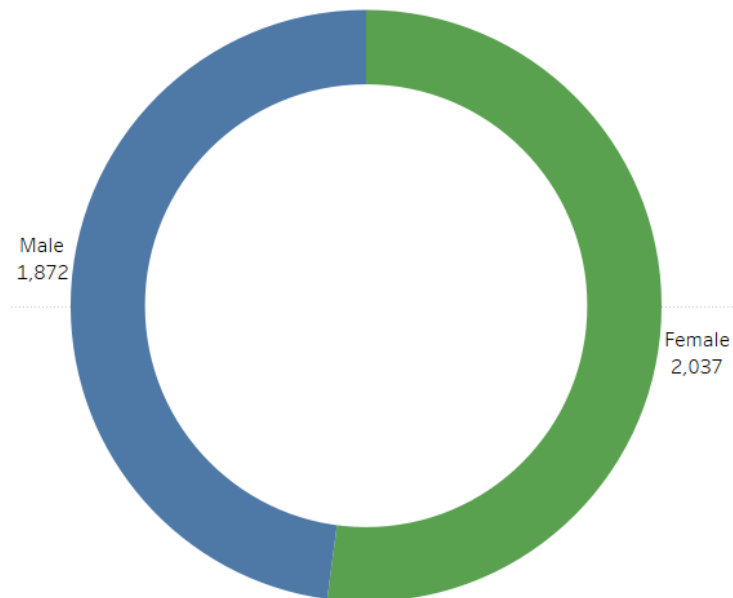


## User Profile Analyse

- **Gender**

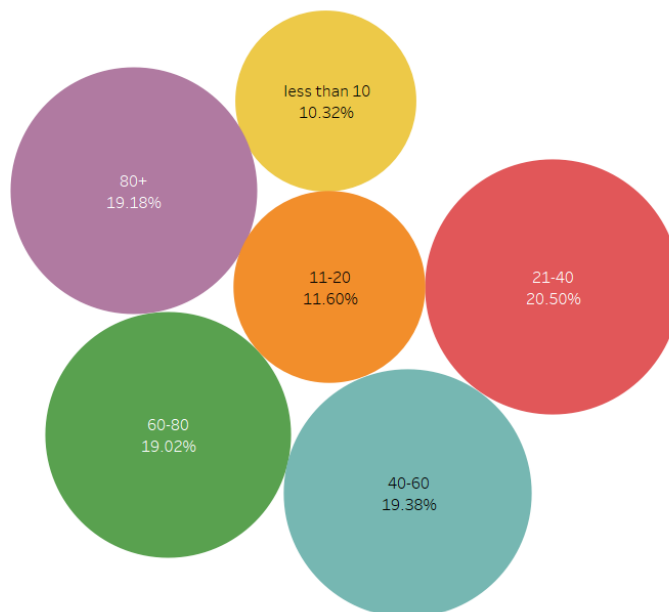
SCPL(Sprocket Central Pty Ltd) bicycle company has a nearly equal proportion of male and female users.



However, technically, there are slightly more women than men for SCPL.

- **Age Distribution**

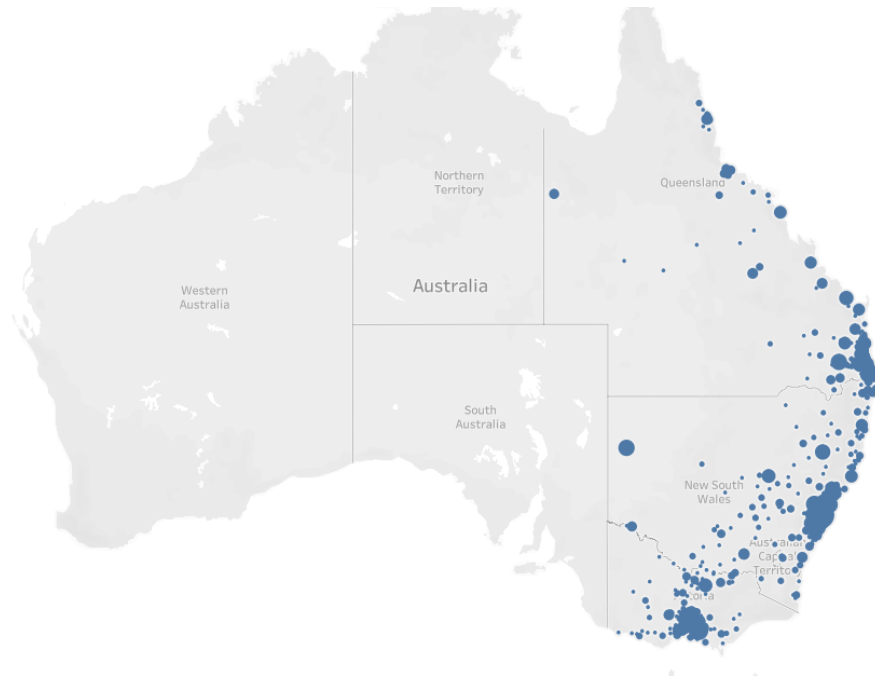
The majority of SCPL users are over the age of 20.



- **Address**

Most of SCPL's users come from New South Wales and Victoria.

There are nearly no customers from Northern Territory, Western Australia and South Australia.



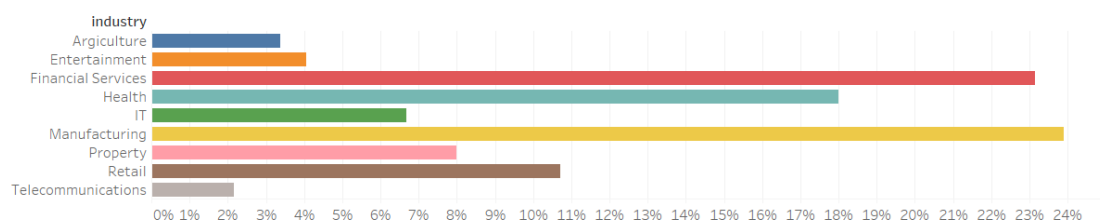
- **Wealth**

Overall, our customers are mainly ordinary people, they need our products(bicycle) to help them to go to work, school.

Wealth	Proportion	Feature
<b>Affluent customer</b>	24.475%	For the upper class, there is less need for bicycles for daily travel.
<b>High Net customer</b>	25.525%	Same
<b>Mass customer</b>	50%	Large demand for travel.

- **Industry**

People who worked in Financial, Health and Manufacturing are more likely to buy our products, people who worked in Telecommunications are not interested in our bicycles, only 2% of our customers from this industry.



- **Consumption**

Most users are worth less than 500.

