

Customer Demographics

Gender Selector

- ☐ (Blank)
☐ Female
☐ Male
☐ Unknown

Total Number of
Customers

4000

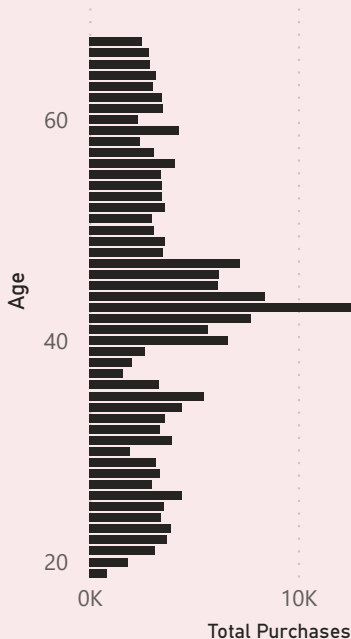
Average Number
of Purchases

48.89

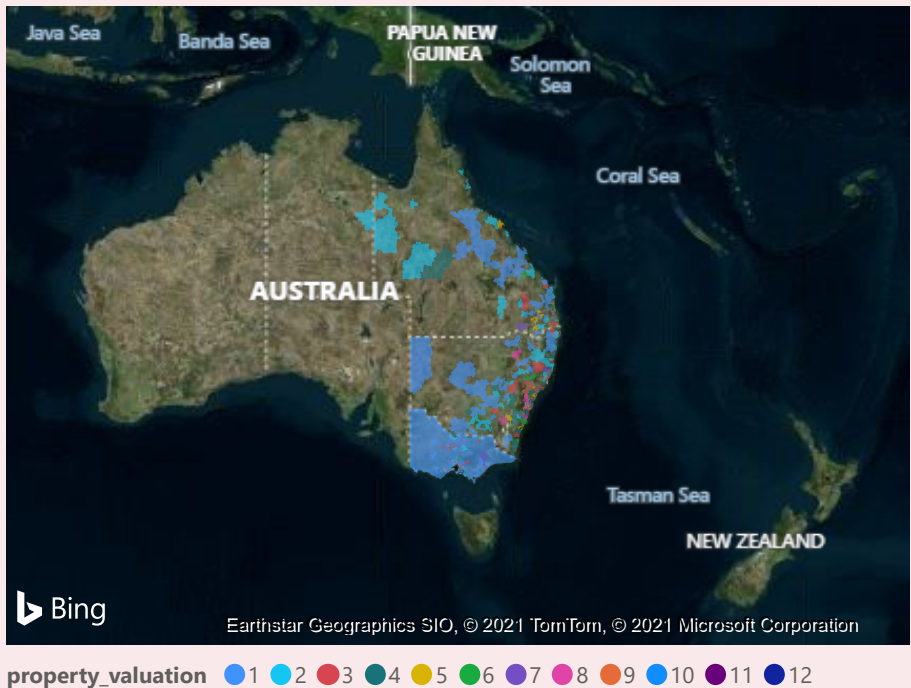
Total Number of Purchases

196K

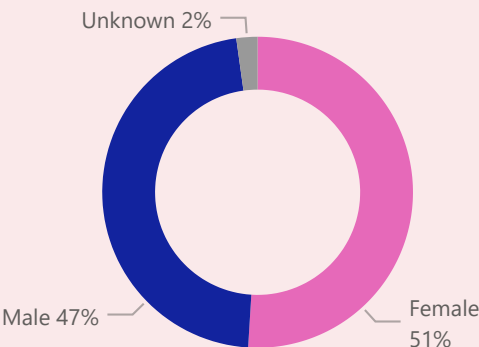
3 Years Total Purchases by
Age



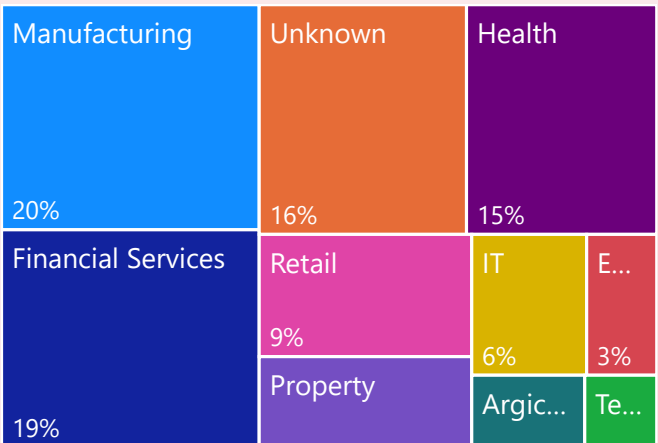
Customer Property Valuation by State



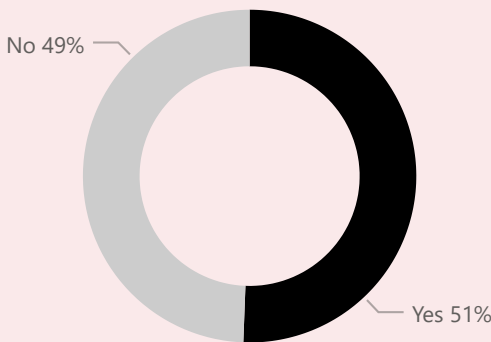
Gender Ratio



Job Industry Segments

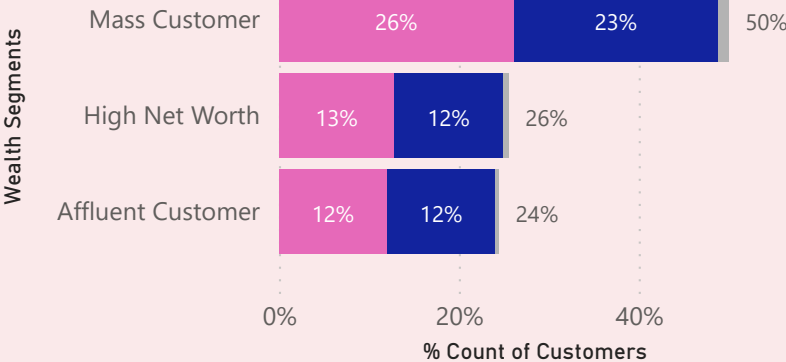


Owns Car

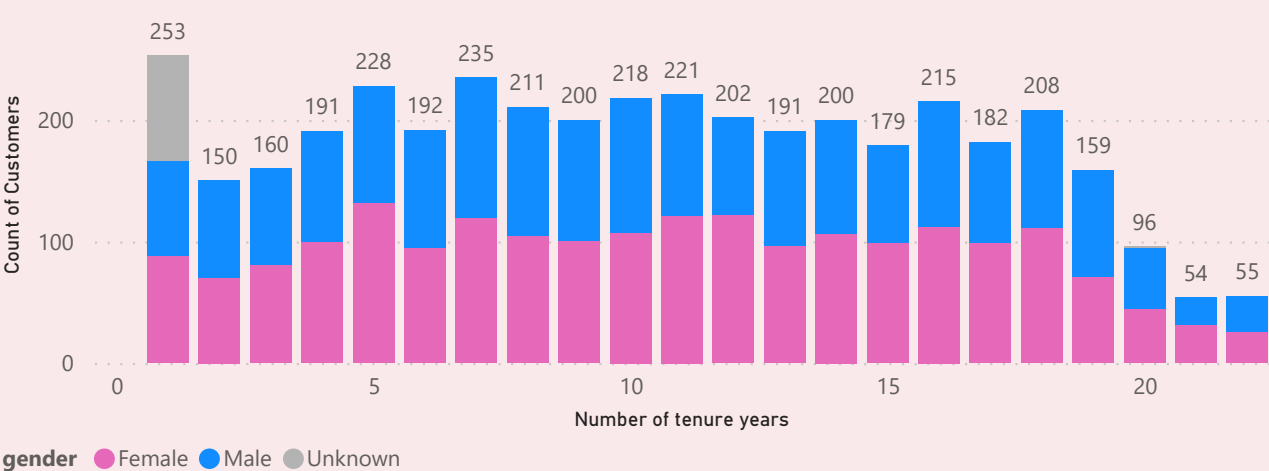


Wealth Segments

gender ● Female ● Male ● Unknown



Count of Customers by Number of Tenure Years



Transactions Analysis

Purchases per Product Line

Standard

13920

Road

3894

Touring

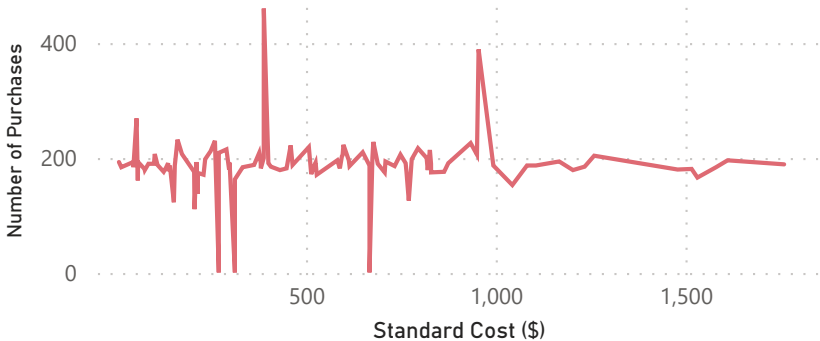
1213

Mountain

418

customer_id	Count of transaction_id
1068	14
2183	14
2476	14
1129	13
1302	13
1913	13
1946	13
2072	13
2464	13
2548	13
2912	13
3232	13
3326	13
637	13
1076	12
1103	12
1227	12
1482	12
1611	12
Total	19445

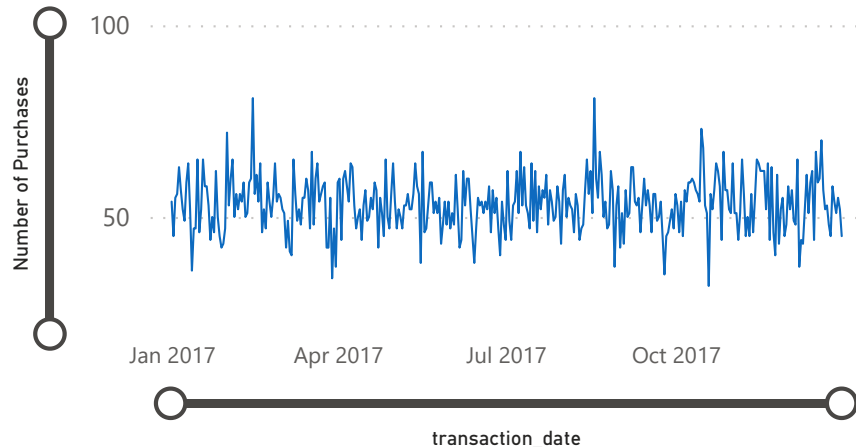
Purchases by Standard Cost



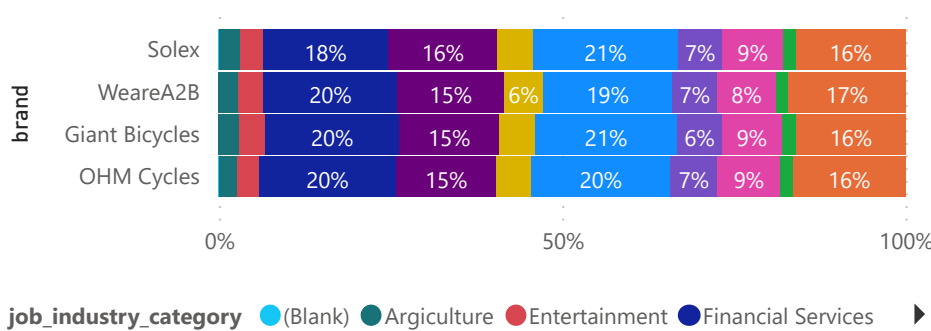
Purchases by List Price



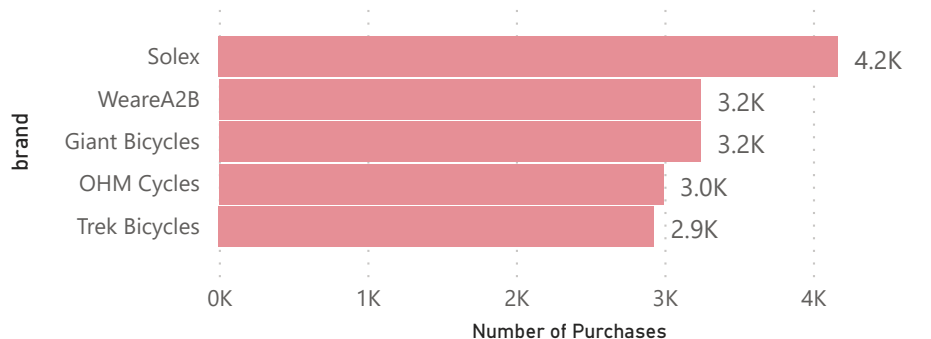
Sales Trend during 2017



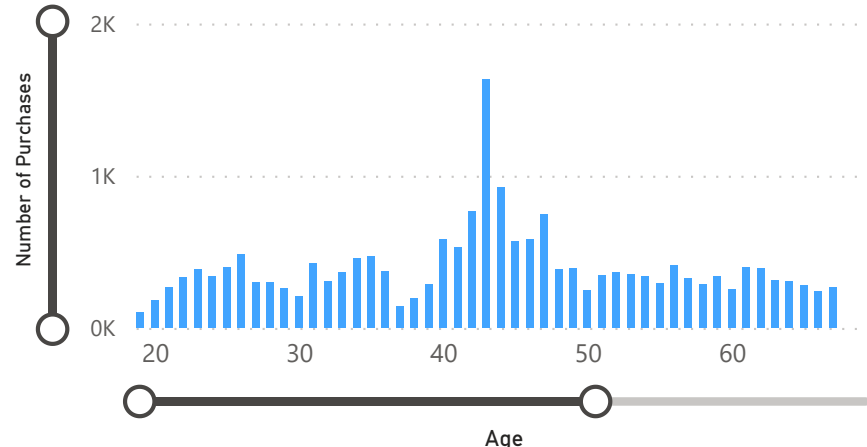
Purchases by Job Sector & Brand



Purchases per Brand



Purchases by Age



brand

- ☐ Giant Bicycles
- ☐ Norco Bicycl...
- ☐ OHM Cycles
- ☐ Solex
- ☐ Trek Bicycles
- ☐ WeareA2B

product...

- ☐ Mountain
- ☐ Road
- ☐ Standard
- ☐ Touring

product...

- ☐ large
- ☐ medium
- ☐ small

online_...

- ☐ 0
- ☐ 1

transaction_date

01/01/2017 30/12/2017



Ask a question about your data

Try one of these to get started

- total list price
- average list price
- average standard cost
- number of transactions
- most recent transaction

Show all suggestions