



\$10.73M

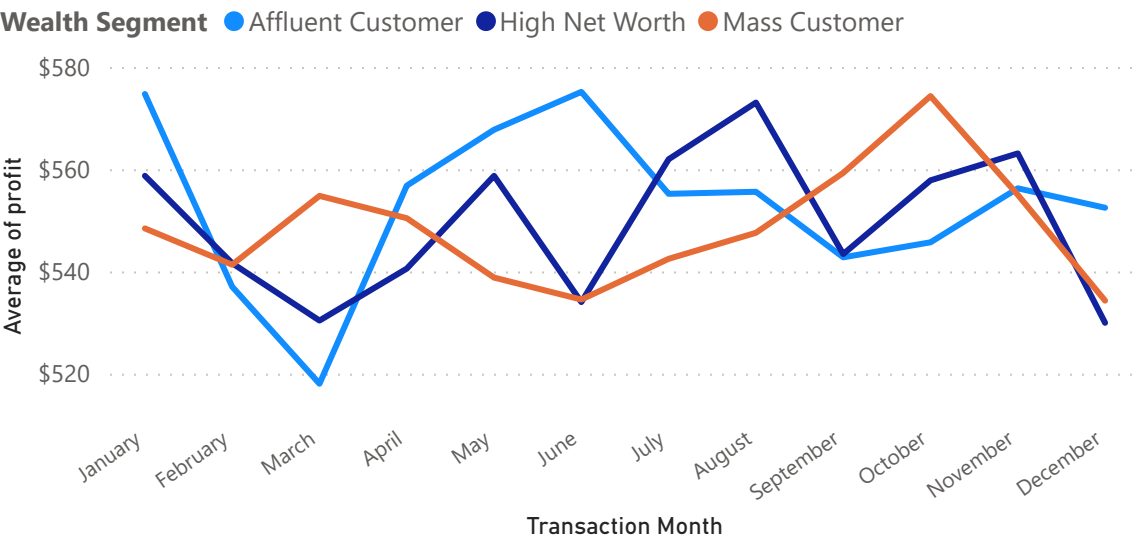
Sum of profit

\$22,156.59K

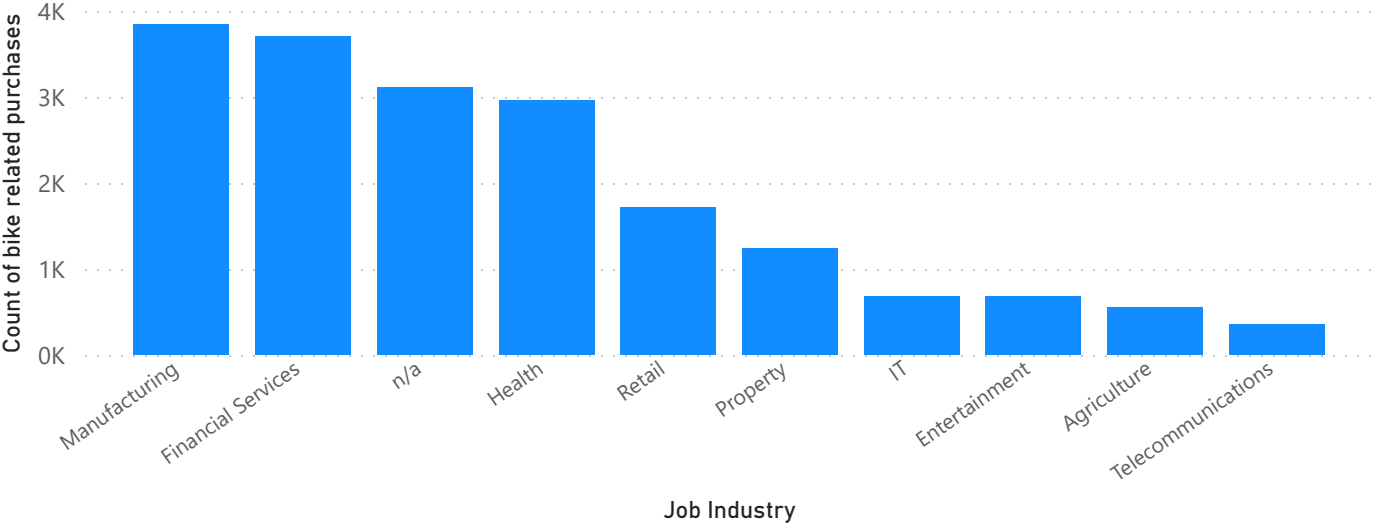
Sum of Total Spend

Summary Dashboard

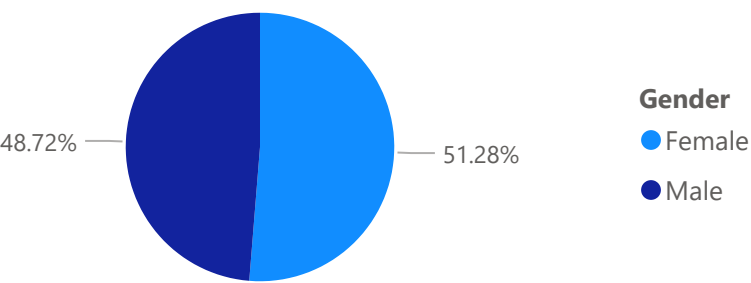
Average of profit by Transaction Month and Wealth Segment



Count of bike related purchases by Job Industry



Percentage of Customers by Gender



Summary Table for Target Customers

first_name	last_name	age	age_category	job_industry_category	wealth_segment	address	postcode	state
Ajay	Worham	44	50	Manufacturing	Mass Customer	5 Homewood Road	2800	NSW
Aldin	Newsome	42	50	Financial Services	Mass Customer	058 Morningstar Center	2127	NSW
Alexina	Mabley	48	50	Manufacturing	Mass Customer	9 Rieder Junction	2573	NSW
Amabel		42	50	Financial Services	Mass Customer	3128 Mallory Pass	2144	NSW
Amara	Clow	57	60	Financial Services	Mass Customer	99376 Namekagon Street	3101	VIC
Andriana	Gosnell	59	60	Manufacturing	Mass Customer	900 Brown Junction	2291	NSW