KPMG MODULE 3 TASK

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Number of Orders Per Customers

Total Bike Related Purchases Made by Male
42,247

Total Bike Related Purchases Made by Female
39,321

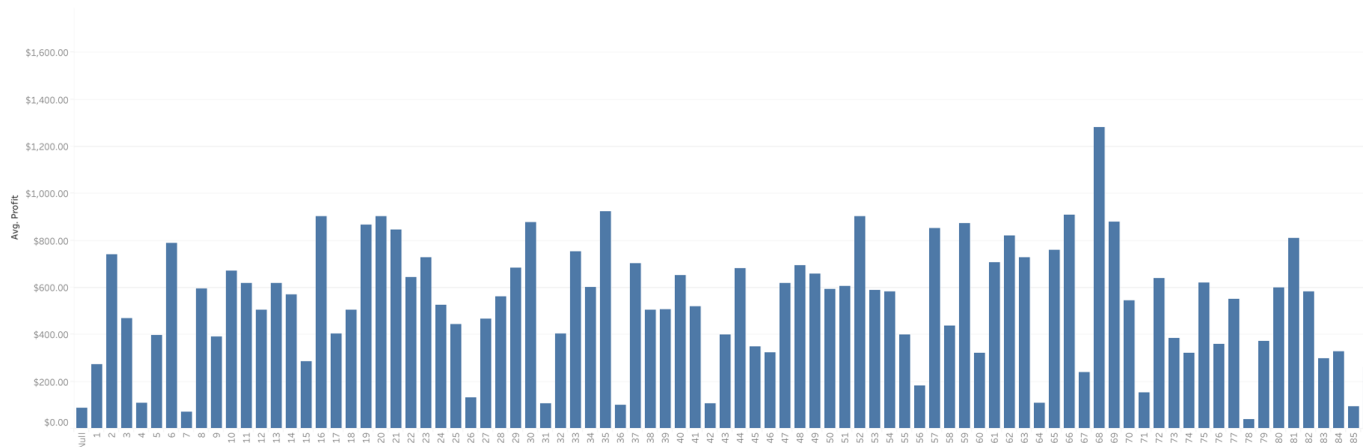## Average Profit with respect to Gender
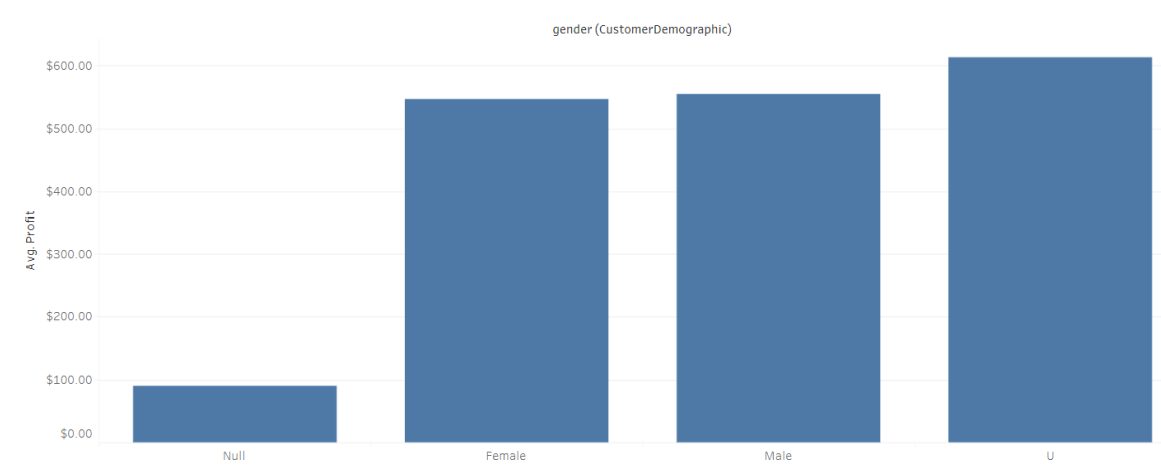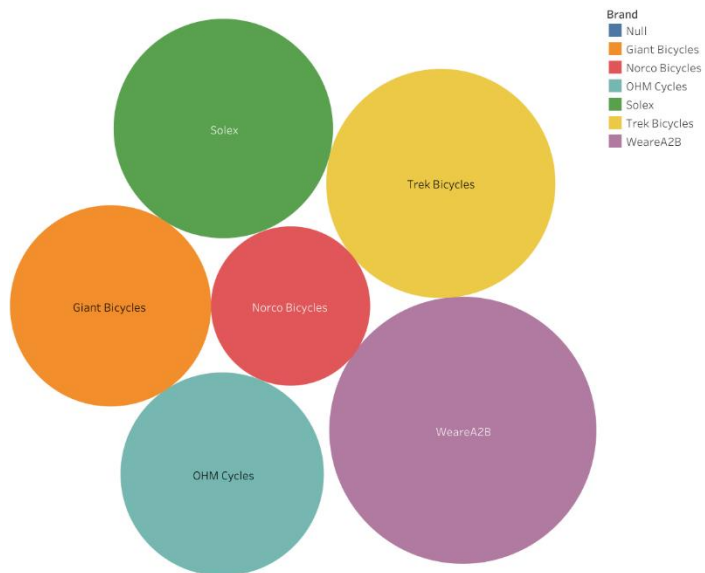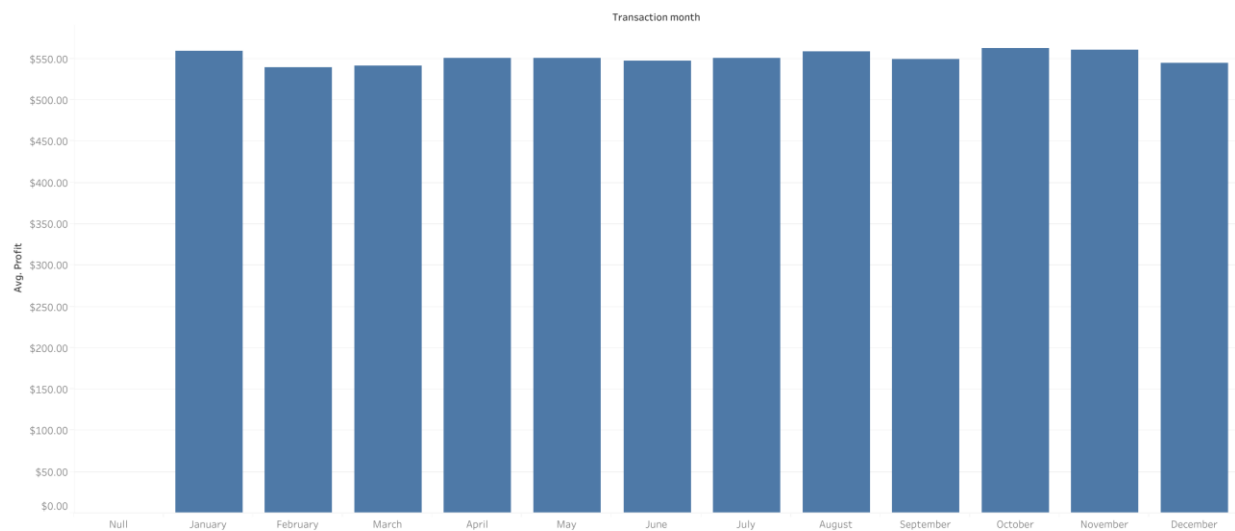
Average Profit with respect Customer IDs

Company Profit Bubble Illustration with respect to different Brands

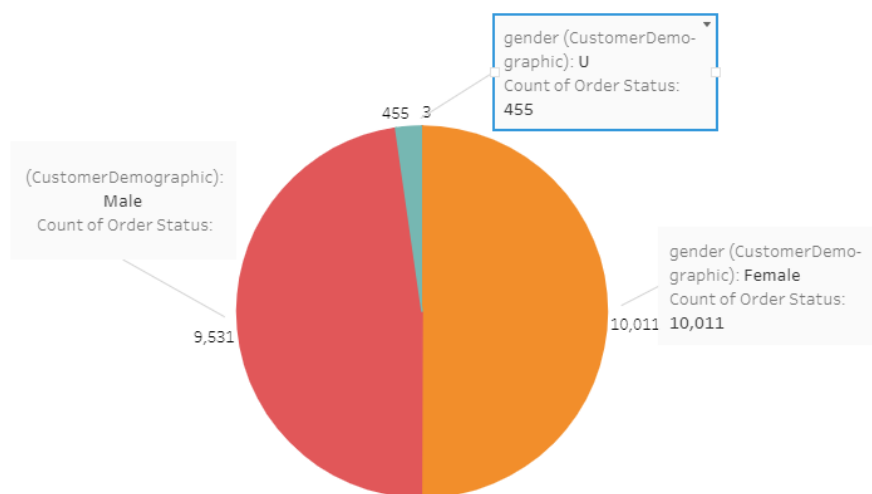## Average Profit with respect to transaction Months

Sheet 4

Transaction month

Avg. Profit

(bar chart with months: Null, January, February, March, April, May, June, July, August, September, October, November, December; y-axis from $0.00 to $550.00)

Customer Order Status with respect to gender

455 3

gender (CustomerDemo-graphic): U
Count of Order Status: 455

(CustomerDemographic):
Male
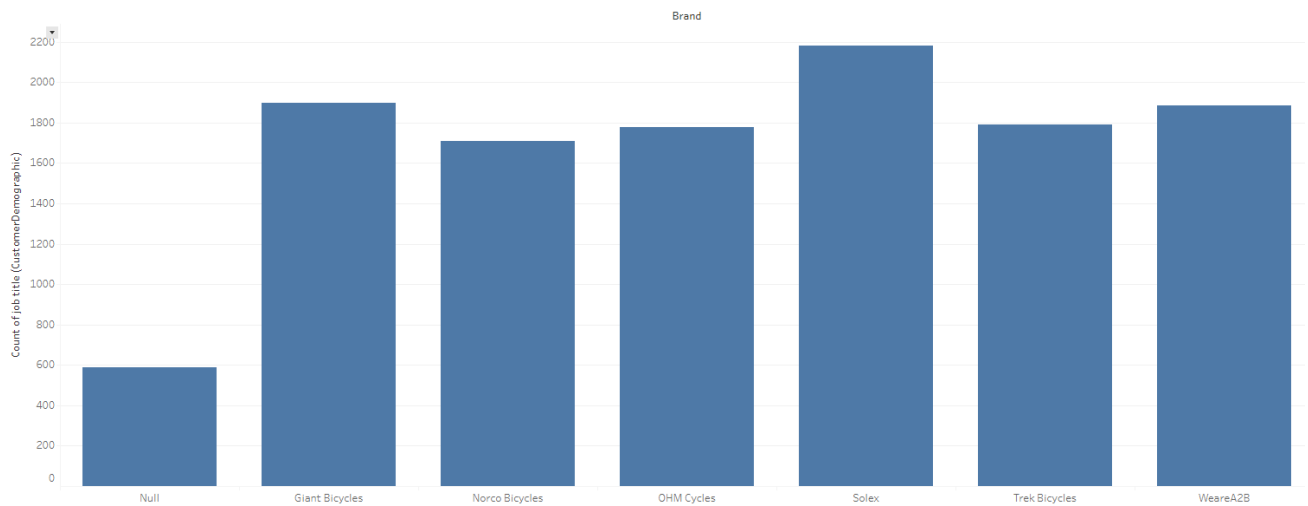Count of Order Status:

9,531

gender (CustomerDemo-graphic): Female
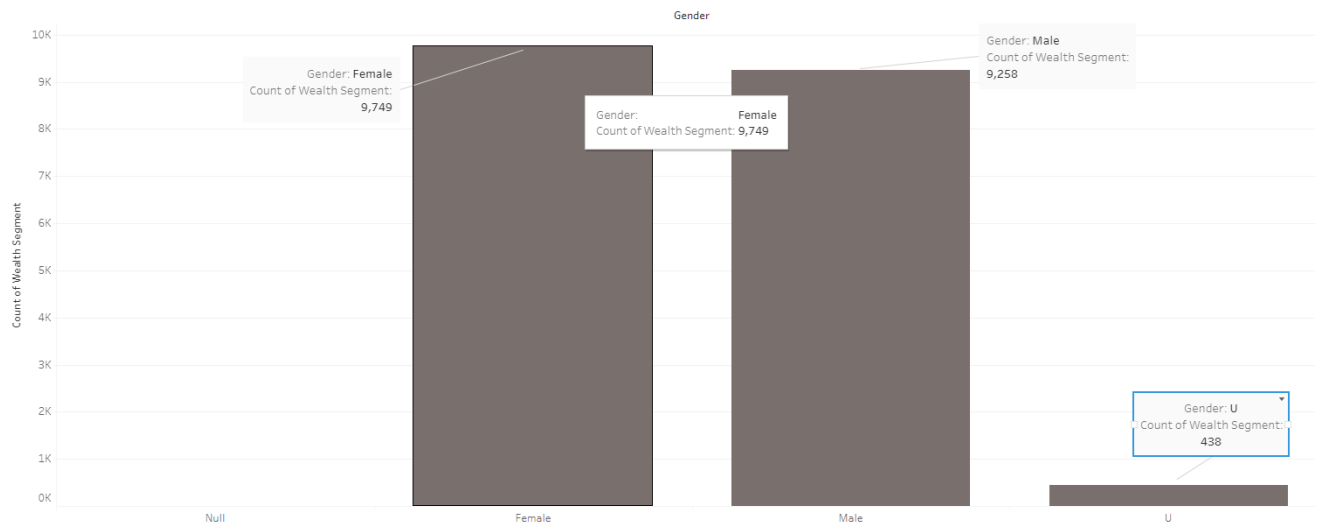Count of Order Status:
10,011 10,011

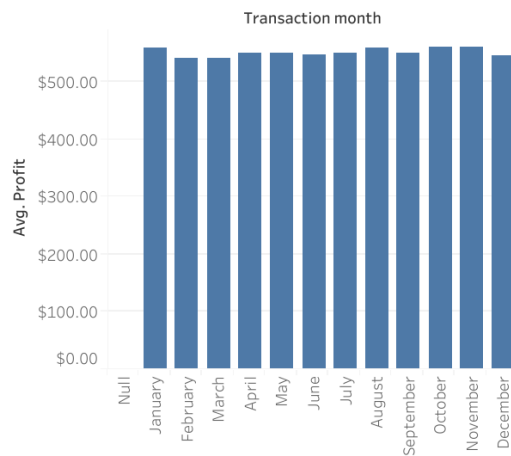Job Titles with respect to different Brand Names

Wealth Segmentation According to genders Distributions
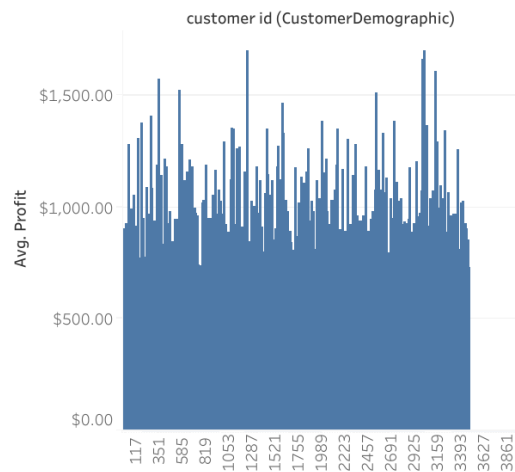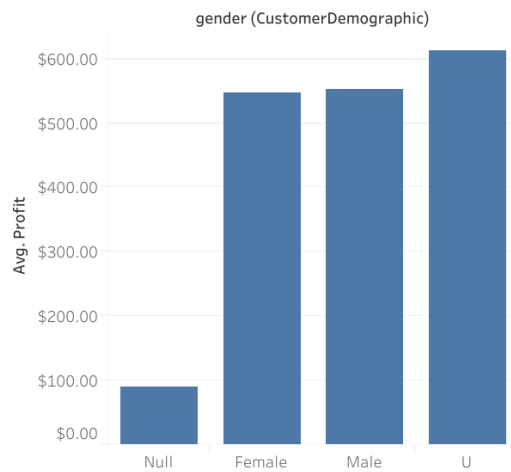
SPROCKET CENTRAL

PROFIT DASHBOARD

Brand
- ■ Null
- ■ Giant Bicycles
- ■ Norco Bicycles
- ■ OHM Cycles
- ■ Solex
- ■ Trek Bicycles
- ■ WeareA2B

Transaction month

gender (CustomerDemographic)

customer id (CustomerDemographic)

SPROCKET CENTRAL

DASHBOARD

Gender

Count of Wealth Segment:
- Null: 0
- Female: 9,749
- Male: 9,258
- U: 438

Pie Chart

gender (CustomerDemographic): **Male**
Count of Order Status: **9,531**

gender (CustomerDemographic): **U**
Count of Order Status: **455**

(CustomerDemographic): **Female**
Count of Order Status:

Pie values: 9,531 | 455 | 3 | 10,011

gender (CustomerDemog..
- Null
- Female
- Male
- U

Count of Order Status
20,000

Brand

Count of job title (CustomerDemographic):
- Null: ~600
- Giant Bicycles: ~1900
- Norco Bicycles: ~1700
- OHM Cycles: ~1775
- Solex: ~2200
- Trek Bicycles: ~1790
- WeareA2B: ~1890