

Demography Overview

Number of Customer

3416

Male



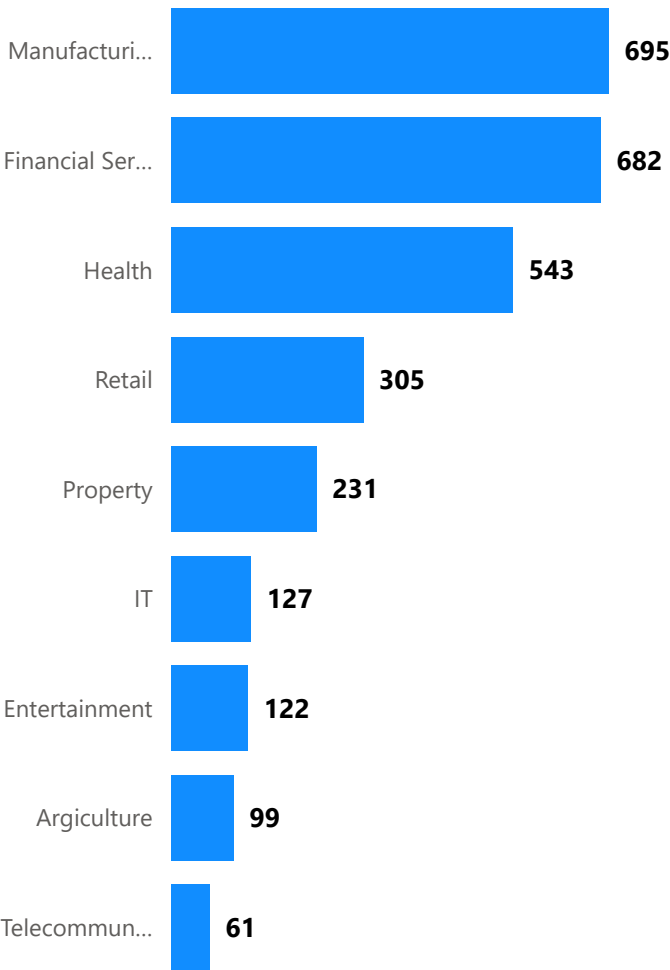
1644

Female

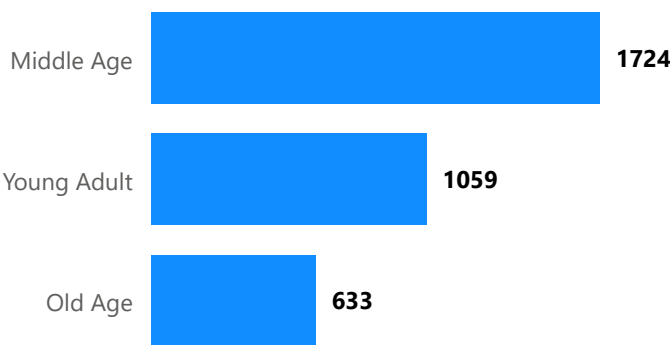


1771

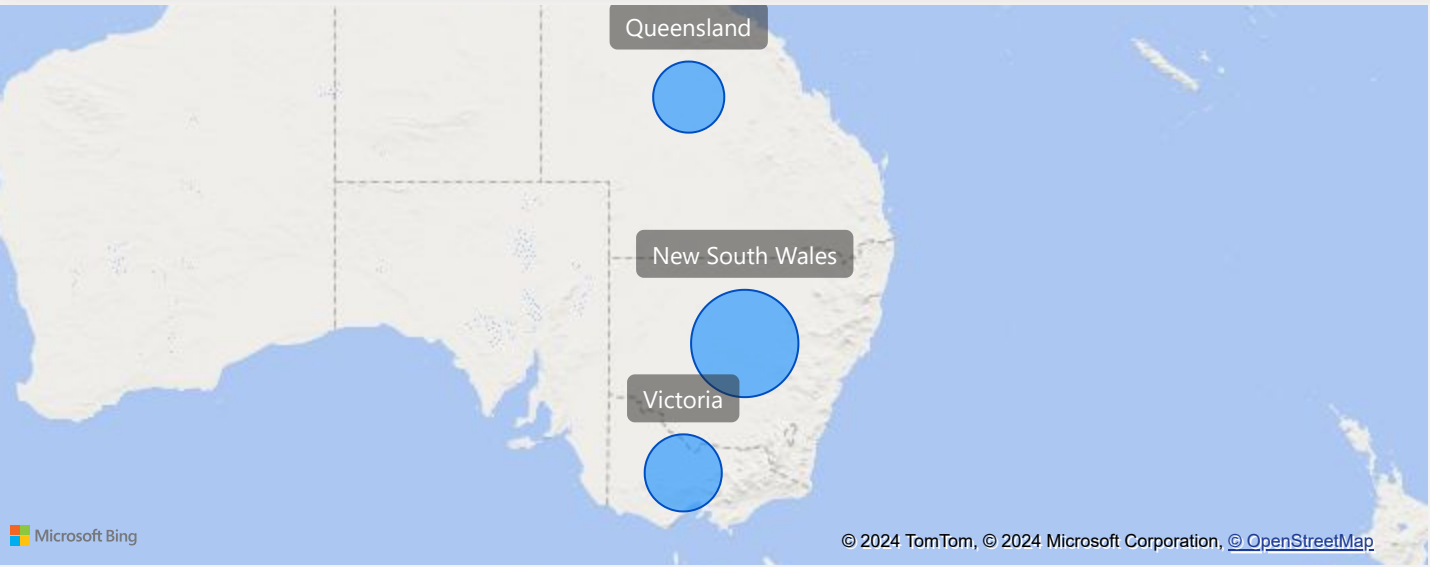
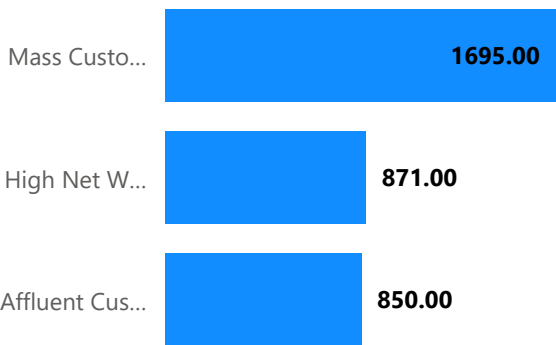
Customers in Each Job Category



Customers in Different Age Groups



Customer in Each Wealth Segment



Transaction

Purchase

Demography

Summary



Purchase Overview

Bike Brands

Solex Bicycles

4169

WeareA2B Bicycles

3245

Giant Bicycles

3244

OHM Bicycles

2993

Norco Bicycles

2863

Trek Bicycles

2931

product line

Mountain

Road

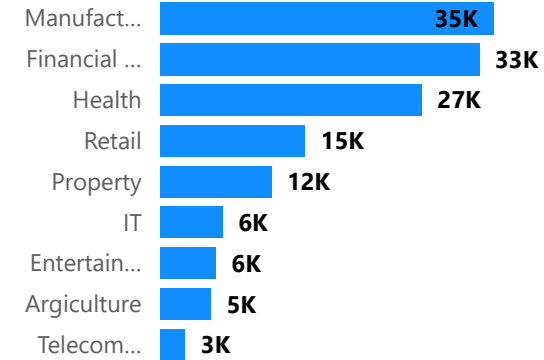
Standard

Touring

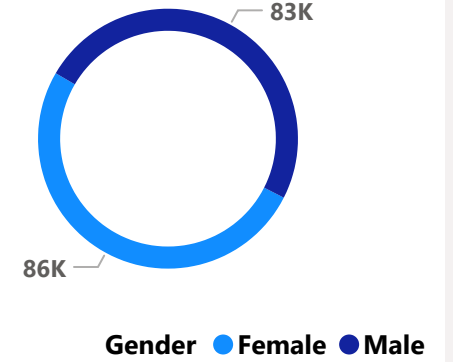
Total sales

169114

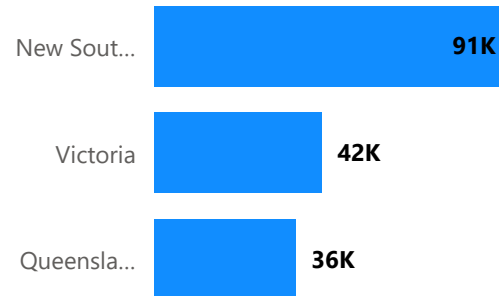
Sales per Job Category



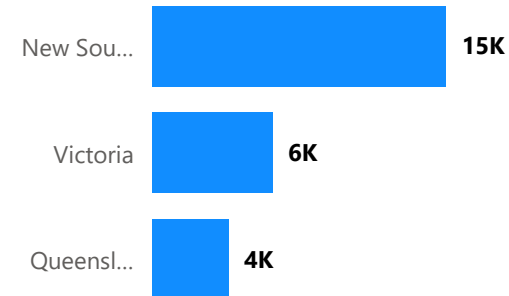
Sales per Gender



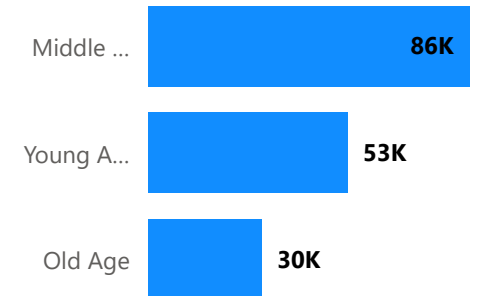
Sales per State



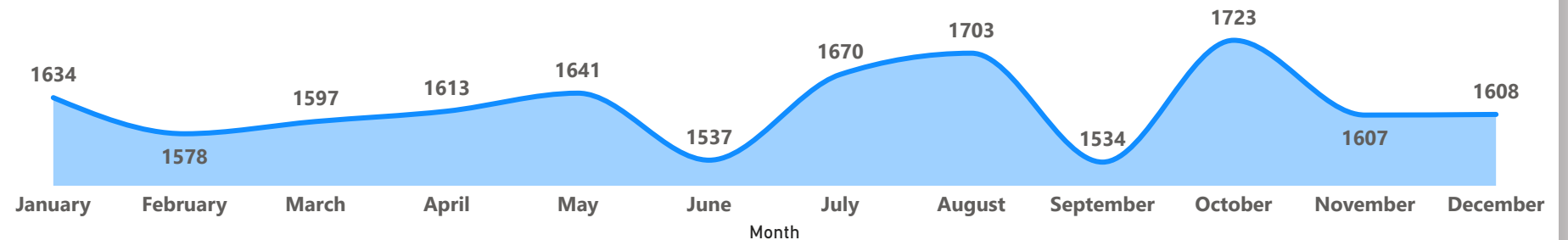
Market Potential by State



Sales Per Age Group



Number of Bike Sold Per Month



Demography

Purchase

Transaction

Summary



Transaction Overview

product line

Brand

All

All

Qtr 1

Qtr 2

Qtr 3

Qtr 4

Revenue



\$21.5M

Cost



\$10.8M

Profit

\$10.7M

Profit Margin

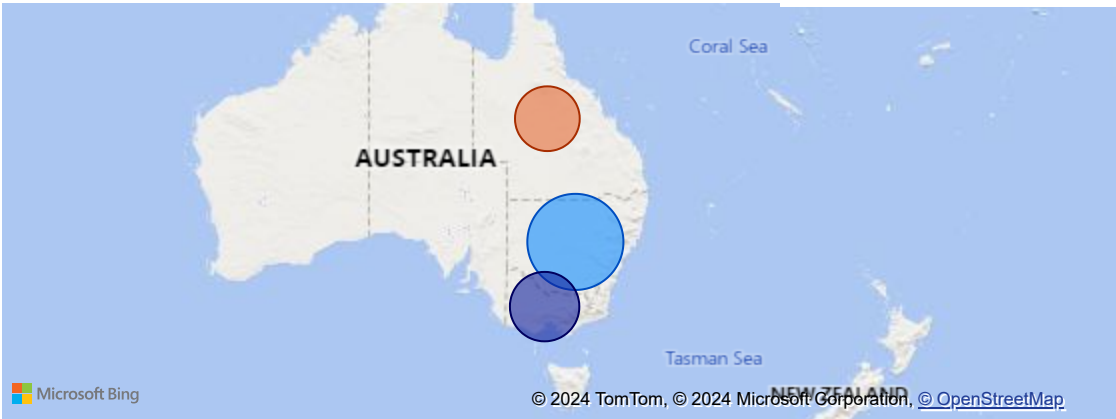


49.8%

Location Analysis

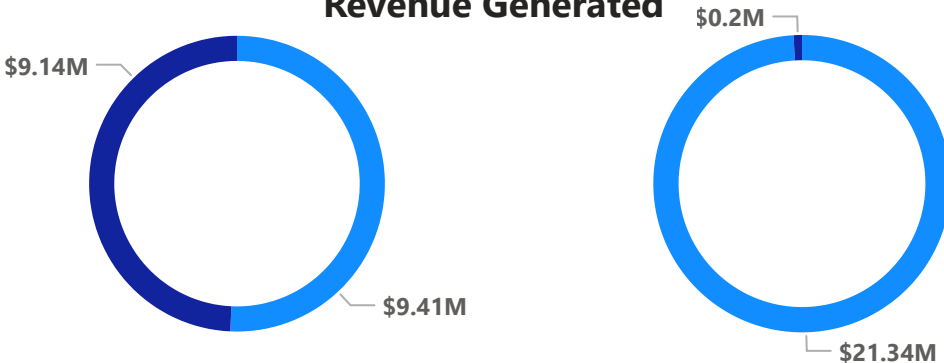
state ● New South Wales ● Victoria ● Queensland

State per Revenue



Sales Break down

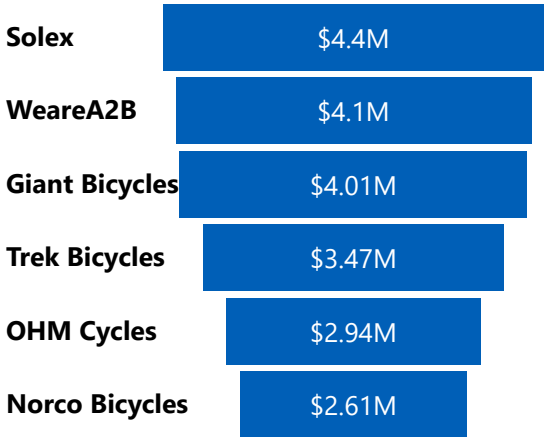
Revenue Generated



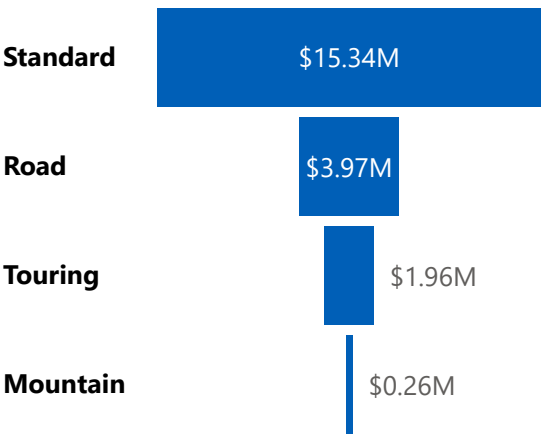
Gender ● Female ● Male

Status ● Approved ● Cancelled

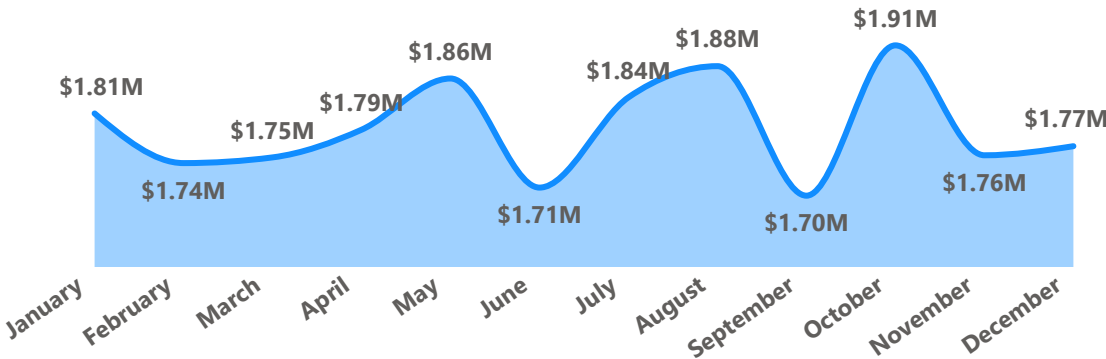
Brand by Revenue



product line by Revenue



Revenue by Month



Demography

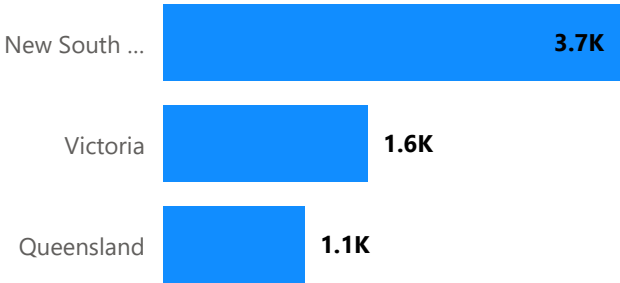
Purchase

Transaction

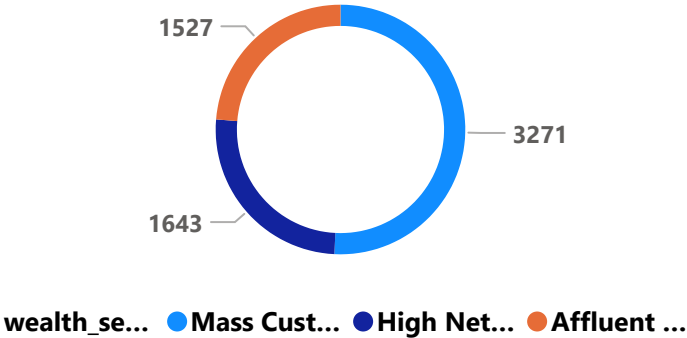
Summary

Summary

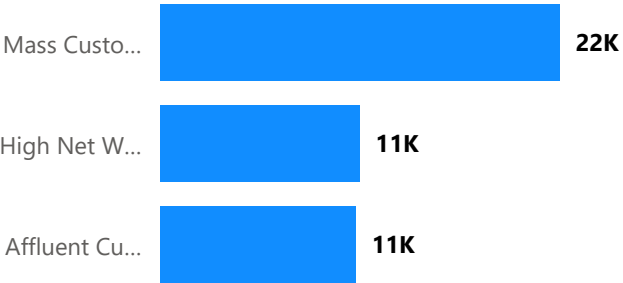
Property valuation by state



Property valuation by Wealth Segment



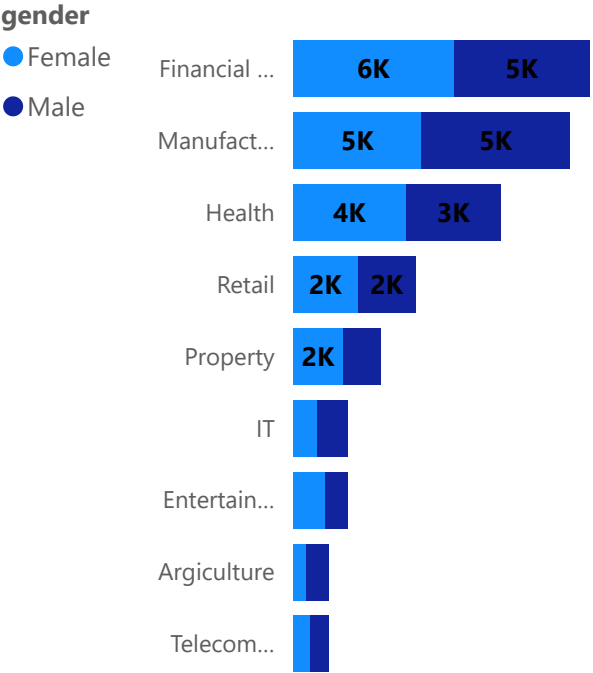
Bike purchased by wealth_segment



Top 200 Customers

first_name	gender	Tenure	Value	Bike purchases
Dorian	Male	36	2.28	156
Shepperd	Male	21	1.90	45
Leticia	Female	16	1.81	182
Ricki	Male	22	1.79	56
Tessa	Female	30	1.78	132
Bartram	Male	17	1.73	98
Cissiee	Female	23	1.68	142
Geoff	Male	12	1.67	186
Worthington	Male	15	1.65	139
Deirdre	Female	16	1.65	25
Kippar	Male	29	1.64	34
Latrena	Female	28	1.62	108
Suzy	Female	33	1.60	57
Beverlee	Female	20	1.57	91
Inglebert	Male	18	1.53	75
Philbert	Male	12	1.50	115
Morganica	Female	30	1.49	77

Bike purchases by Job Category and gender



INSIGHT

- The Mass Customer category dominates property valuation, suggesting that it should be targeted for specific marketing methods or investment opportunities.
- There is a noticeable geographical disparity in property valuation, with New South Wales outperforming the other states. This suggests that distinct geographical strategies may be required for property-related campaigns or investments.
- Females spend a lot of money on bikes, and their average spend is greater, indicating a significant market niche that could profit from tailored marketing or promotional activities geared at female clients.
- Financial Services' contribution to female bike sales suggests a viable area of attention for improving engagement or