

# SPROCKET CENTRAL

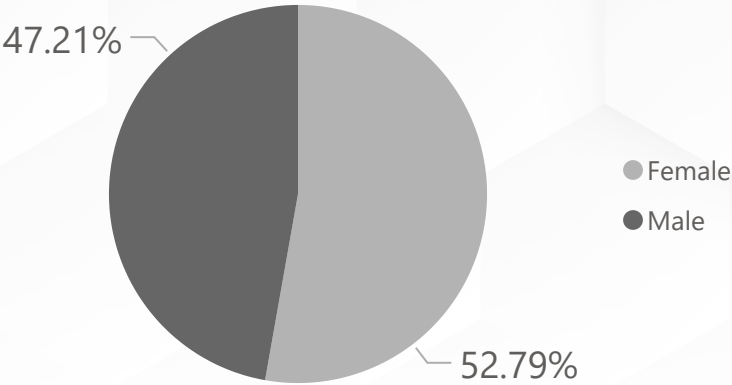
Total Bike Related Purchases Made By Male

11894

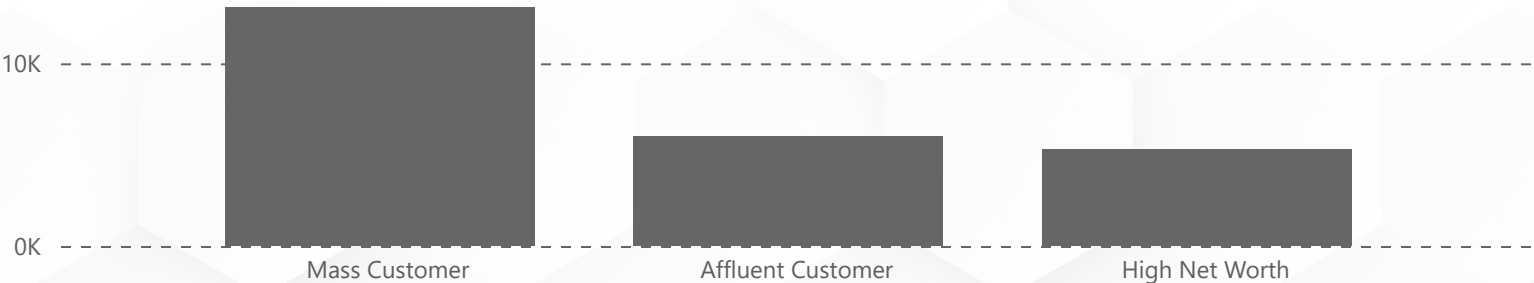
Total Bike Related Purchases Made By Female

12428

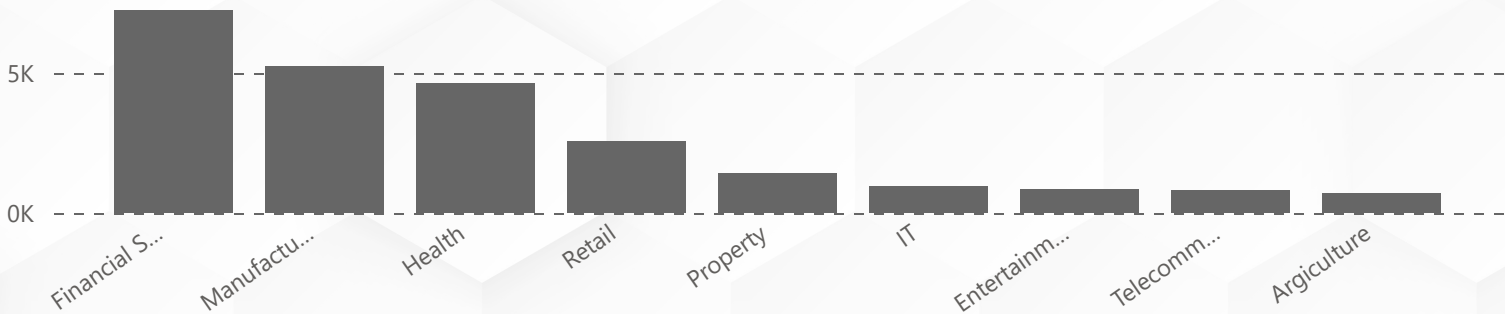
Percentage of M & F aged 38-47 that do not own a car



## Bike Related Purchases Based on Customer Segment



## Bike Related Purchases by Industry



First Name	Gender	Job Industry Category	Owns Car	Age	Wealth Segment	State	Total Bike Related Purchases
Wyndham	Male	Manufacturing	No	43	Mass Customer	VIC	1
Leisha	Female	Financial Services	Yes	47	Mass Customer	VIC	3
Daryl	Female	Financial Services	Yes	44	Mass Customer	NSW	12
Brendis	Male	Manufacturing	No	45	Mass Customer	NSW	12
Rutledge	Male	Financial Services	No	46	Mass Customer	NSW	23
Colene	Female	Financial Services	No	38	Mass Customer	VIC	24
Aldin	Male	Financial Services	No	42	Mass Customer	NSW	24
Fitzgerald	Male	Health	Yes	44	Mass Customer	VIC	25
Total				1182			1278