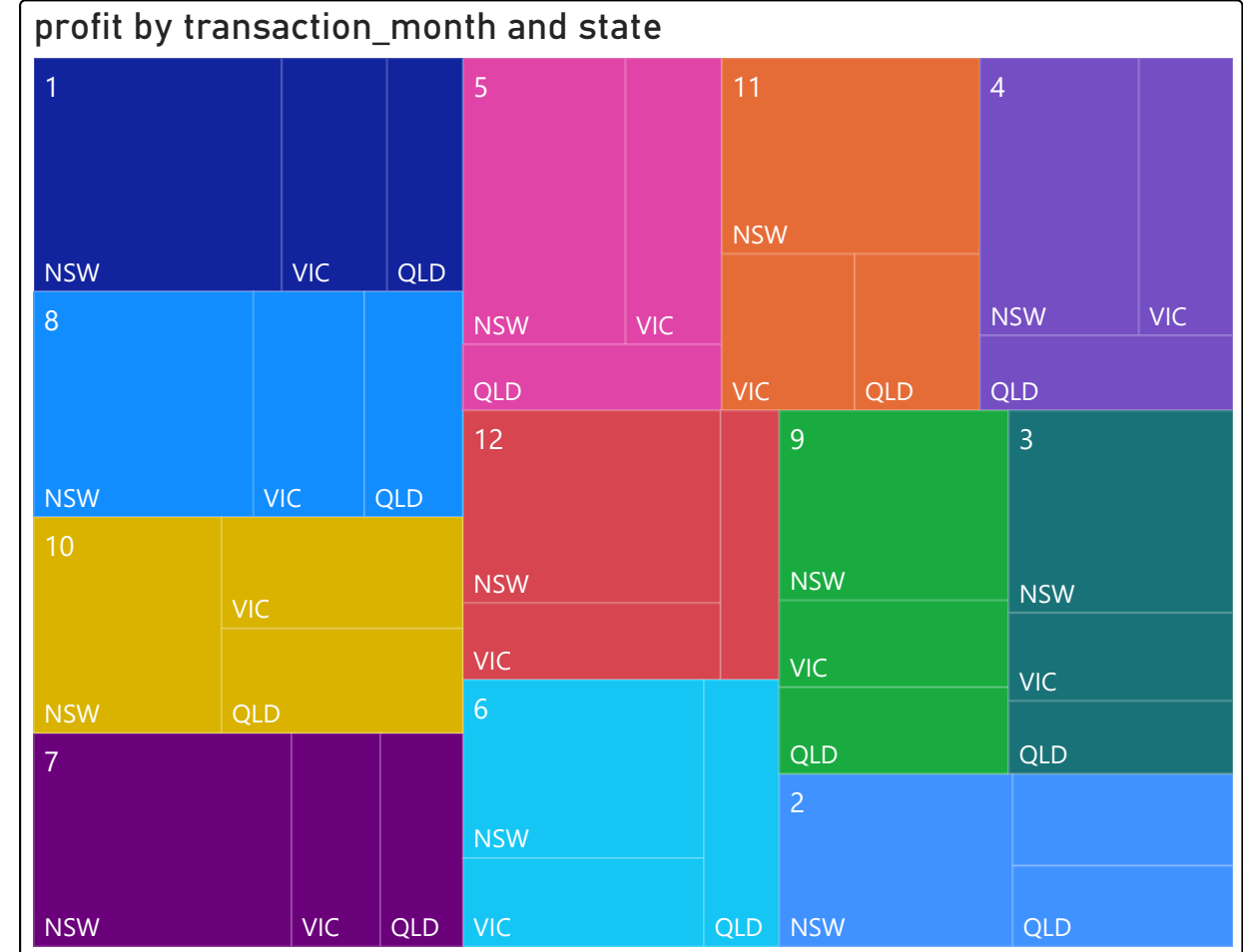
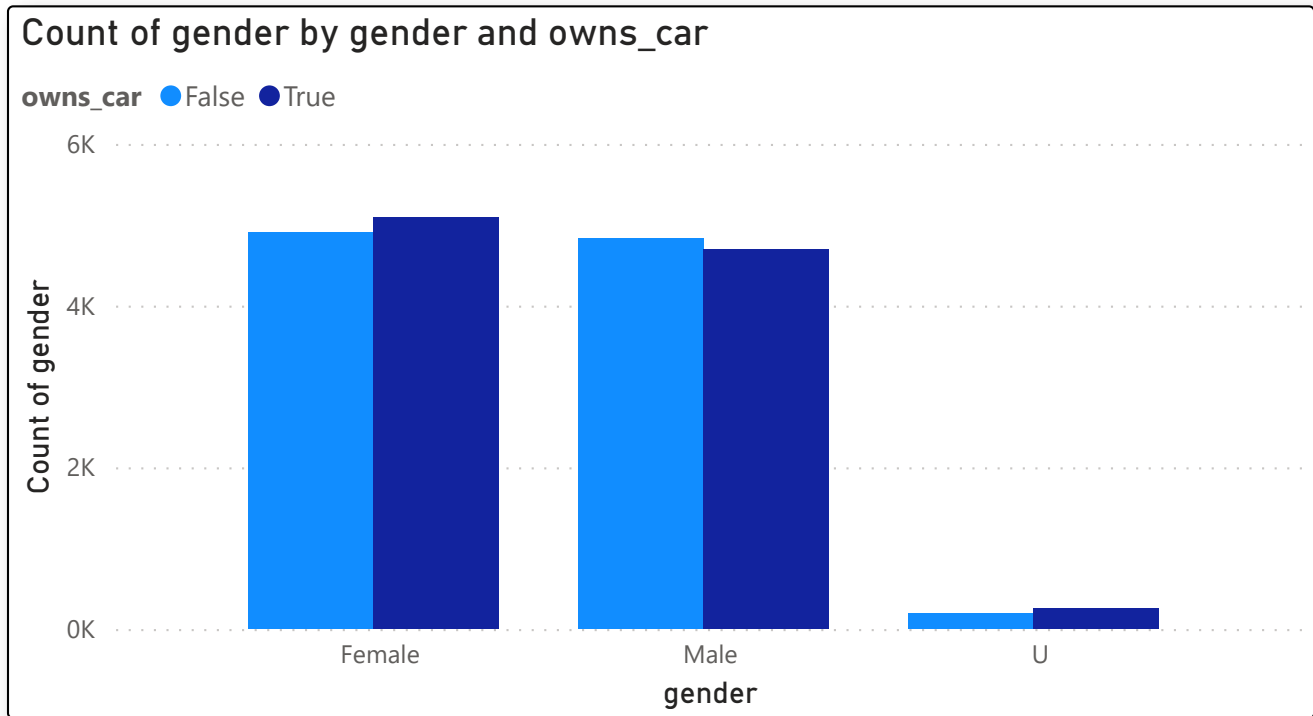
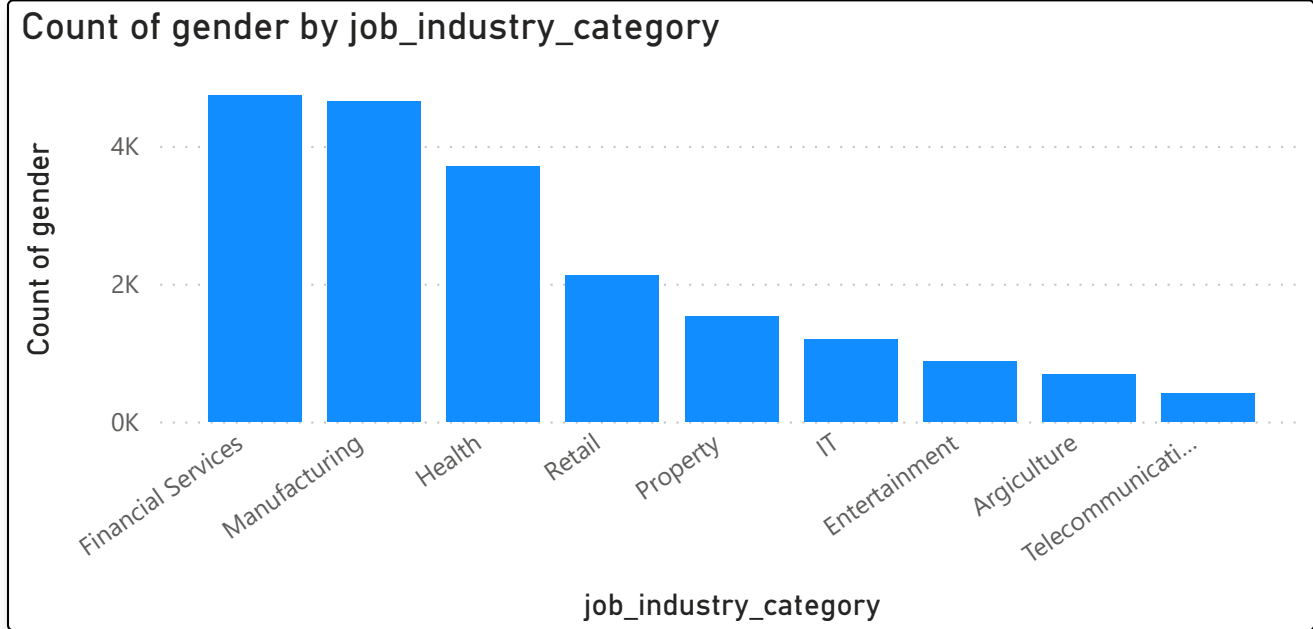
20 91

Gender

- ☐ Female
- ☐ Male
- ☐ U

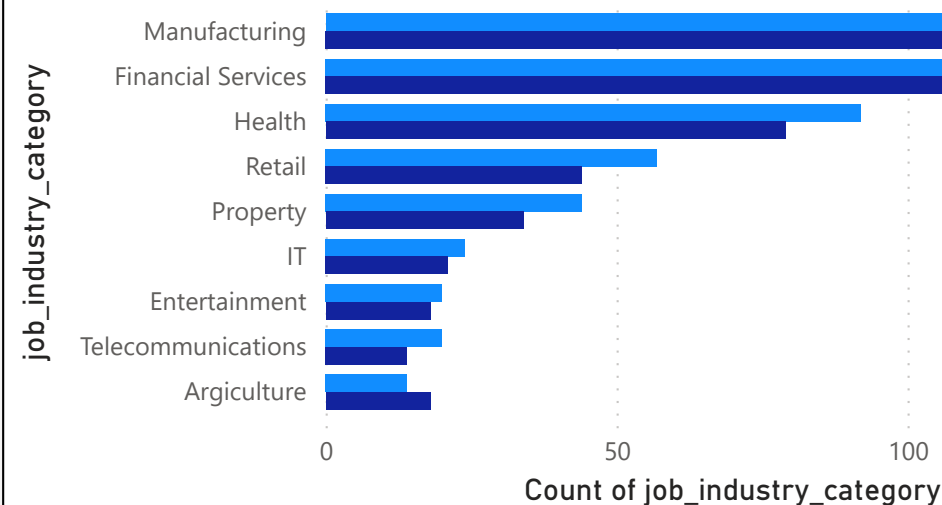
Wealth Segment

All



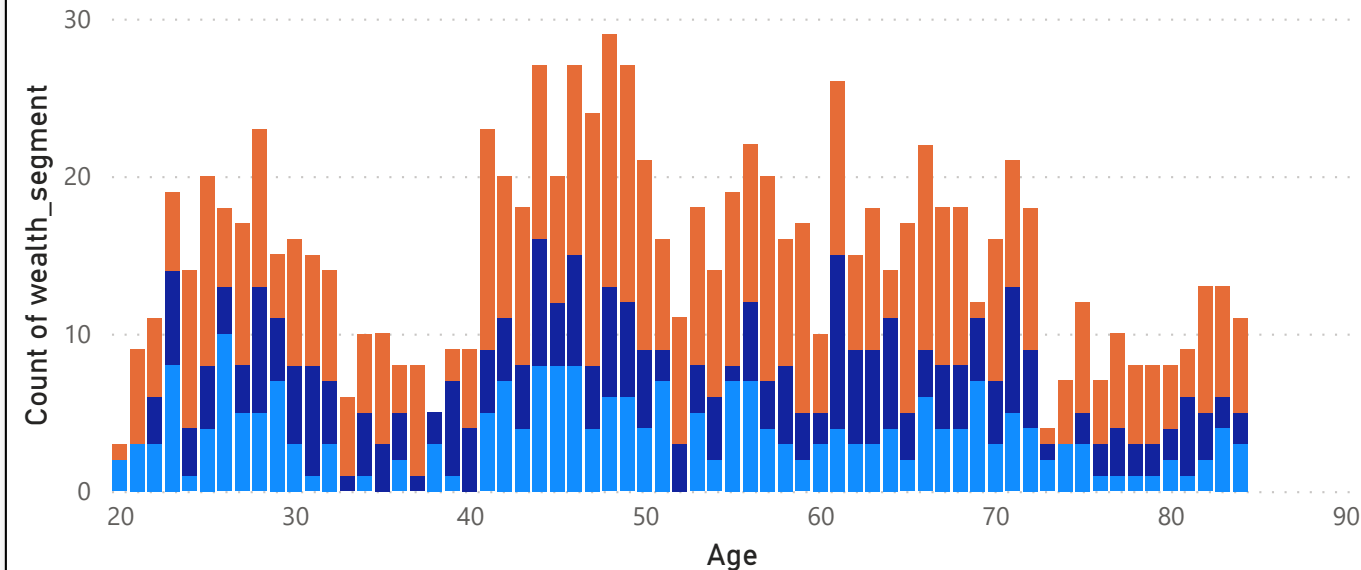
Count of job_industry_category by job_industry_category and gender

gender ● Female ● Male



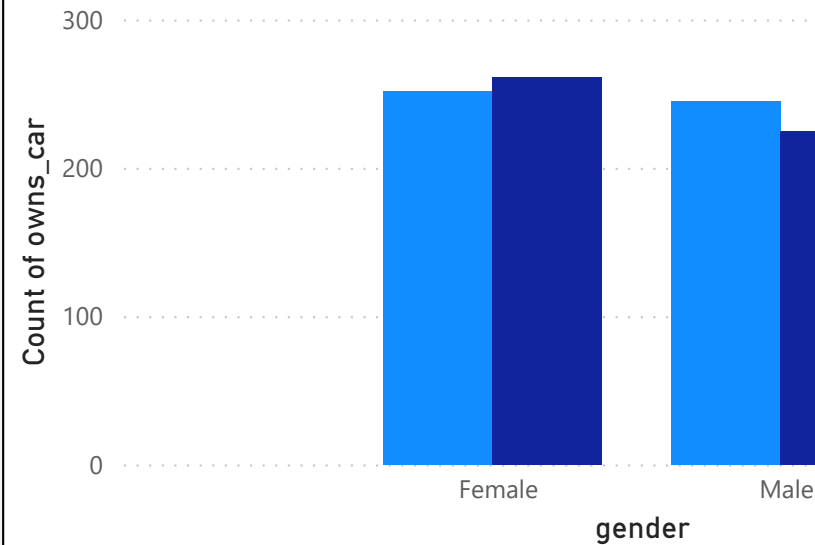
Count of wealth_segment by Age and wealth_segment

wealth_segment ● Affluent Customer ● High Net Worth ● Mass Customer



Count of owns_car by gender and owns_car

owns_car ● No ● Yes



Target Customer

SPROCKET
CENTRAL