

TARGET CUSTOMER PROFILE- ADVENTURE WORKS

Occupation

Select all

Clerical

Management

Manual

Professional

Skilled Manual

57K

Avg. Income

Professional

Top Occupation

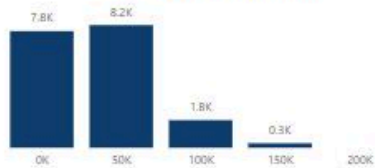
62

Avg Age

2

Avg TotalChildren

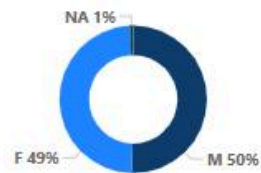
Income Group Distribution



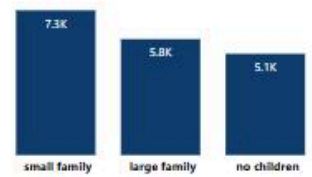
Marital Status Distribution



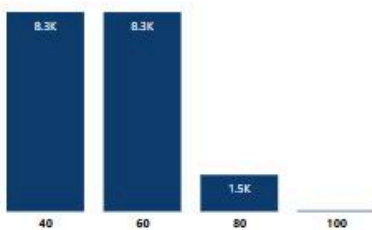
Gender Distribution



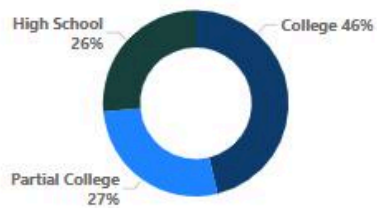
Family size Distribution



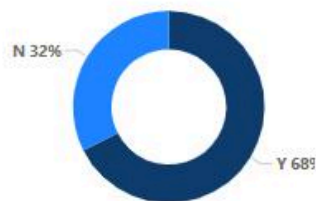
Age Group Distribution



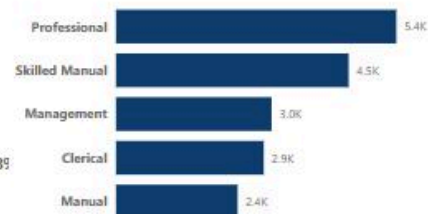
Education Level Distribution



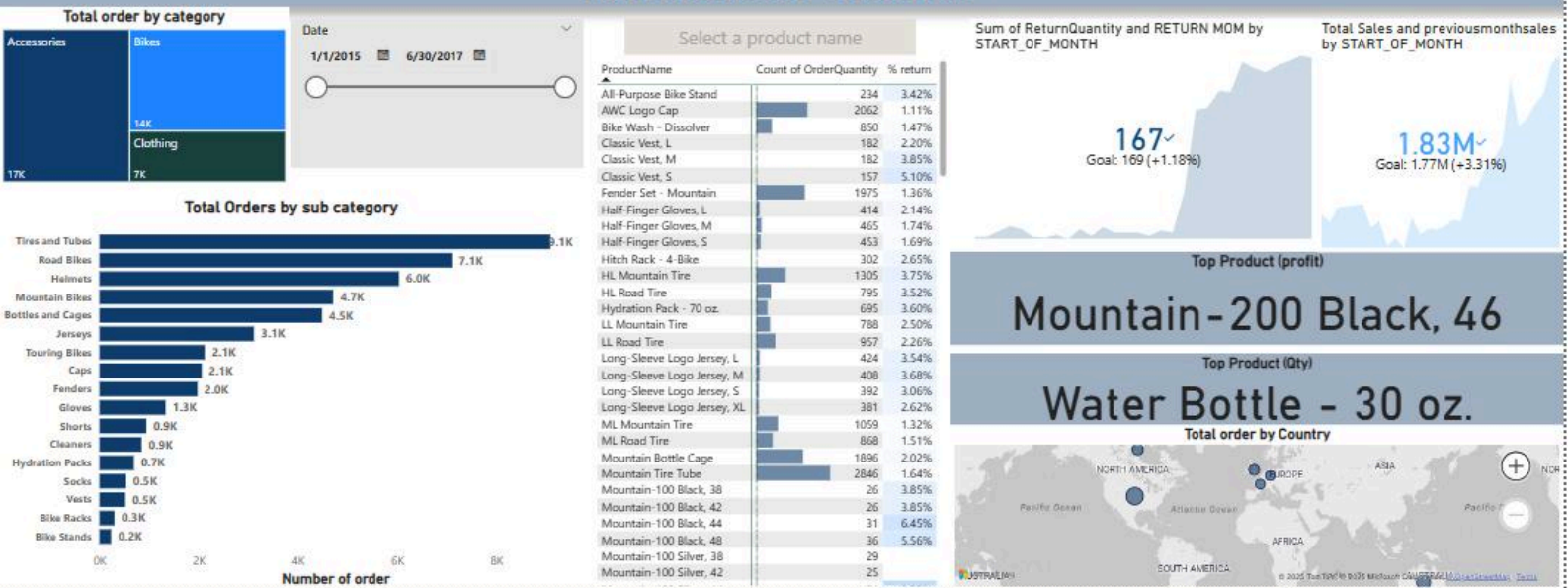
Home Level Distribution



Occupation Distribution



PRODUCT ANALYSIS - DASHBOARD



Total Orders by sub category

Tires and Tubes

8.1K

Road Bikes

7.1K

Helmets

6.0K

Mountain Bikes

4.7K

Bottles and Cages

4.5K

Jerseys

3.1K

Touring Bikes

2.1K

Caps

2.1K

Fenders

2.0K

Gloves

1.3K

Shorts

0.9K

Cleaners

0.9K

Hydration Packs

0.7K

Socks

0.5K

Vests

0.5K

Bike Racks

0.3K

Bike Stands

0.2K

Number of order

Top Product (profit)

Mountain-200 Black, 46

Top Product (Qty)

Water Bottle - 30 oz.

Total order by Country

NORTH AMERICA

EUROPE

ASIA

AUSTRALIA

SOUTH AMERICA

AFRICA