Participative States

NORTHERN TERRITORY

QUEENSLAND

Coral Sea

AUSTRALIA

SOUTH AUSTRALIA

NEW SOUTH WALES

AUSTRALIAN CAPITAL TERRITORY

VICTORIA

Tasman Sea

Southern Ocean

TASMANIA

Bing

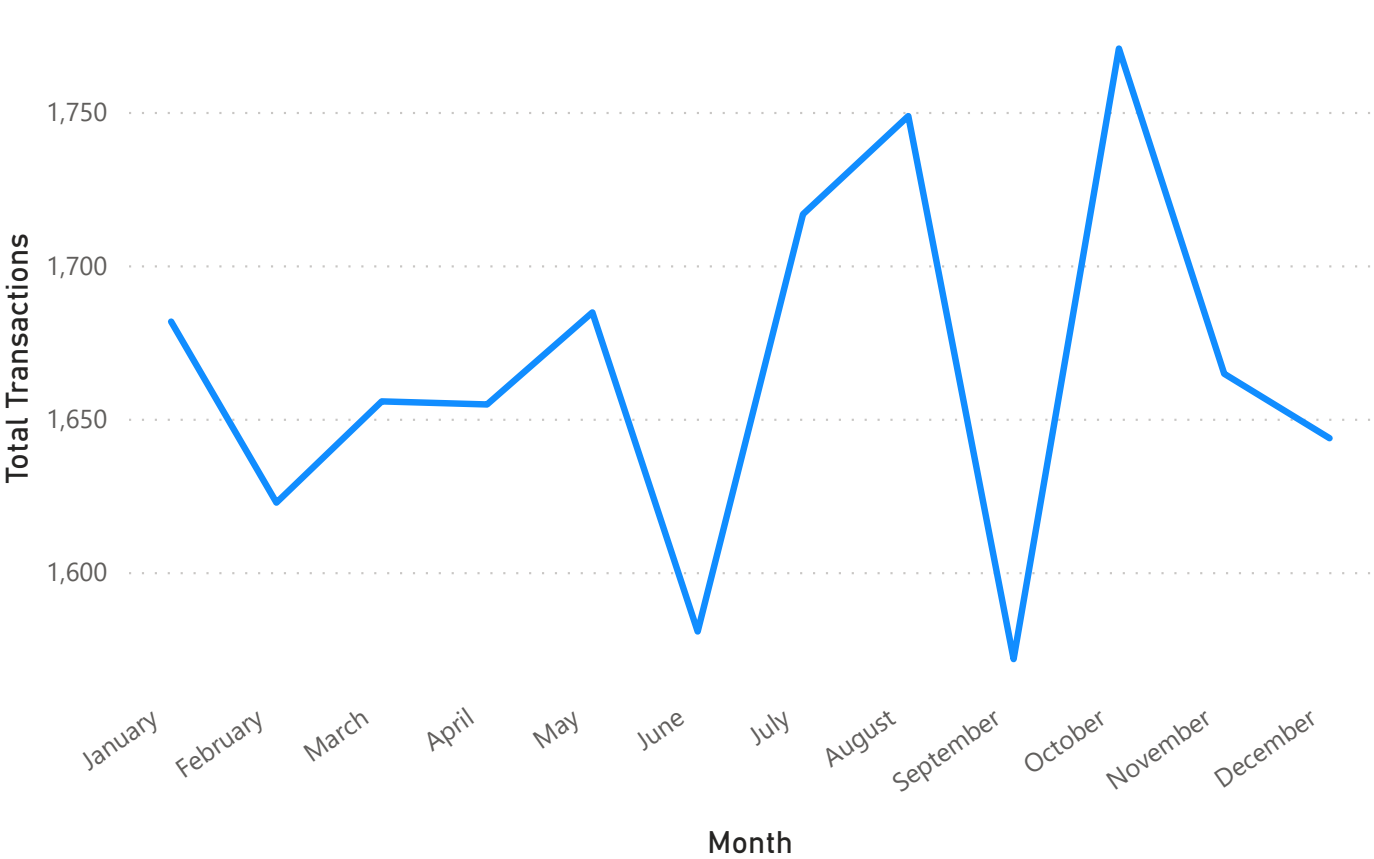© 2020 TomTom © 2020 HERE, © 2020 Microsoft Corporation

Total Transactions by Month

3494
Distinct Customers

20.00K
Total Transactions performed

Top selling products: Brand-Line-Class-Size

Solex-Standard-medium-medium
2022
Transactions

WeareA2B-Standard-medium-medium
1949
Transactions

OHM Cycles-Standard-medium-medium
1079
Transactions

22.16M
Total Expenditure

7
Distinct Brands

4
Distinct Product classes

10
Distinct Job categories served

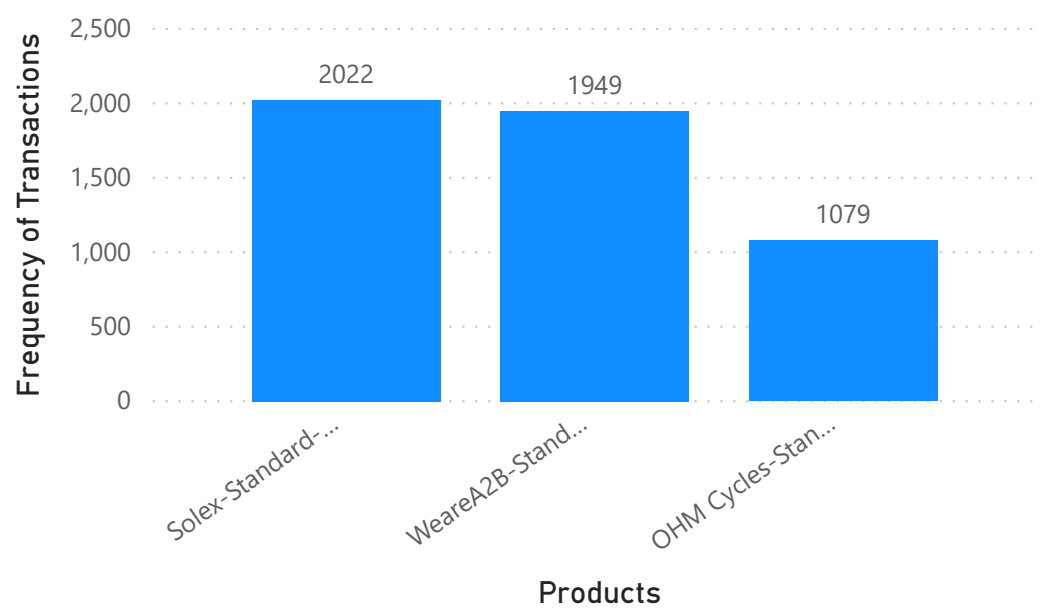**1644**
Count of customer_id

5
Distinct Product Lines
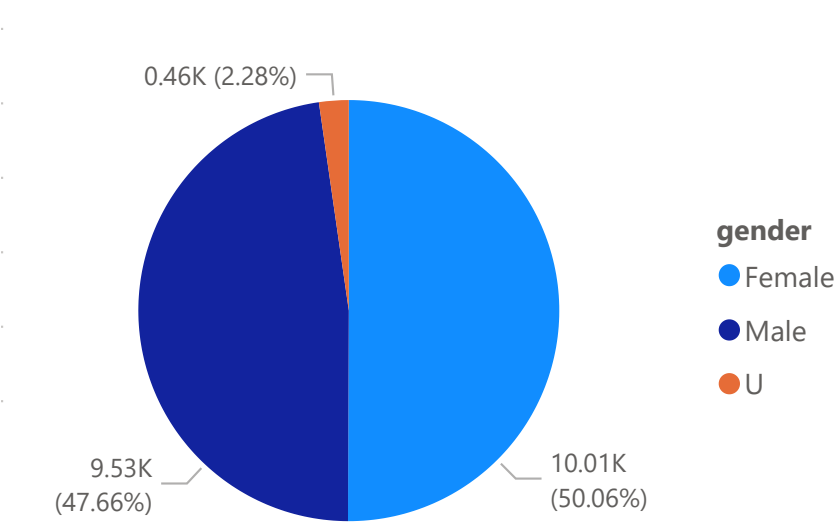
4
Distinct Product sizes

3
different wealth segments mapped
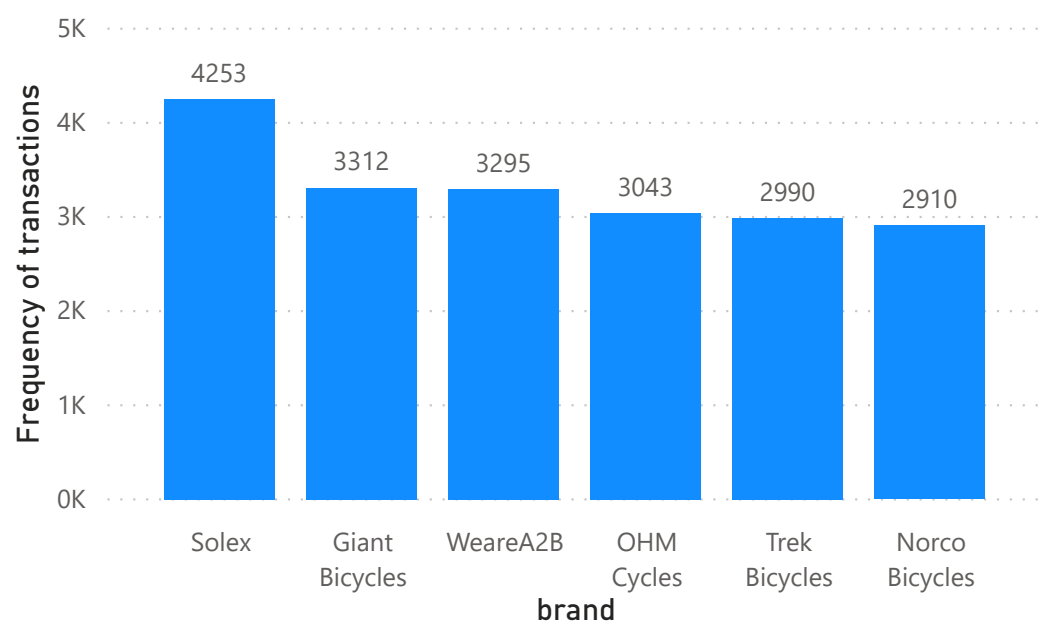
## Frequency of Transactions by Brand-Line-Class-Size

Females are the target gender demographic for our transactions, holding a 50.06% contribution in the total recorded transactions.

Solex Brand holds the highest stake in the recorded transactions (21.4%). The target product class for the given transactions has been **medium** (69.69%) while the wealth segment target has been the **mass customer** (50.24%).
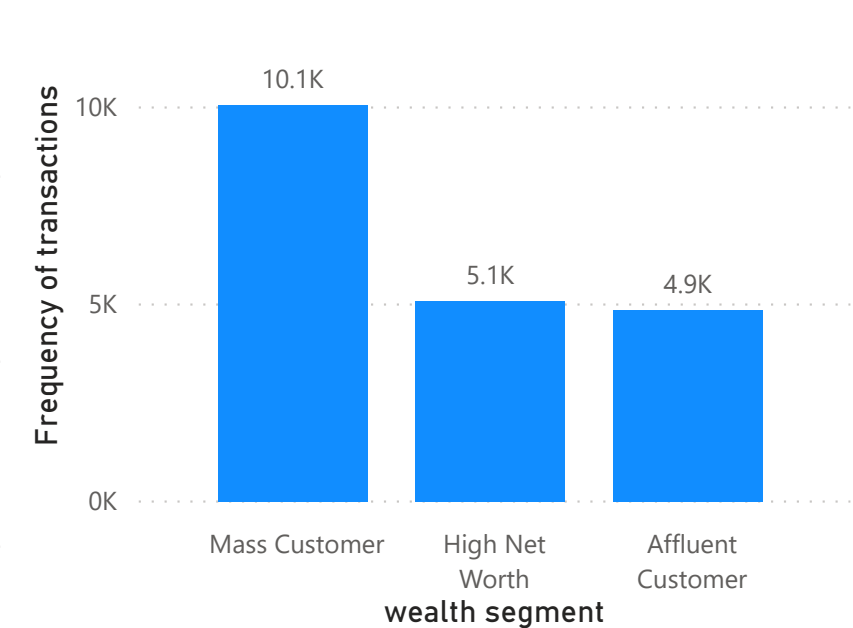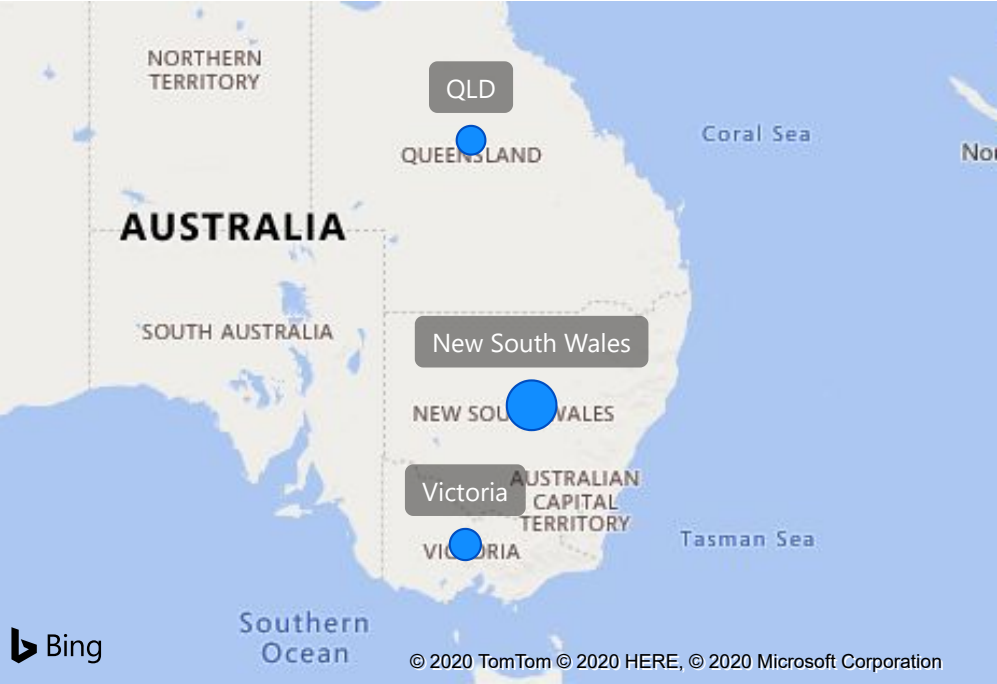
Frequency of transactions by brand

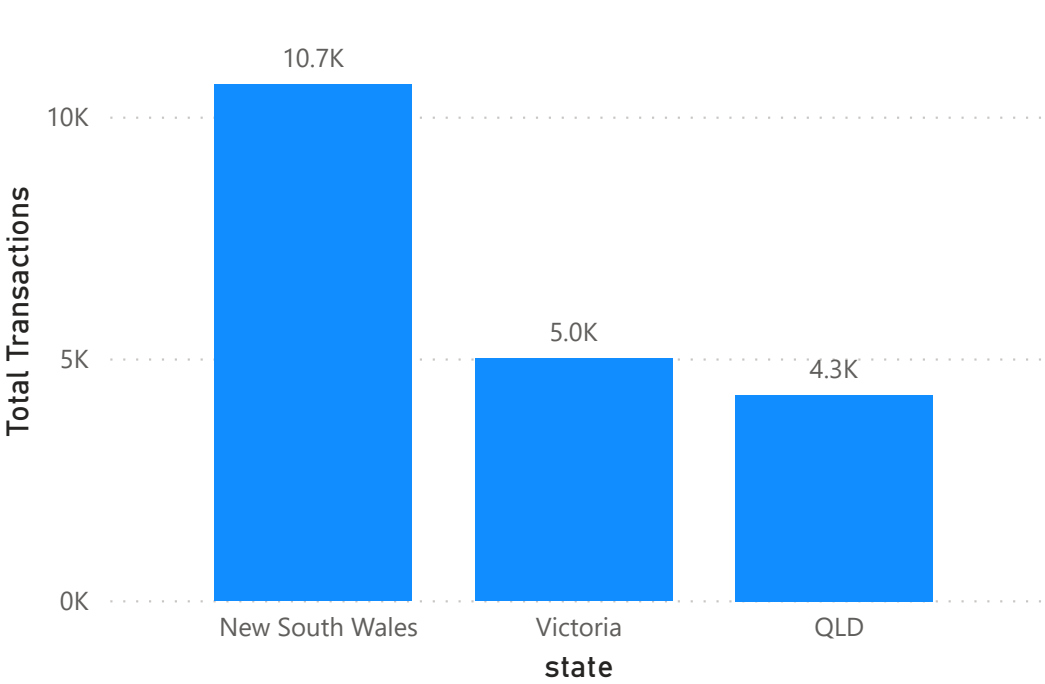## Frequency of transactions by product class
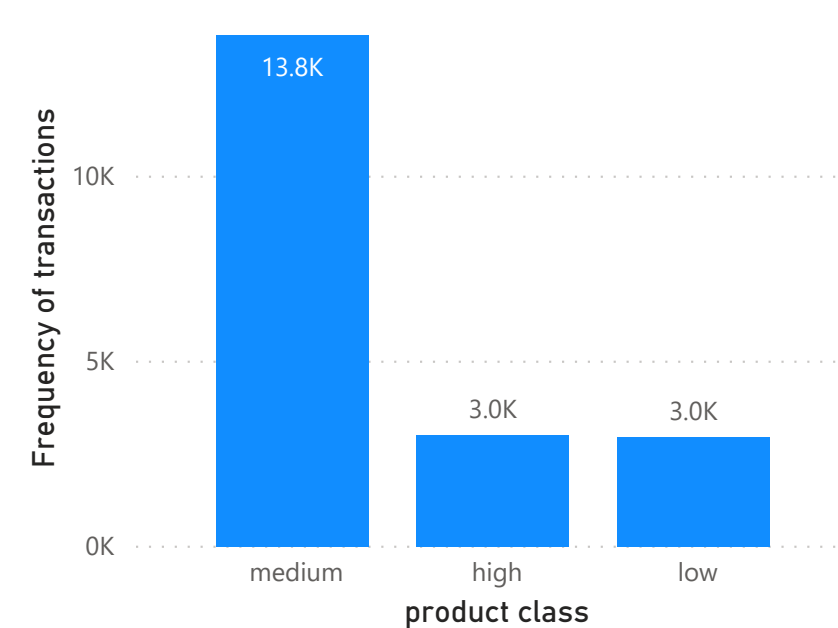
Frequency of transactions by wealth segment

Frequency of transactions by state

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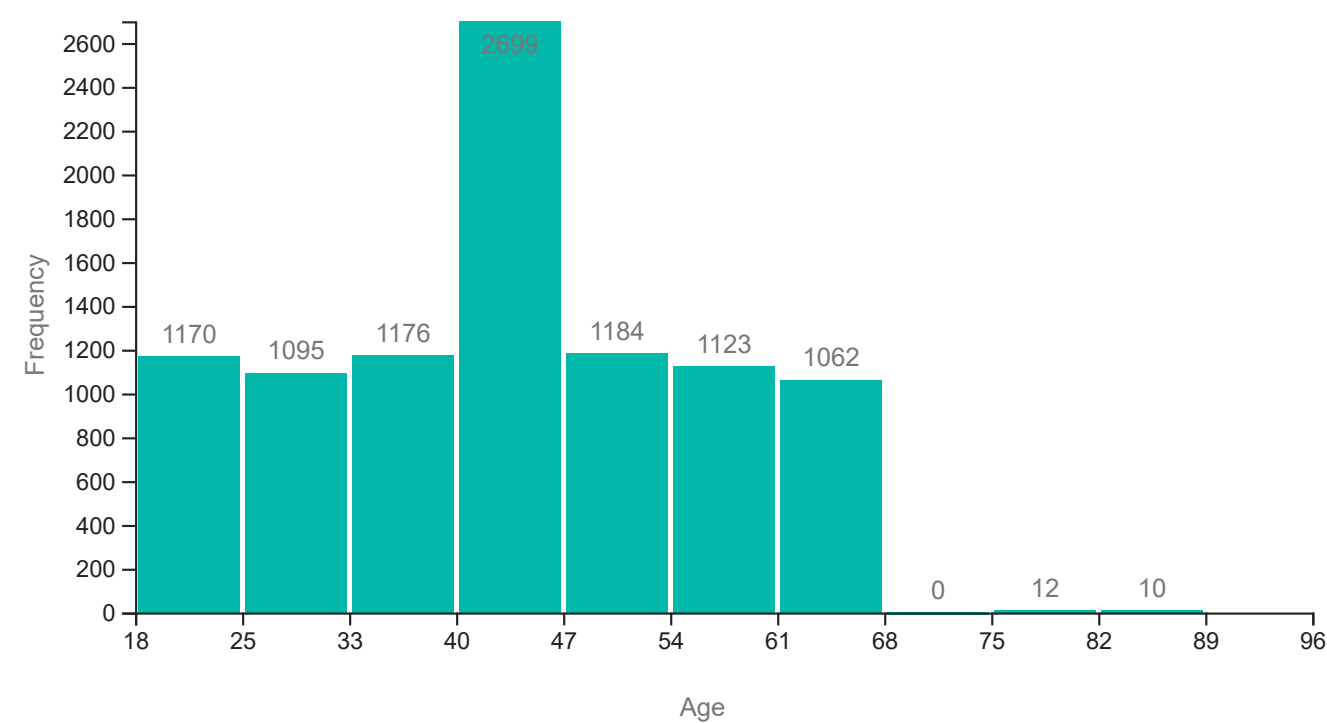
Total Transactions by state

New South Wales has been the largest contributor in the total sales, accounting for 53.5% of total sales.

New South Wales is the target state for resource allocation for effective marketing.
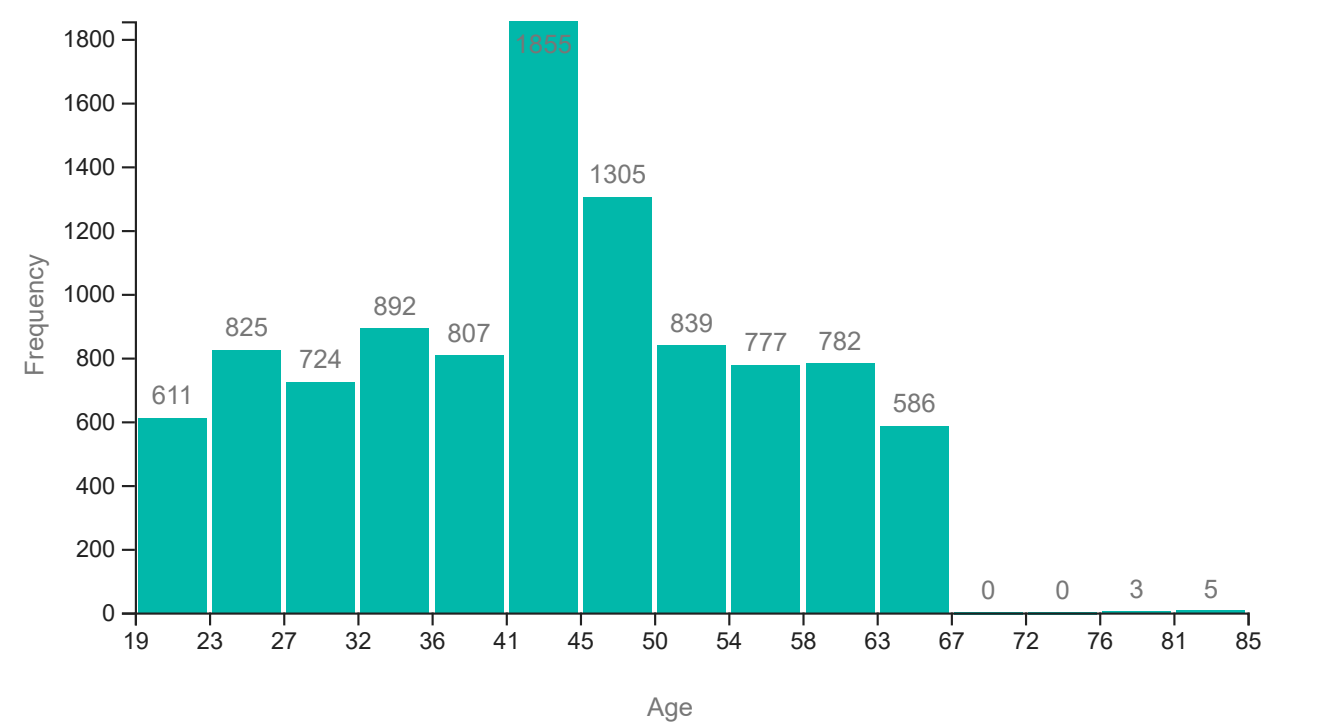
We see that the age histogram follows a normal bell-shaped curve distribution. The majority of transactions are done by the ages between 41-47 years.

Therefore, our target age group are **middle-aged people** ranging in the early to mid 40's
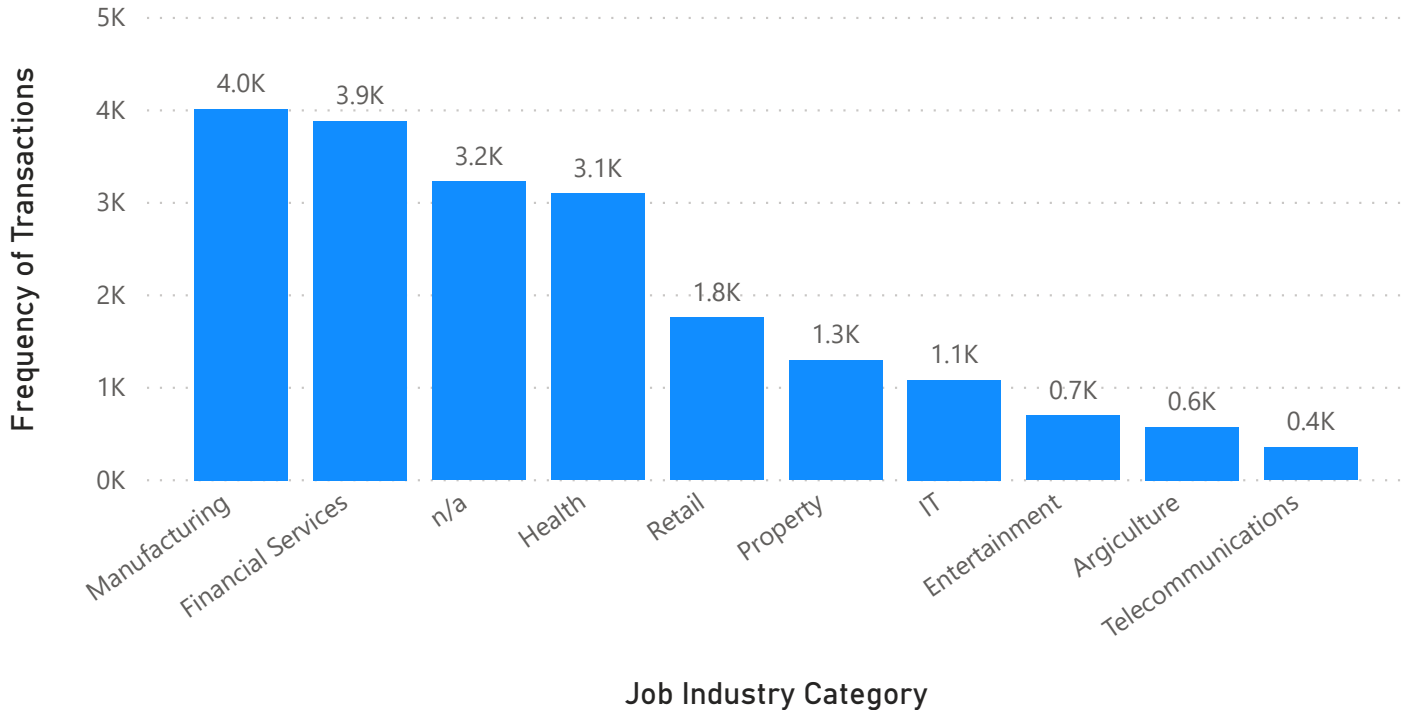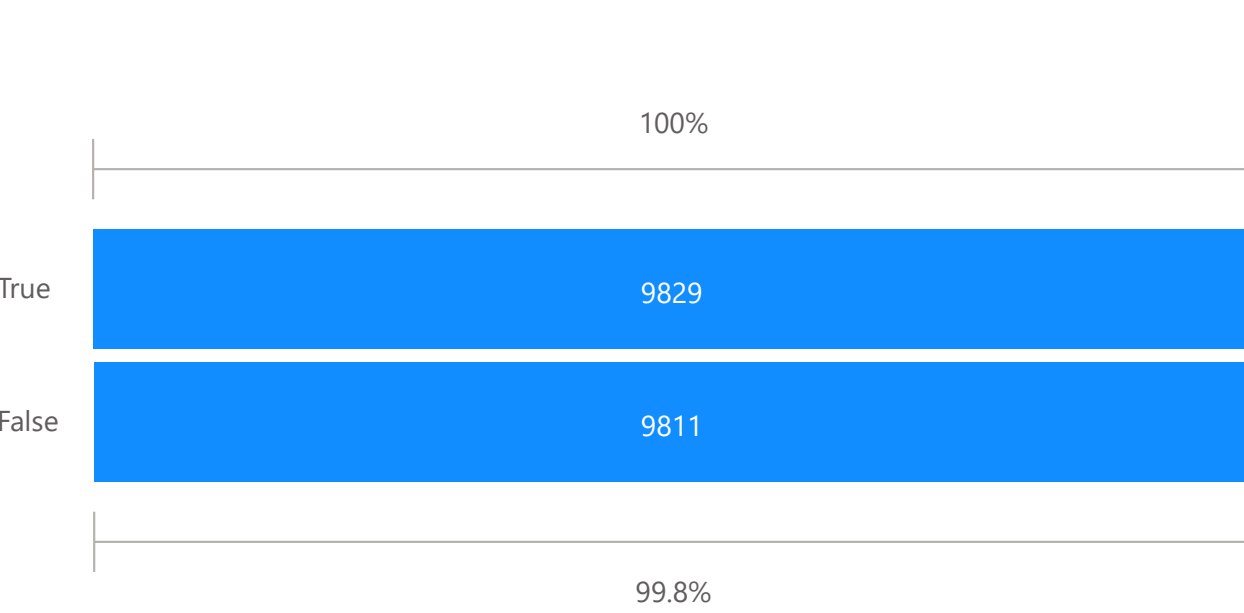
Frequency of transactions by Age – Male
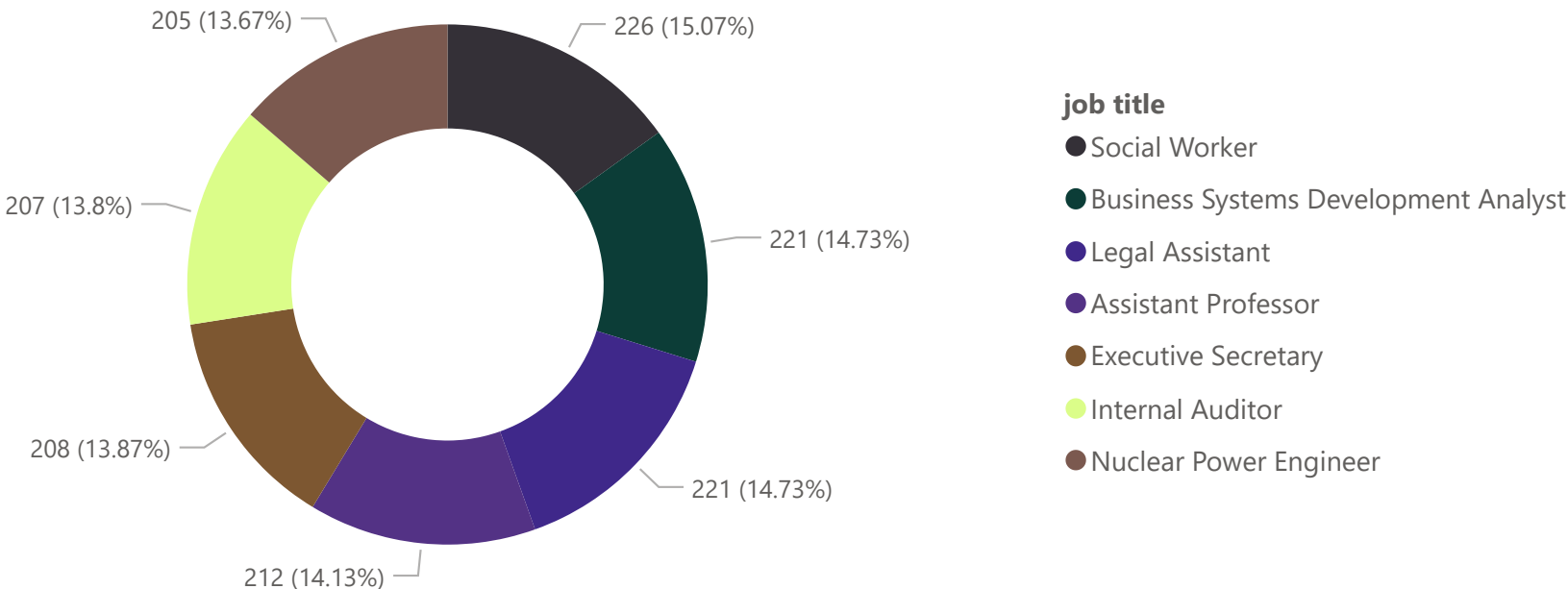

Count of transaction_id by Age

Frequency of Transactions by Job Industry Category

Frequency of Transactions by Online order

Top transactions by job title

job title
- Social Worker
- Business Systems Development Analyst
- Legal Assistant
- Assistant Professor
- Executive Secretary
- Internal Auditor
- Nuclear Power Engineer

Frequency of owned cars by state and car owned