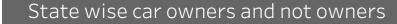
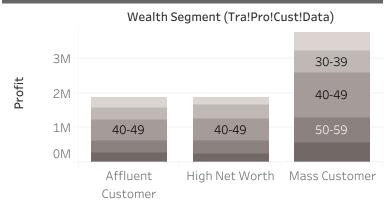


Sprocket Central Pty Ltd

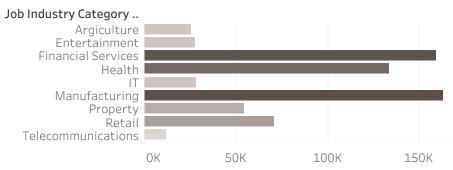




job industry wise bike related purchse







Past 3 Years Bike Related Purchases (Tra!Pro!Cust!Dat..

Top most valuable customers by rfm score

| Customer Id | First Name | Gender | Wealth Segment | Job Industry Category | Monetary |
|-------------|------------|--------|-------------------|-----------------------|-----------|
| 1460 | Morley | Male | High Net Worth | Financial Services | 10,787.6 |
| 1558 | Oberon | Male | Affluent Customer | Financial Services | 10,640.3 |
| 322 | De | Female | Mass Customer | Financial Services | 10,336.77 |
| 729 | Ammamaria | Female | Affluent Customer | Health | 8,953.17 |
| 3232 | Rose | Female | Mass Customer | Financial Services | 8,903.62 |
| 1625 | Caryl | Male | Mass Customer | Property | 8,499.59 |
| 2492 | Gayelord | Male | High Net Worth | Manufacturing | 8,437.43 |
| 832 | Shaun | Male | Mass Customer | Retail | 8,366.15 |
| 1991 | Tobe | Male | Mass Customer | Health | 8,256.08 |

