

# Report : Transactions



\$22.16M

Sales

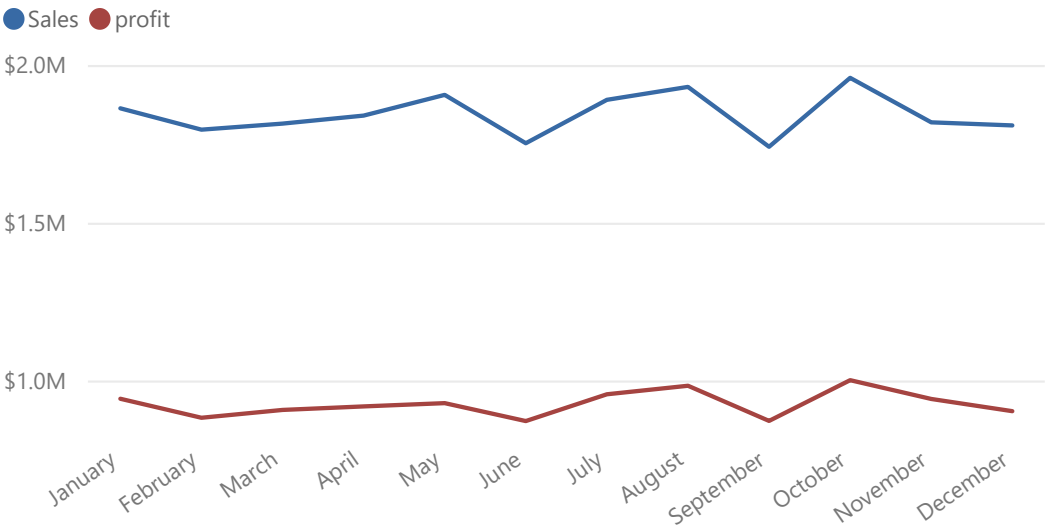
\$11.15M

profit

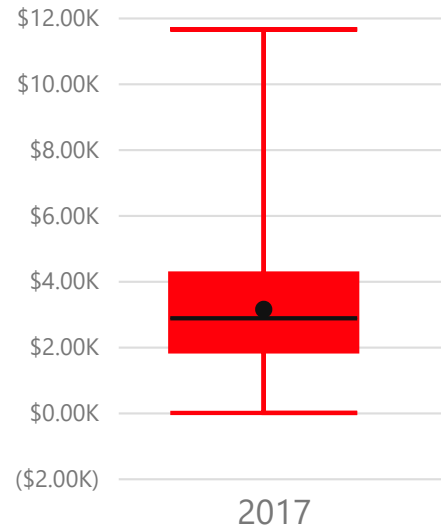


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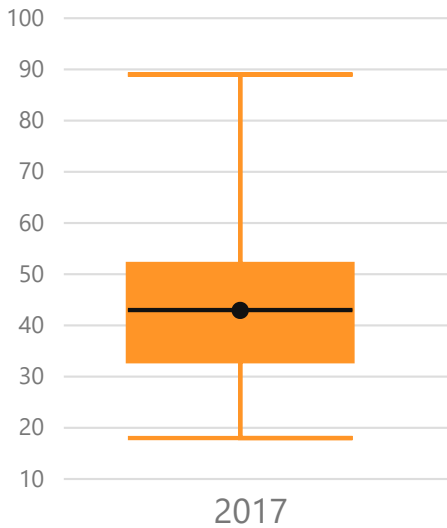
Sales and Profit Trends by Month



Profit Distribution



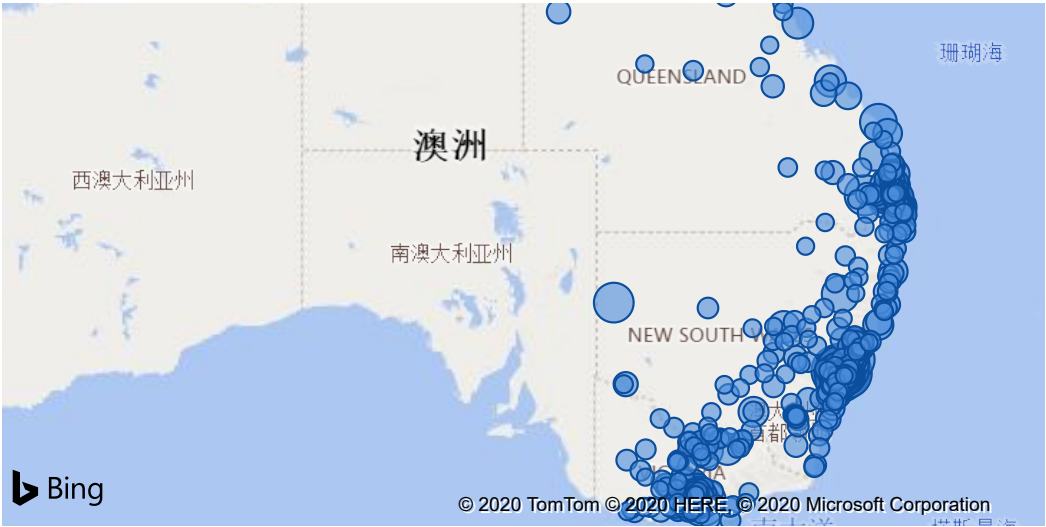
Age Distribution



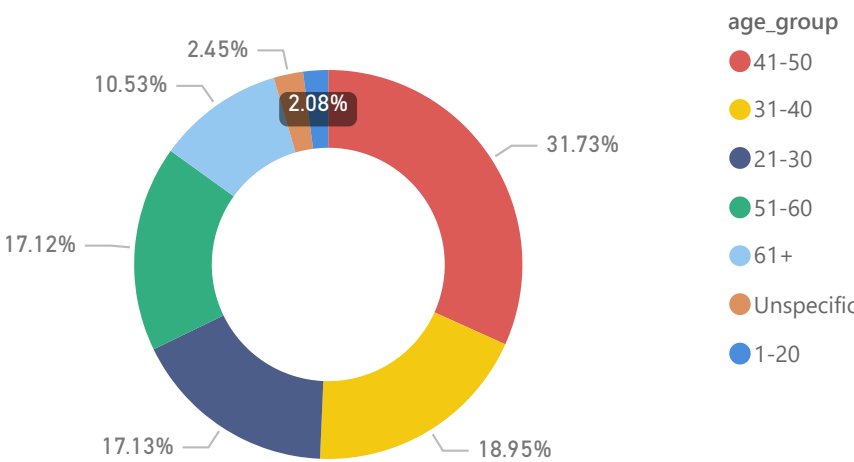
Top 10 Products

product_id	Sales	profit
3	\$740,380.38	\$602,702.70
0	\$576,889.41	\$320,765.04
38	\$478,247.85	\$306,142.17
1	\$455,777.77	\$162,554.42
79	\$347,894.70	\$185,572.65
64	\$331,547.44	\$148,136.74
83	\$331,346.46	\$224,016.69
40	\$328,152.50	\$161,913.28
92	\$327,089.91	\$121,318.15
57	\$327,037.47	\$282,033.25

Profit and Customer Distribution



Profit In Each Age Group



High Valued Customer List

customer_id	first_name	profit
941	Tye	\$11,668.95
2637	Marcile	\$11,222.65
1460	Morley	\$10,787.60
1558	Oberon	\$10,640.30
729	Ammamaria	\$10,497.78
3326	Wes	\$10,422.04
322	De	\$10,341.57
1043	Giorgi	\$10,252.74
2762	Rozamond	\$10,235.17
2770	Olvan	\$10,028.80
1597	Jeffry	\$9,739.46
1887	Kynthia	\$9,695.59

# Report : Customer



\$11.77M

Sales

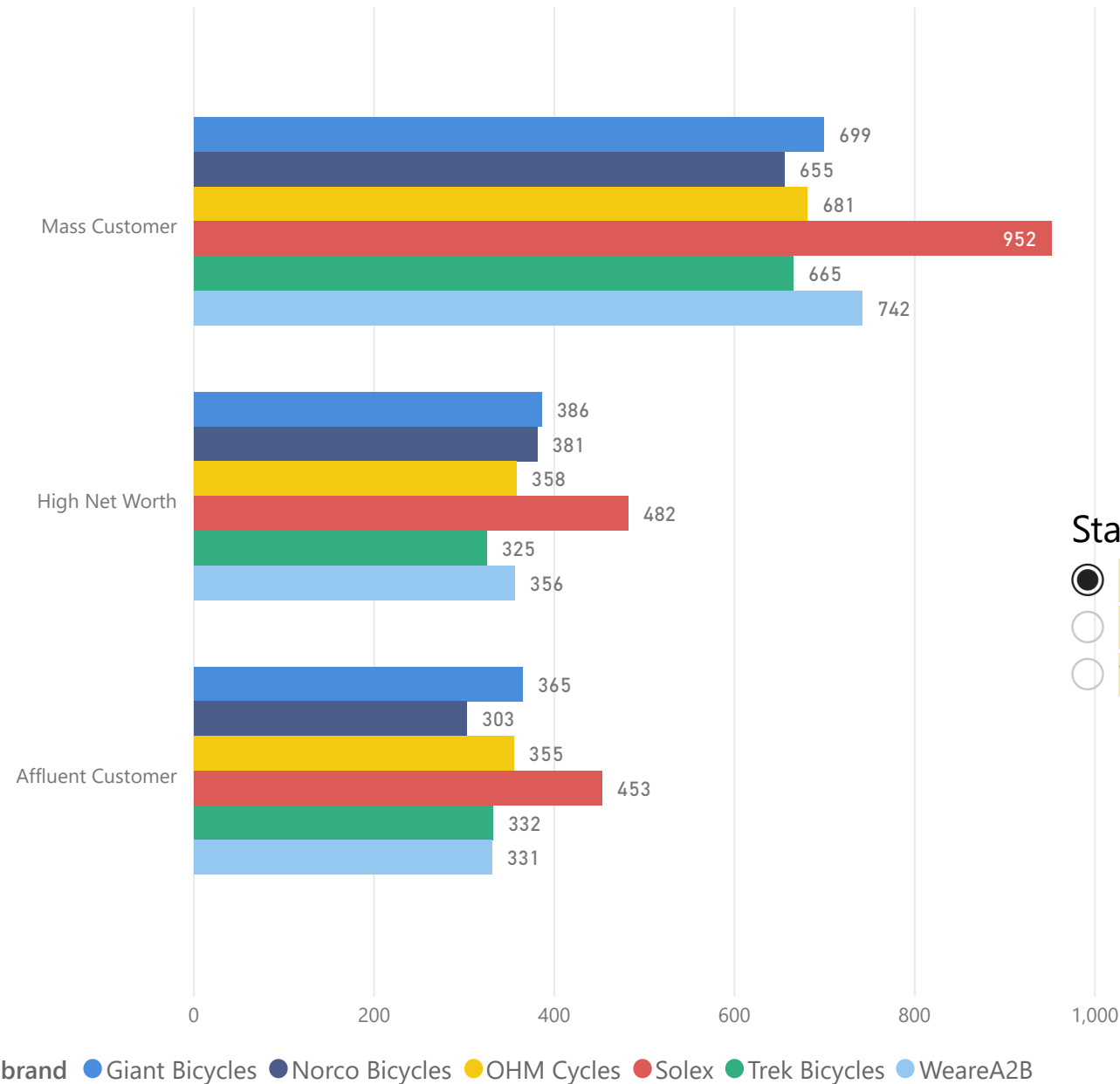
\$5.92M

profit

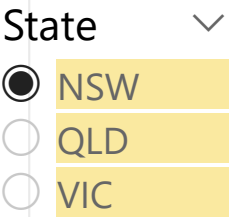
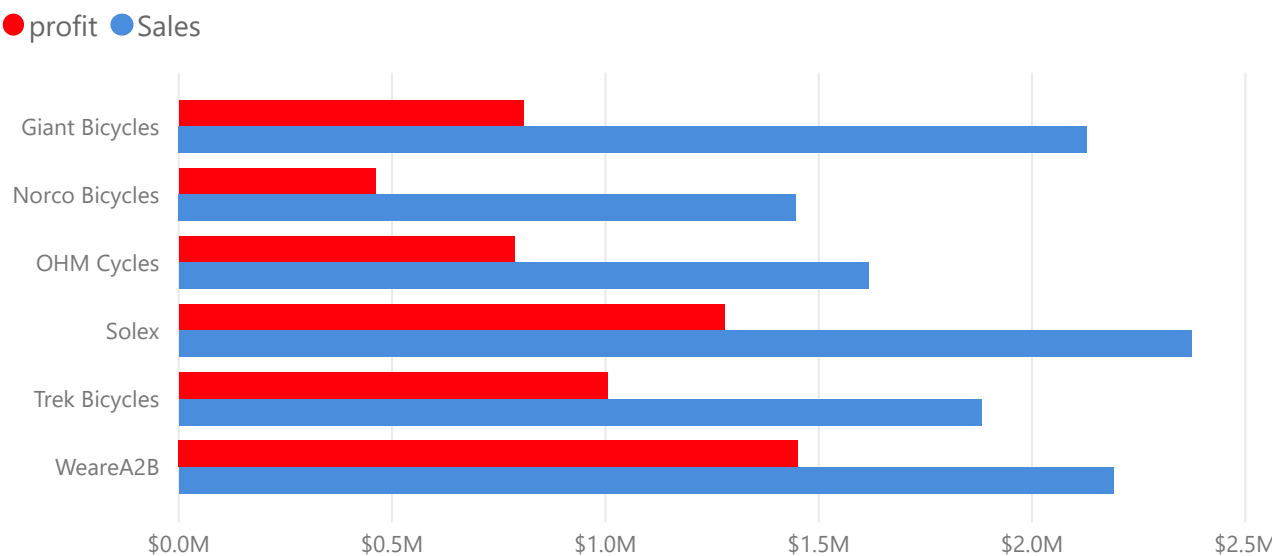


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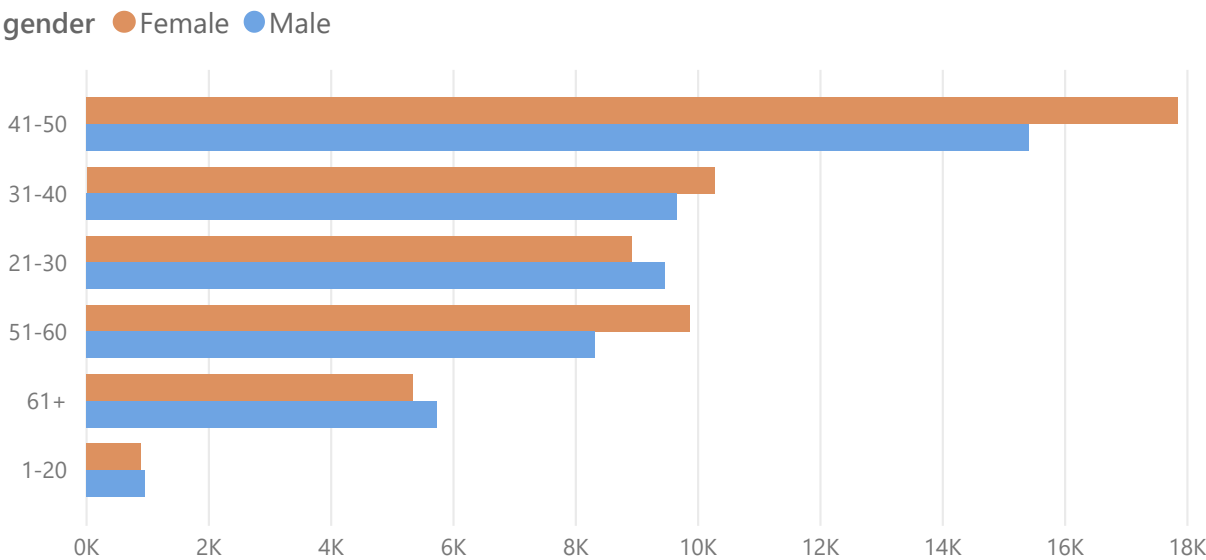
Amounts of Customers in Each Brand



Profit and Sales In Each Brand



Bike Related Purchases in Different Age Group and Gender



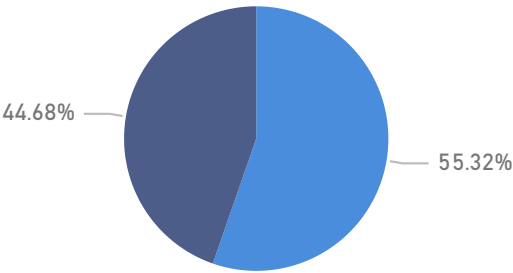
# Report : Customer Segment



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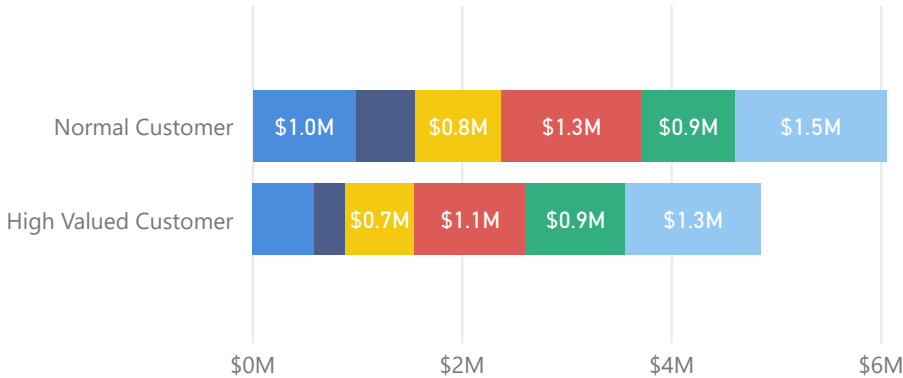
Profit by Customer Segment

Customer\_Seg... Normal Customer High Valued Customer



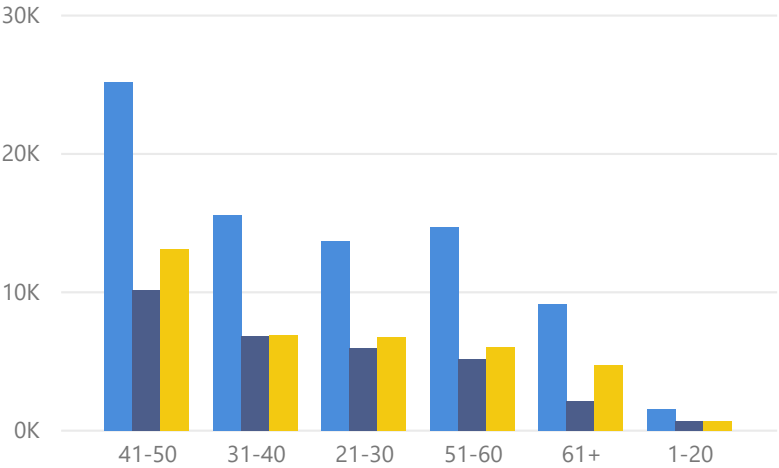
Customers by Product\_Line

brand Giant Bicycles Norco Bicycles OHM Cycles Solex Trek Bicycles WeareA2B

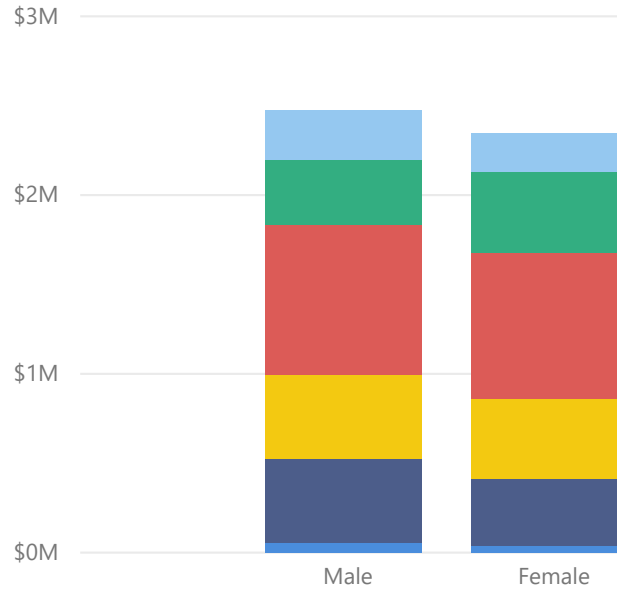


Purchase of Normal Customers

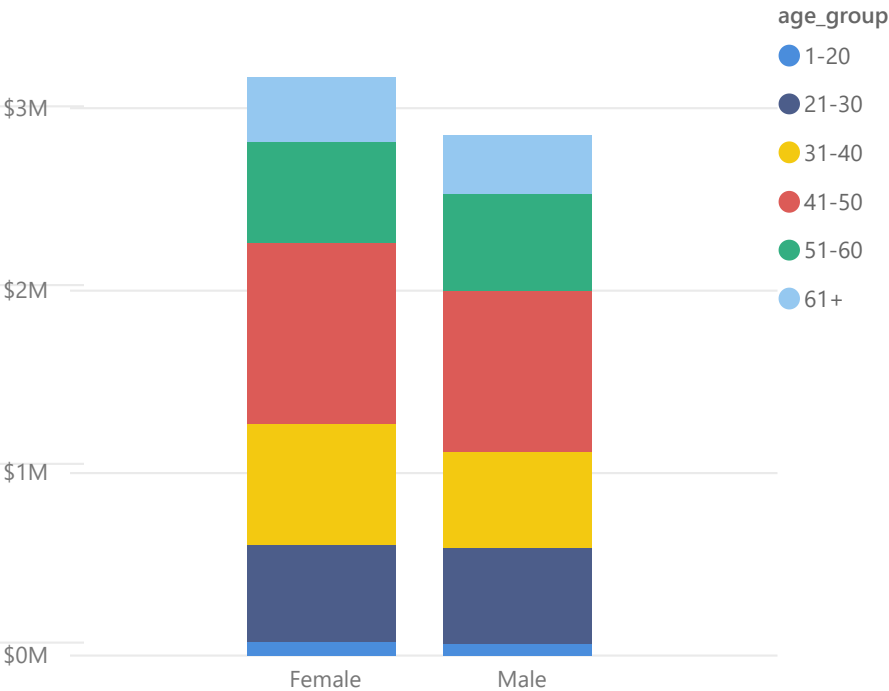
state NSW QLD VIC



Profit of High Valued Customers



Profit of Normal Customers



Purchase of High Valued Customers

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