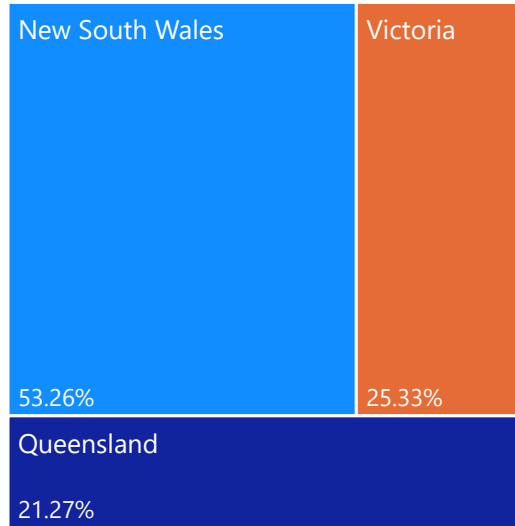
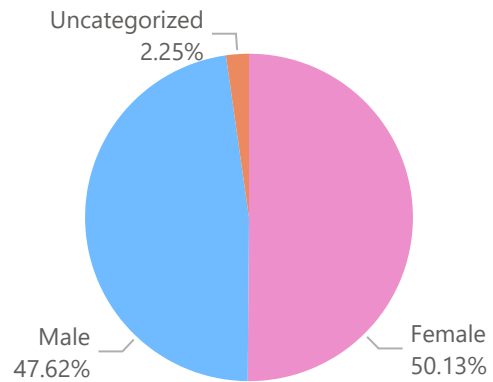


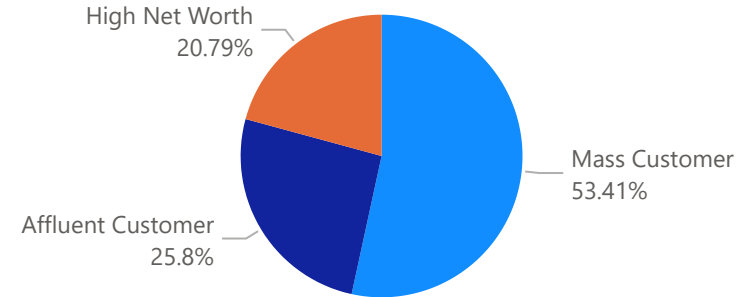
### Total Transactions by State



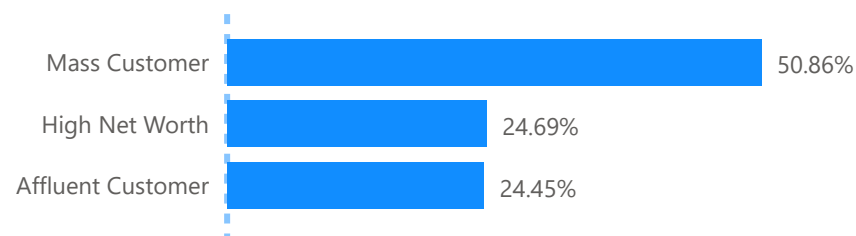
### Total Transactions by gender



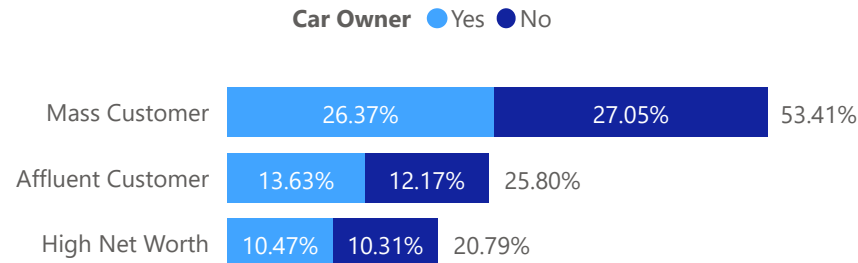
### Total Transactions by Wealth Segment



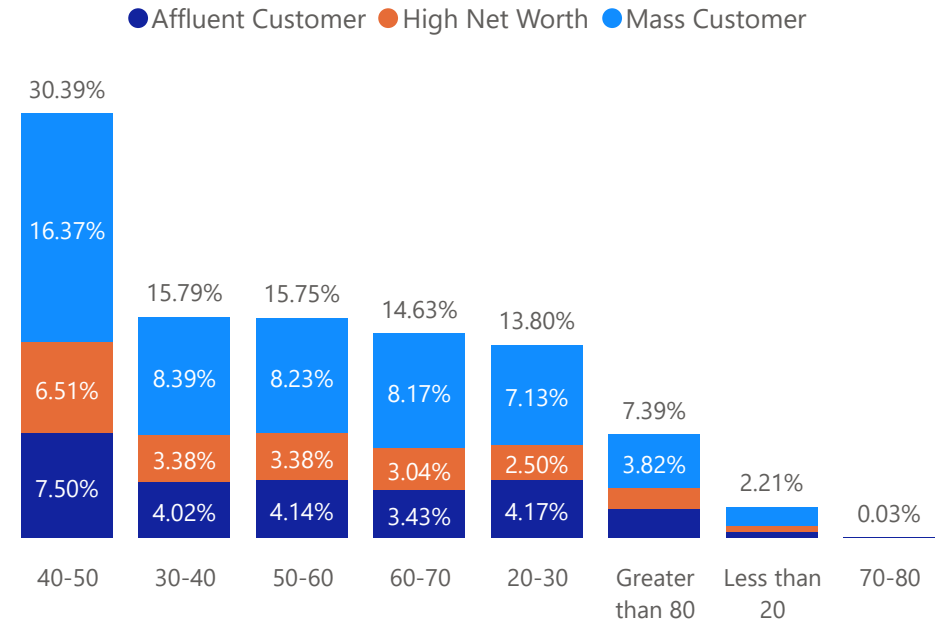
### Transactions in Last 3 Years



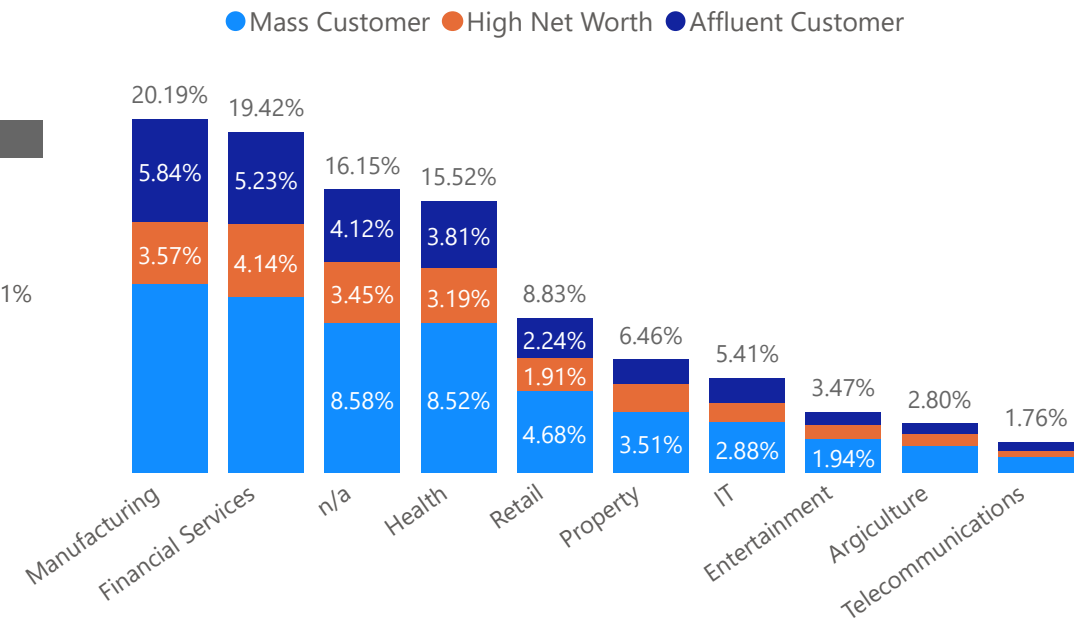
### Total Transactions by Wealth Segment and Owns Car



### Total Transactions in Different Age Category by Wealth Segment



### Total Transactions in Different Job Categories by Wealth Segment



Select all

New South Wales

Queensland

Victoria

100

Total Products

3481

Total Customers

18K

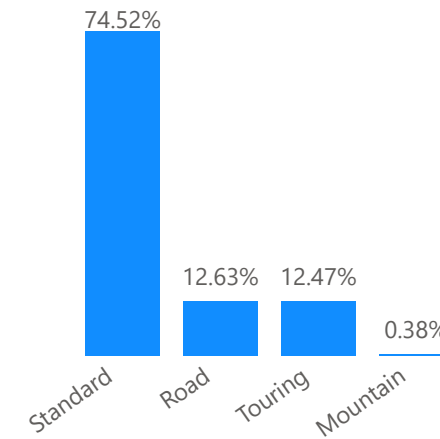
Total Transactions

10.82M

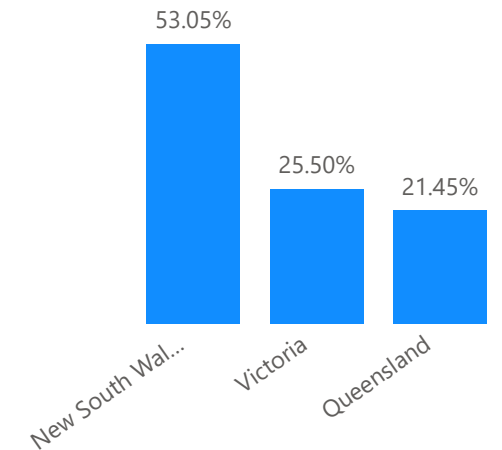
Total Profit

Brand	Product Class	Product Size	Total Customers	Total Profit	Total Transactions
WeareA2B	medium	medium	44.79%	18.78%	11.14%
Trek Bicycles	medium	large	21.75%	11.72%	4.85%
Solex	medium	medium	42.06%	10.00%	10.43%
OHM Cycles	medium	medium	31.72%	7.25%	7.31%
Giant Bicycles	medium	large	22.03%	7.09%	4.85%
Solex	medium	large	21.78%	6.21%	4.69%
WeareA2B	medium	large	11.55%	5.88%	2.30%
Norco Bicycles	medium	medium	23.44%	4.18%	5.00%
Giant Bicycles	medium	medium	27.89%	4.04%	6.08%
OHM Cycles	low	medium	14.79%	3.41%	3.08%
Trek Bicycles	low	medium	16.03%	3.23%	3.32%
Solex	low	medium	11.17%	2.98%	2.21%
Giant Bicycles	high	medium	15.40%	2.59%	3.16%
OHM Cycles	high	medium	13.93%	2.55%	2.80%
Solex	high	large	5.31%	1.29%	1.01%
Solex	high	medium	10.00%	1.23%	2.01%
Norco Bicycles	medium	large	5.98%	0.90%	1.17%
Norco Bicycles	high	medium	5.37%	0.81%	1.03%
Trek Bicycles	medium	small	10.26%	0.61%	2.03%

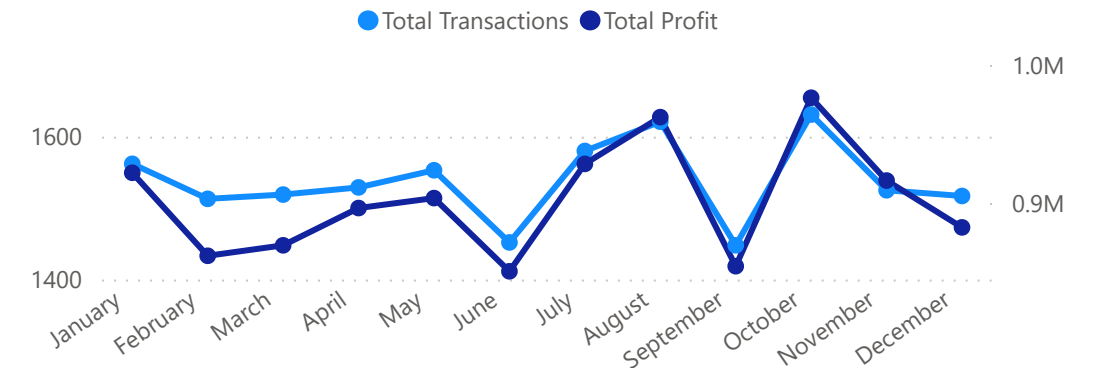
Profit by Product Line



Profit by State



Orders and Profit By Months





100

Total Products

3481

Total Customers

18K

Total Transactions

10.82M

Total Profit

Focus on Customers:

- **State:** *New South Wales* has 53.26% of total transactions.
- **Customer Segment:** *Mass Customers*  
Total transactions, 53.41%.  
In past 3 years, made 50.43% bike related purchases.
- **Age group:** People between 30-50 years  
40-50, 30.39% followed by 30-40. 15.79%
- **Job Categories:**  
Manufacturing 20.19%,  
Financial services and  
Health 19.47%.
- **Months:** August and October sees spike in transactions.
- **Product line** : Standard

Top 5 products:

Brand	Product Class	Product Size	Total Customers	Total Profit	Total Transactions
WeareA2B	medium	medium	44.79%	18.78%	11.14%
Trek Bicycles	medium	large	21.75%	11.72%	4.85%
Solex	medium	medium	42.06%	10.00%	10.43%
OHM Cycles	medium	medium	31.72%	7.25%	7.31%
Giant Bicycles	medium	large	22.03%	7.09%	4.85%

