



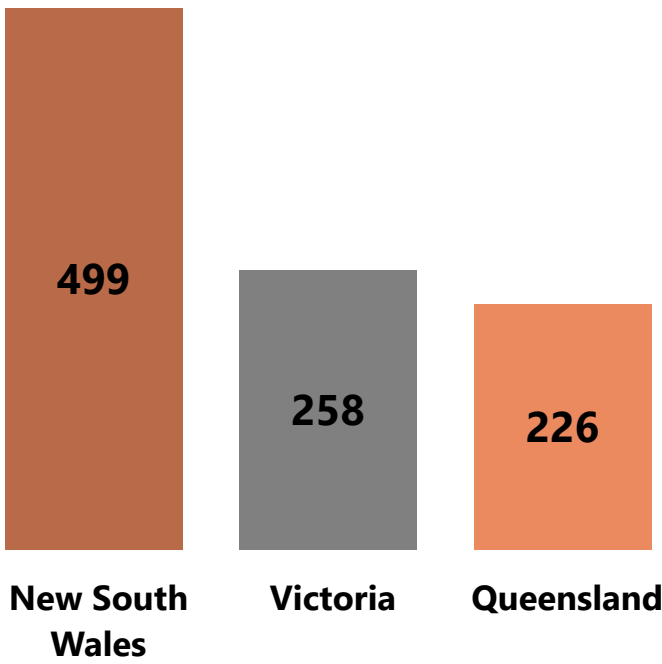
983
Total Customers

49K
Total Bike Purchase

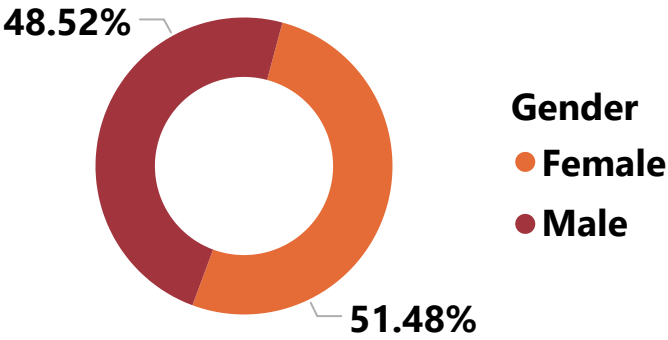
11
Average Tenure

Affluent Customer	High Net Worth	Mass Customer
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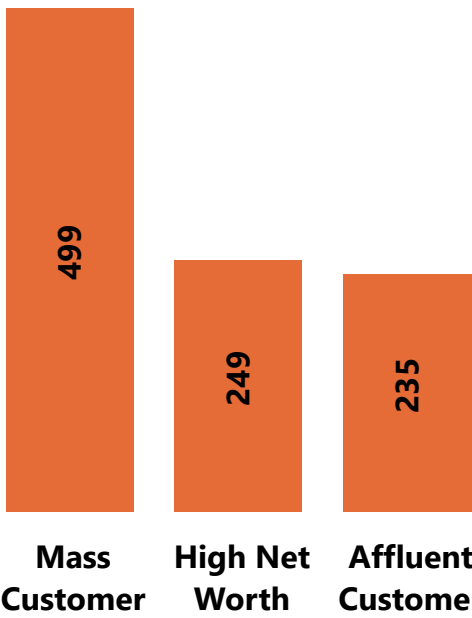
Geographical Distribution of Customers



Total Bike Purchase by Gender



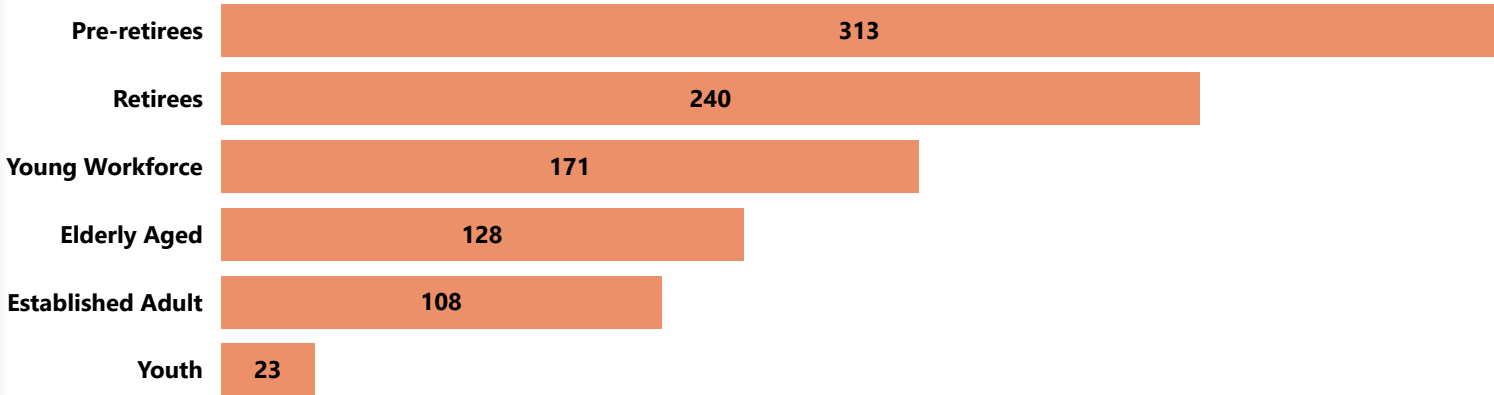
Customer Segmentation by Wealth Tier



Age Group Age Category

18-25	Youth
26-35	Young Workforce
36-45	Established Adult
46-60	Pre-retirees
61-74	Retirees
75+	Elderly Aged

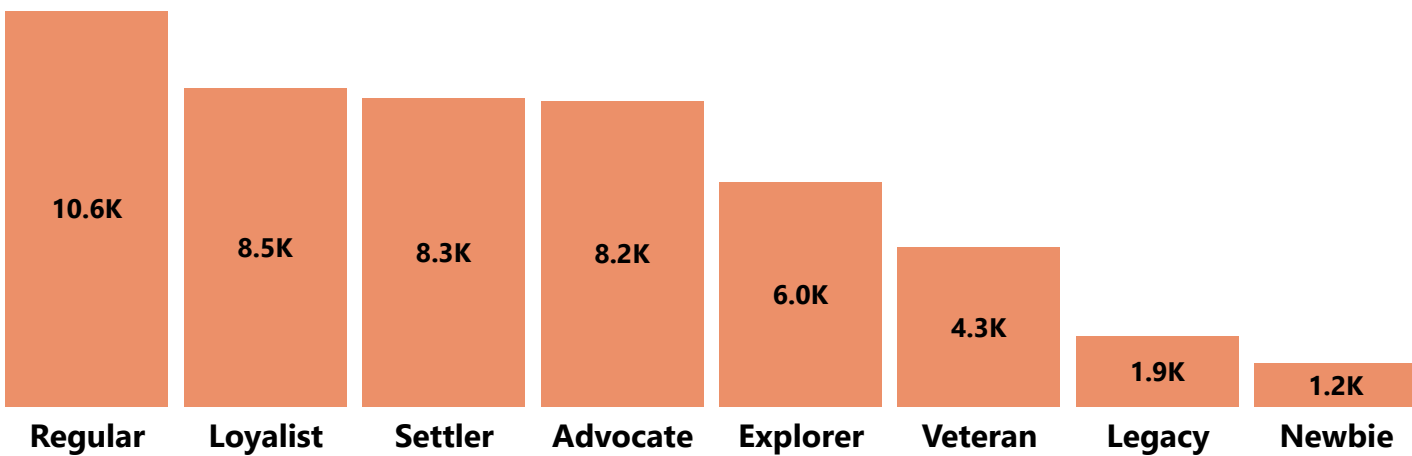
Customer Distribution by Age Category



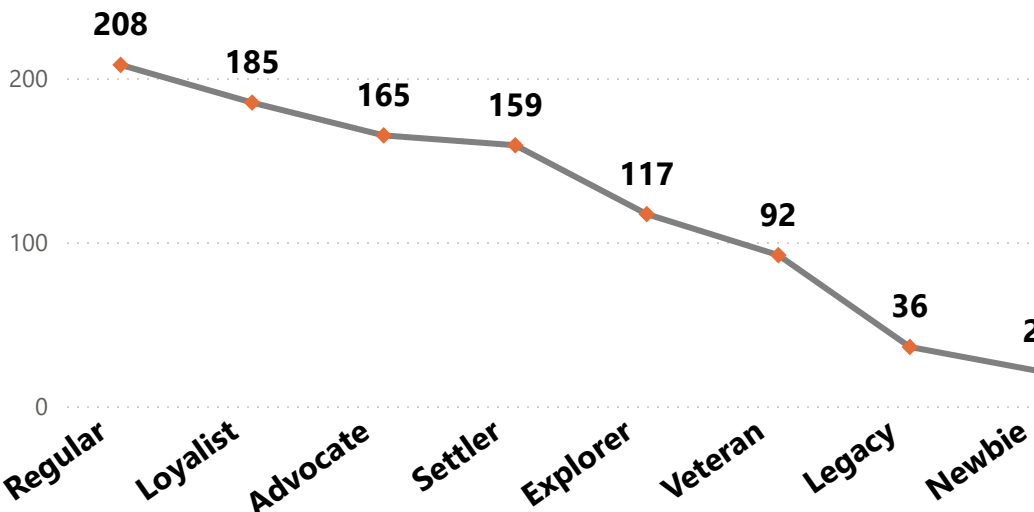
Tenure Range (Months) Tenure Bucket

0-2	Newbie
12-14	Loyalist
15-17	Advocate
18-20	Veteran
21+	Legacy
3-5	Explorer
6-8	Settler
9-11	Regular

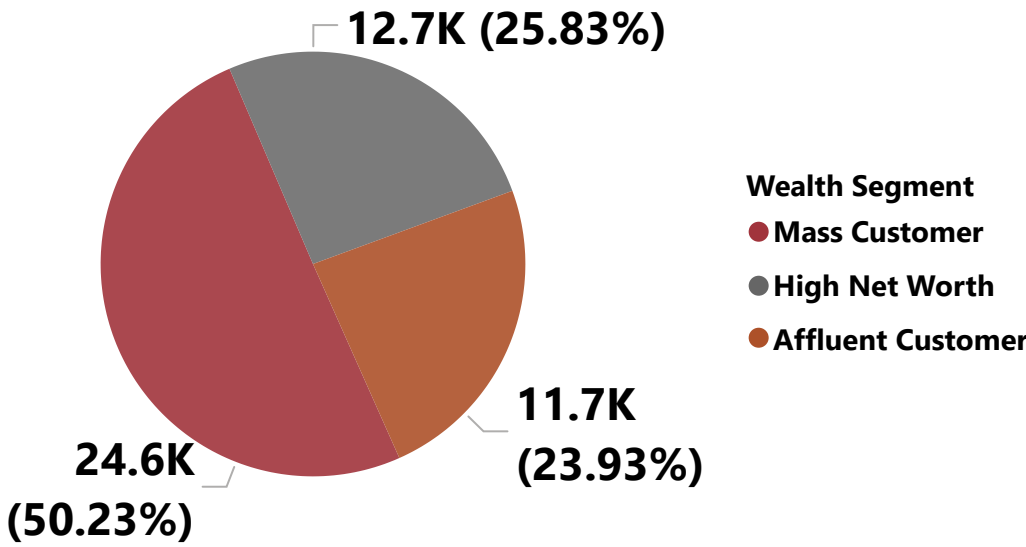
Bike Purchases by Customer Tenure Segments



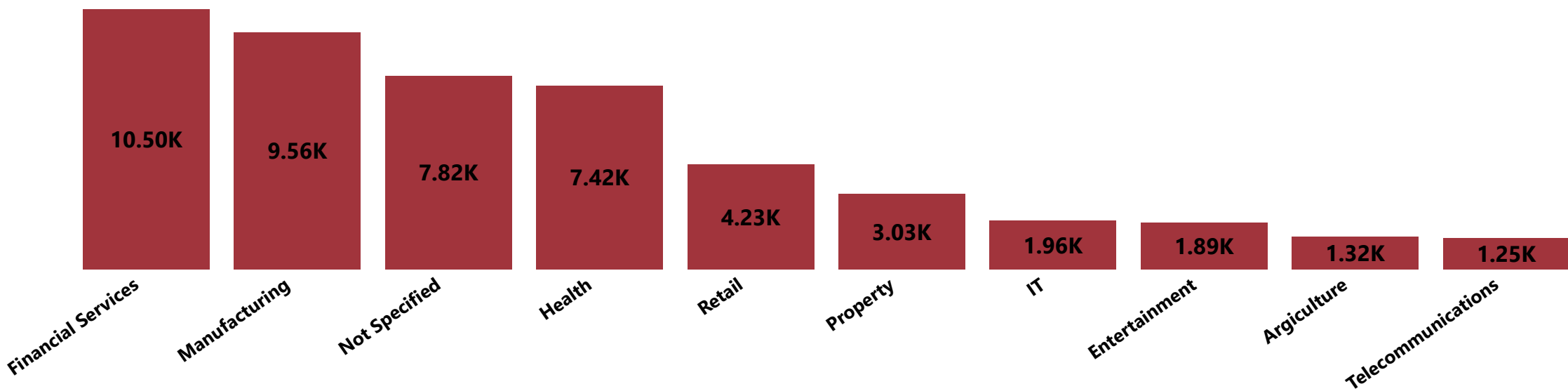
Customer Count Across Tenure Buckets



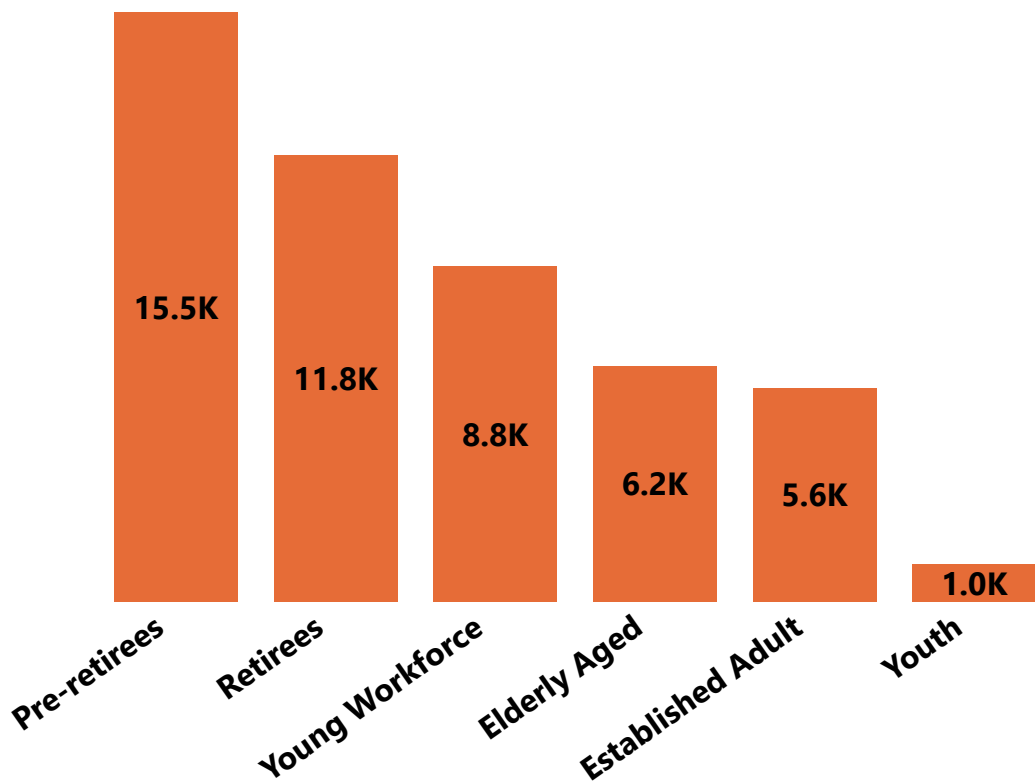
Purchasing Behavior by Wealth Segment



Bike Purchases by Employment Industry



Bike Purchases Across Age Demographics



Bike Sales by State Location

