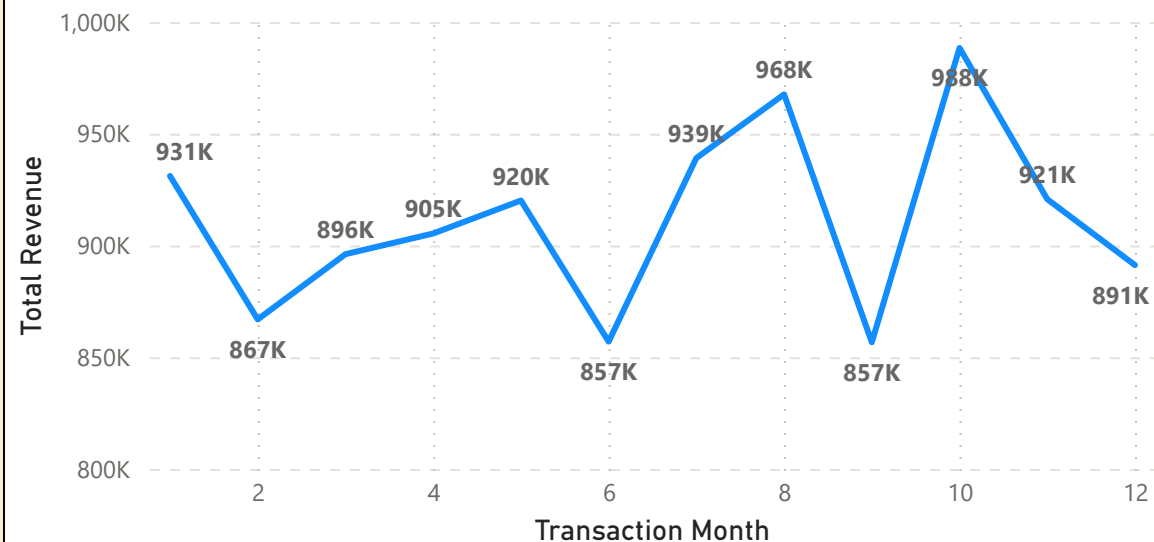
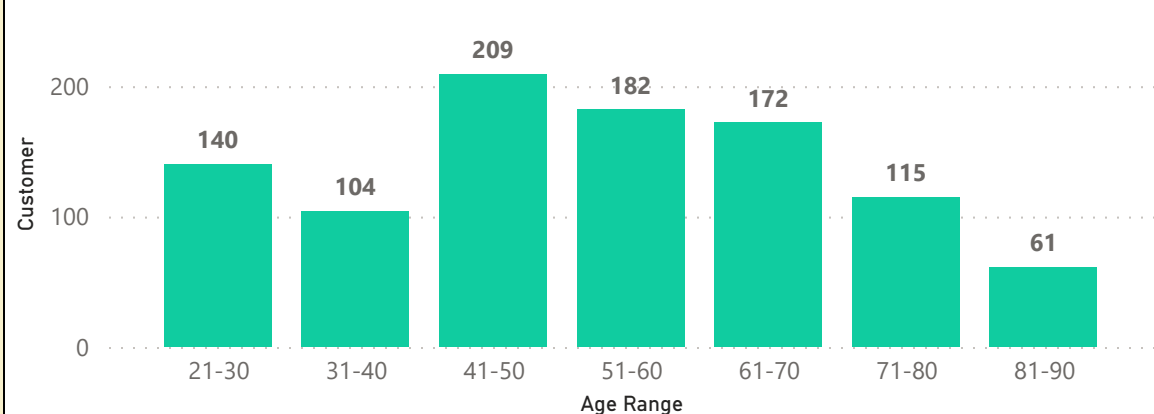


SPROCKET CENTRAL

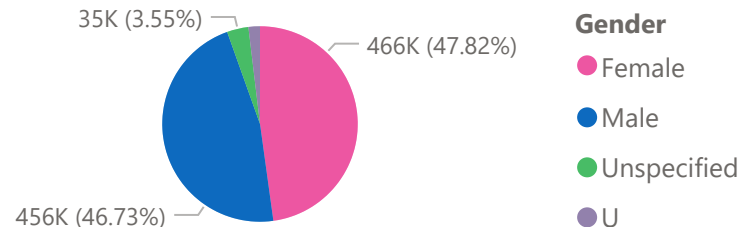
Total Revenue by Transaction Month



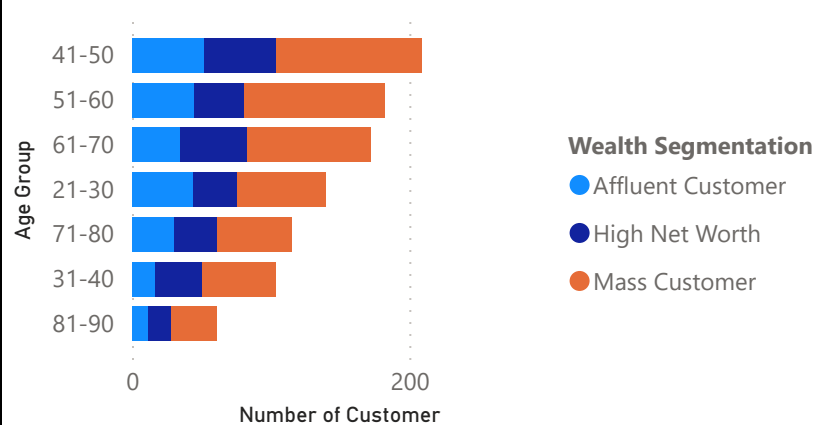
New Customer Age Range Distribution



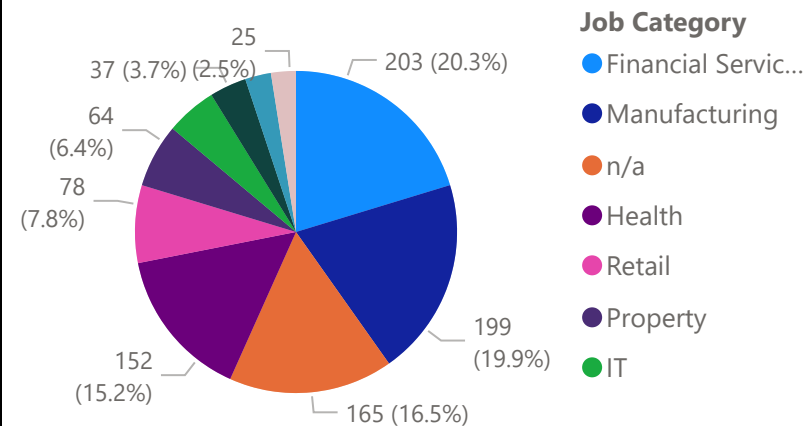
Number of Bike Purchased in the Past 3 Years by Gender



Wealth Segmentation by Age



New Customer Job Industry Distribution



10.94M

Total Revenue

976K

Total Purchases in the Last 3 Years

Customer Segmentation based on RFM Value

