SPROCKET CENTRAL

Gender Disrtibution of Customers

Female — 10K
Male — 10K
U — 0K

0K   10K
Number of Customers
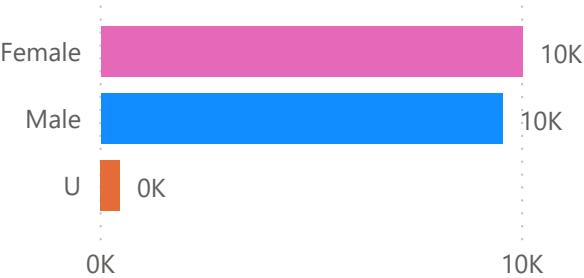
Distribution of Age Group

Age Category
- 50
- 40
- 60
- 30
- 70
- 20
- 80
- 90

Customer Segmentation

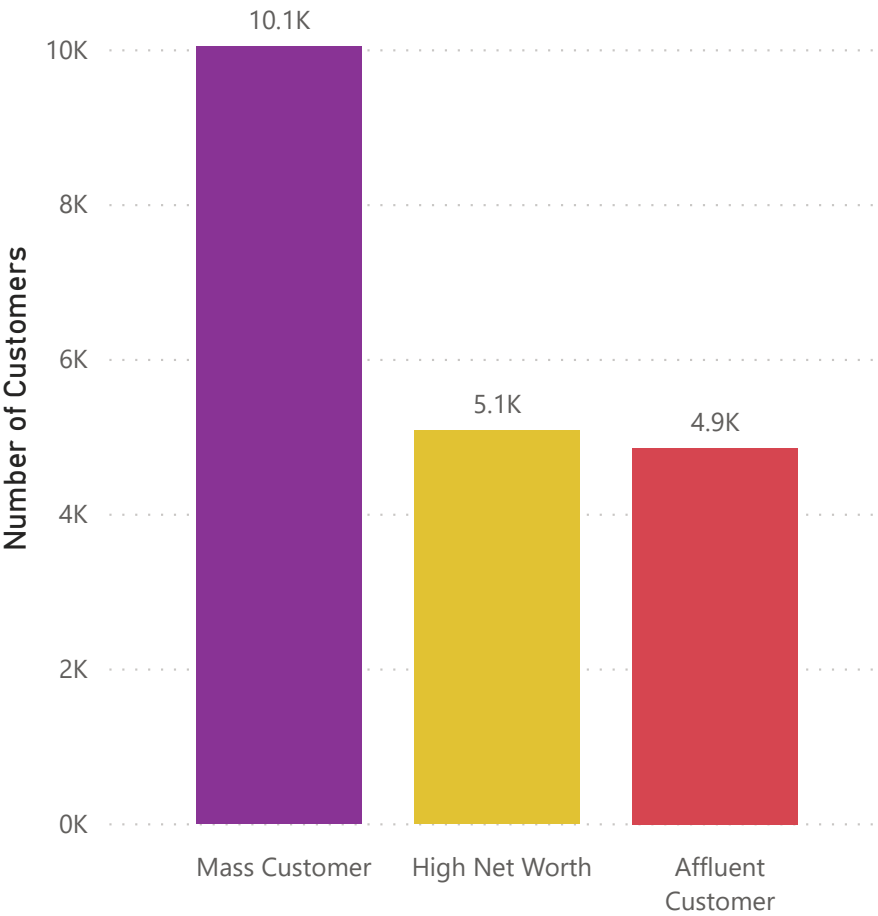Bronze — 969
Gold — 861
Platinum — 829
Silver — 827

Wealth Segmentation

Number of Customers

10.1K — Mass Customer
5.1K — High Net Worth
4.9K — Affluent Customer

10K
8K
6K
4K
2K
0K
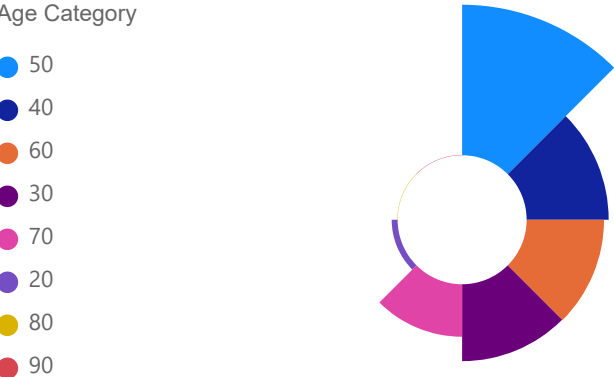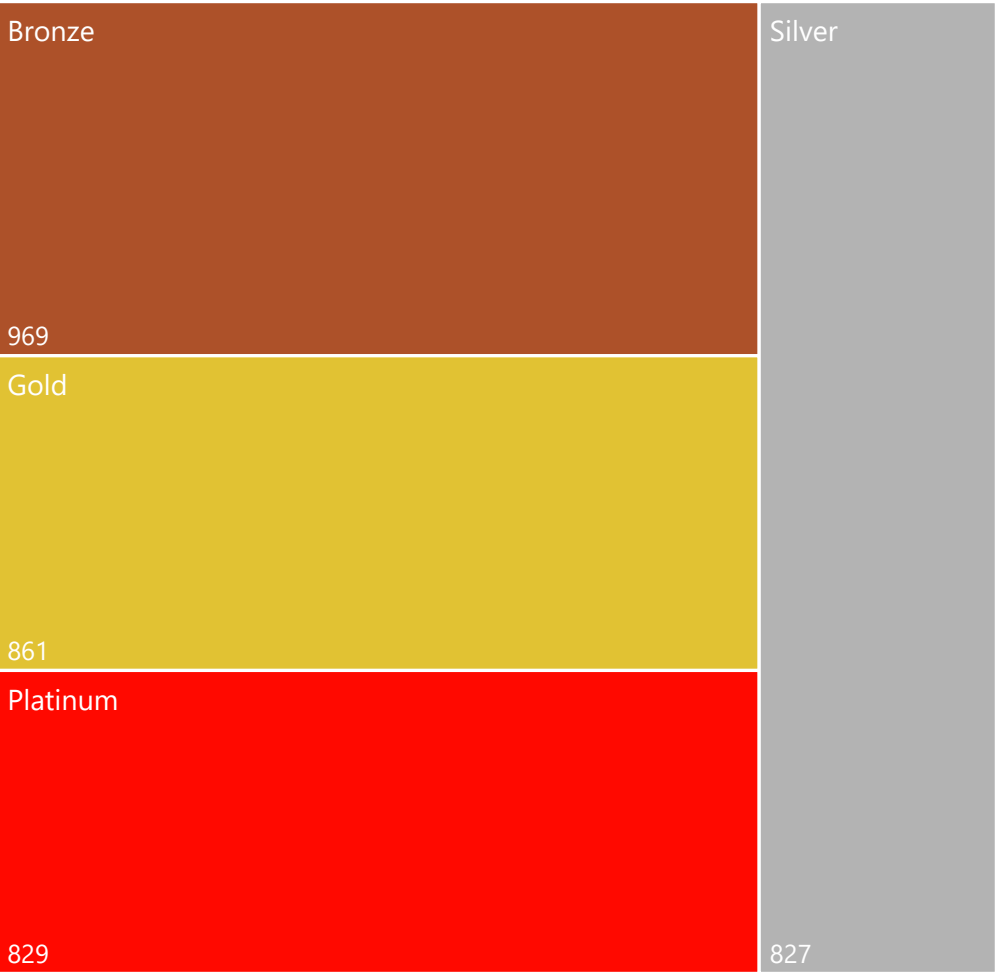
Total Profit across Customer Segments

Bronze 2.18M
Platinum 3.2M
Silver 2.71M
Gold 3.05M
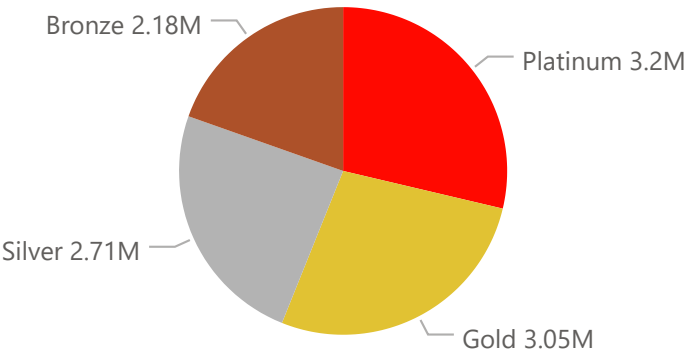
Product Line Distribution across Customers

Number of Customers

4K
3K
2K
1K
0K

Standard   Road   Touring   Mountain

Product Line

Customer Title
- Bronze
- Gold
- Platinum
- Silver