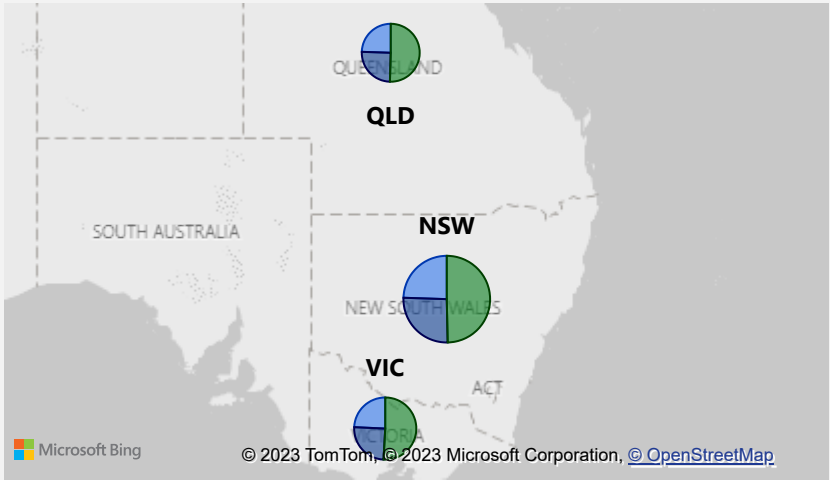


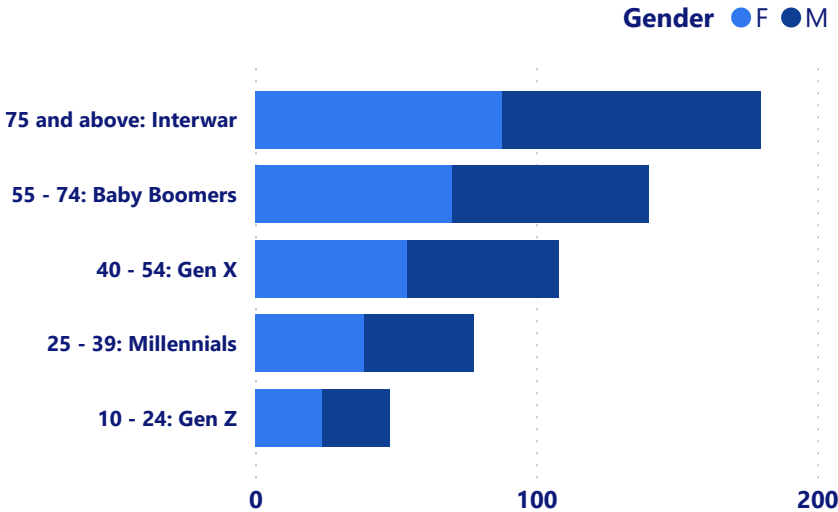


Customer Wealth Segment by state

wealth_segment ● Affluent Custo... ● High Net ... ● Mass Custo...



Age Distribution Of Customers



Customer Age_group

All

Customer : State

All

Customer Wealt Segment

All

Transaction
Analysis

Segmentatio
n and Report

New Customer Age_group

All

New Customer : State

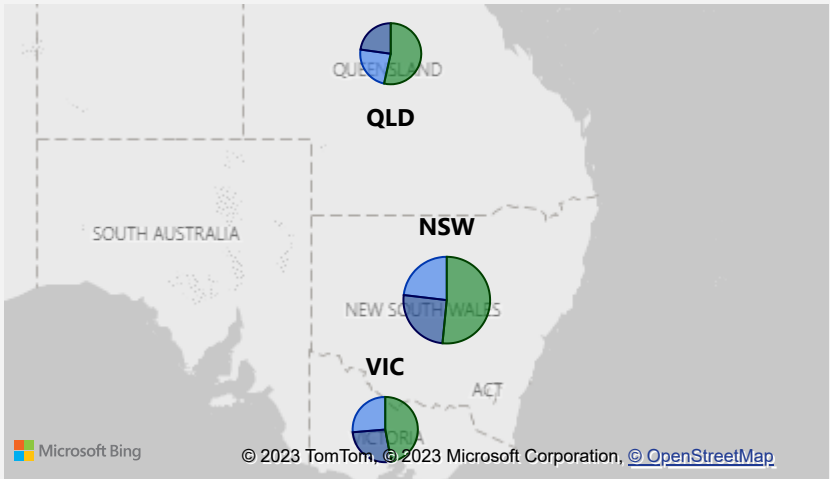
All

New Customer Wealth Segement

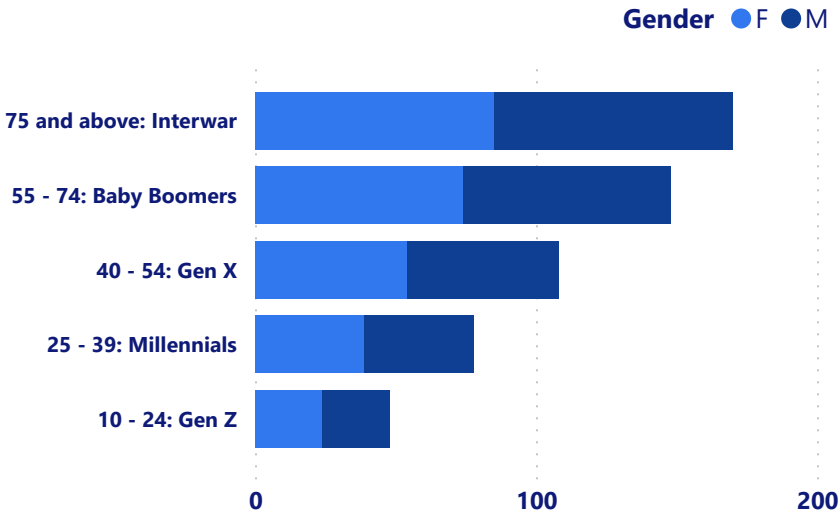
All

New Customer Wealth Segment by State

wealth_segment ● Affluent Custo... ● High Net ... ● Mass Custo...



Age Distribution Of New Customers



10.64M

Total Revenue

3912

Old Customers

45.7

Avg Age Custom...

High Value

CustomerSegment

1000

Total New Customers

52.2

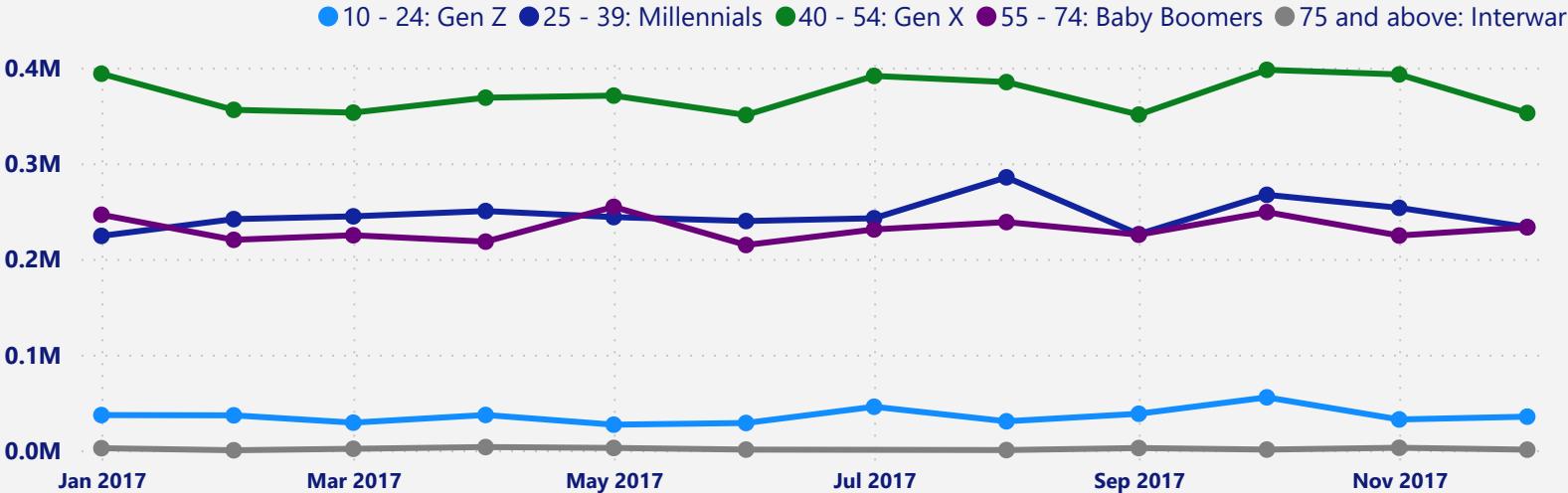
Avg Age New

Medium Value

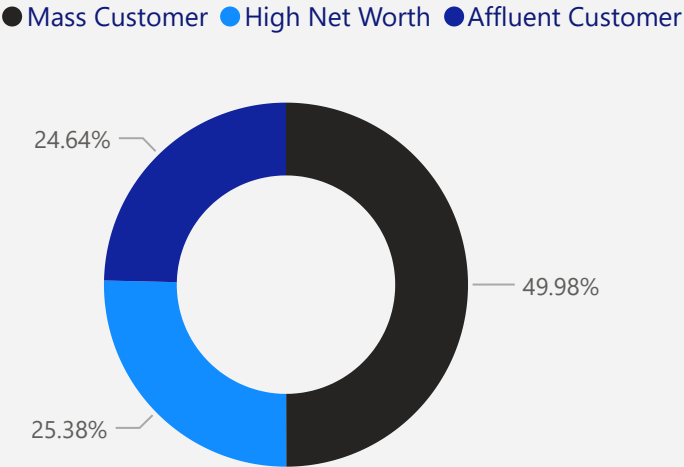
New Customer Segment



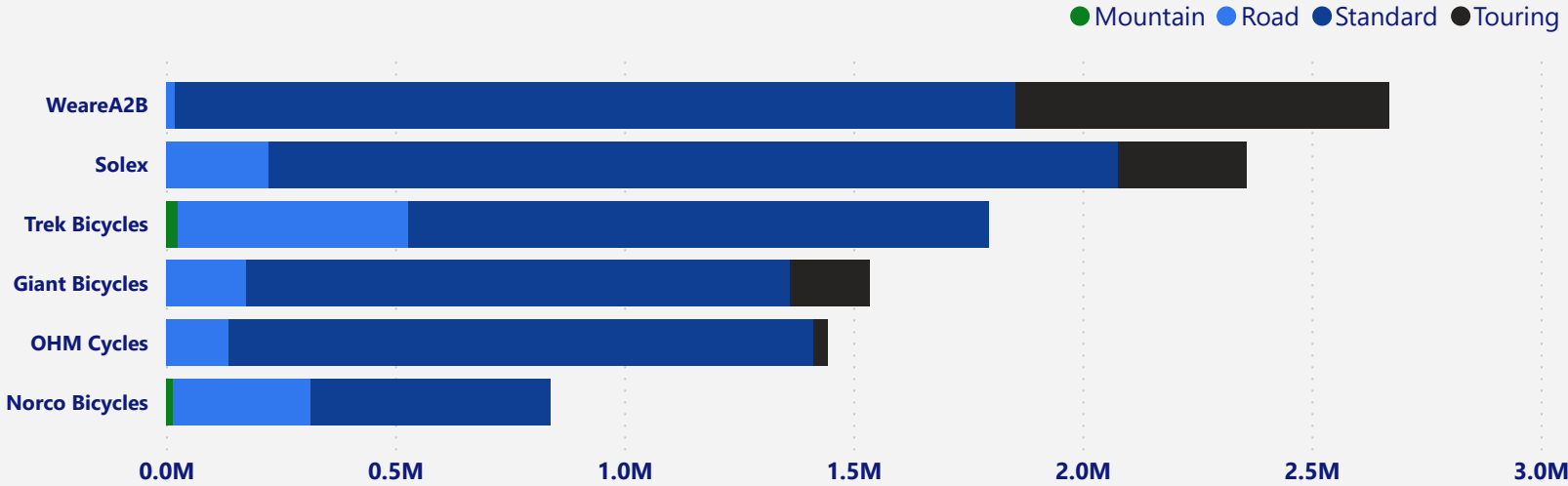
Revenue by Age Group



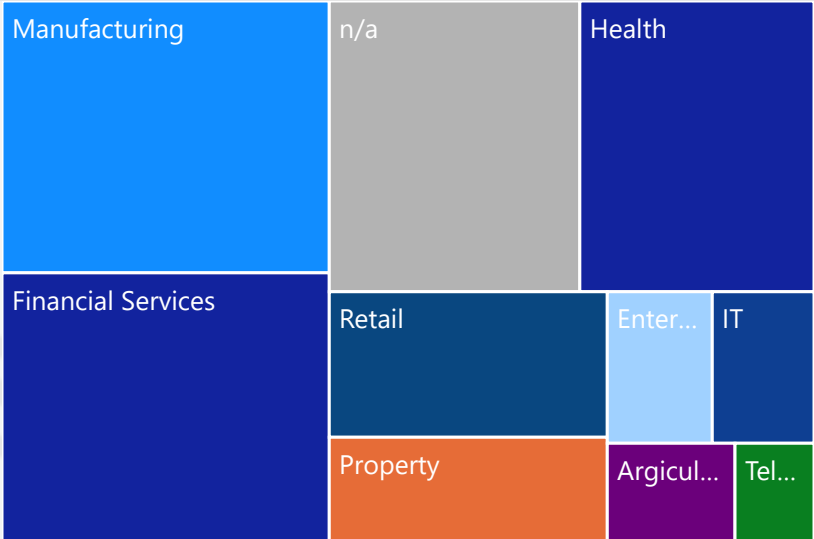
Wealth Segment Revenue



Revenue by Product



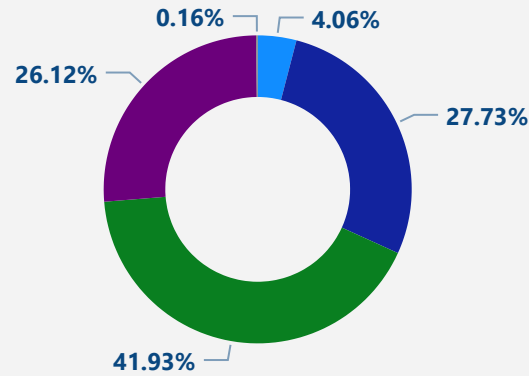
Job Industry by Revenue



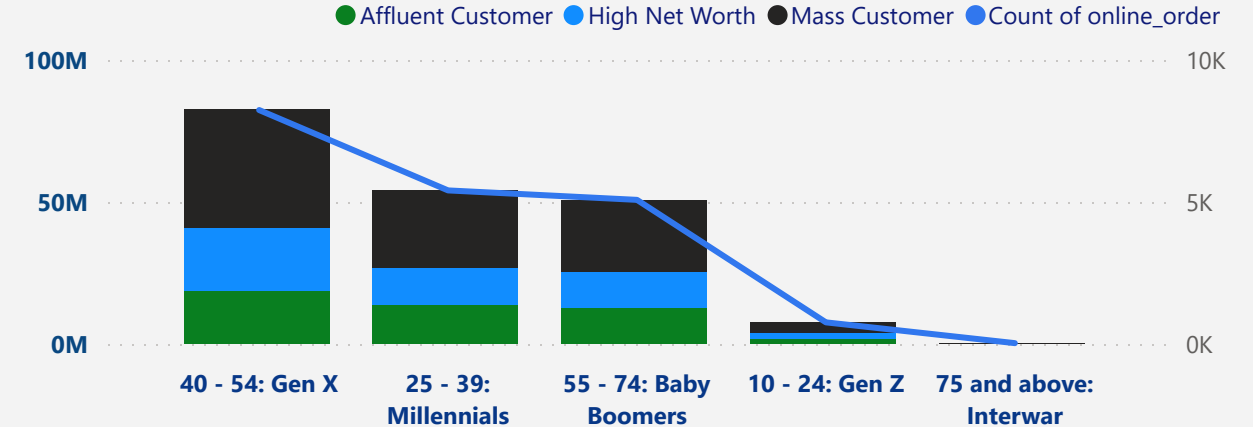


Revenue by Age Group

10 - 24: Gen Z 25 - 39: Millennials 40 - 54: Gen X 55 - 74: Baby Boomers 75 and above: I...



Online transactions



REPORT

The Standard product line had the highest average Sum of Revenue at 1,323,686.21, followed by Touring, Road, and Mountain.

40 - 54 Gen X are the top age group to target, Thy accounted for 41.93% of Sum of Revenue., and they bought the standard line the most, also between October and December there was a decline but looking at past trend it is not unusual

75 and above: Interwar in gender Male made up 16.61% of Max of age.

Max of age for Male and Female diverged the most when the Age group was 75 and above: Interwar, when Male were 4 higher than Female.

Mass Customer had the highest total Count of wealth segment at 10,032, followed by High Net Worth at 5087 and Affluent Customer at 4890.

The New Customer List Report

Mass Customer had the highest total Count of wealth segment at 508, followed by High Net Worth at 251 and Affluent Customer at 241

NSW in wealth segment Mass Customer made up 26.10% of Count of wealth segment.

Mass Customer had the highest average Count of wealth segment at 169.33, followed by High Net Worth at 83.67 and Affluent Customer at 80.33.