

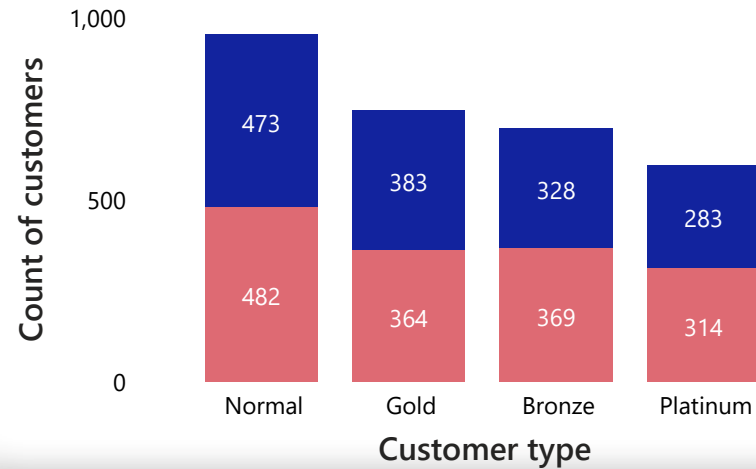
Old Customers
2996

Total Sales
16.72K

Total Profit
19.96M

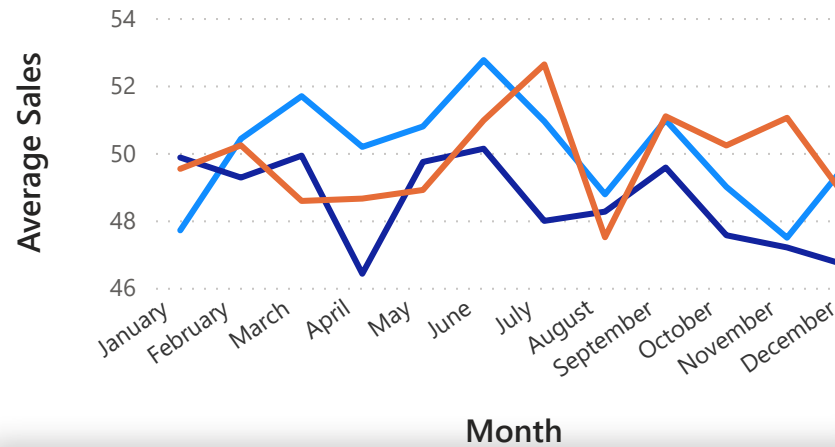
RFM Segmentation

gender ● Female ● Male

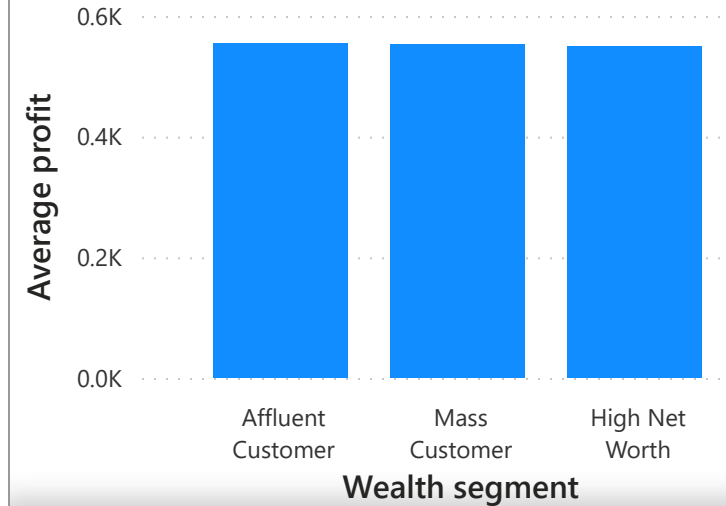


Avg Bike related sales for old customers in diff wealth segment

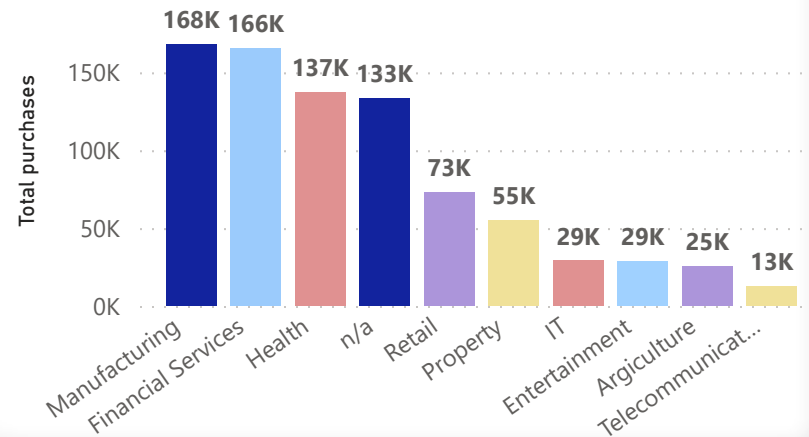
● Affluent Customer ● High Net Worth ● Mass Customer



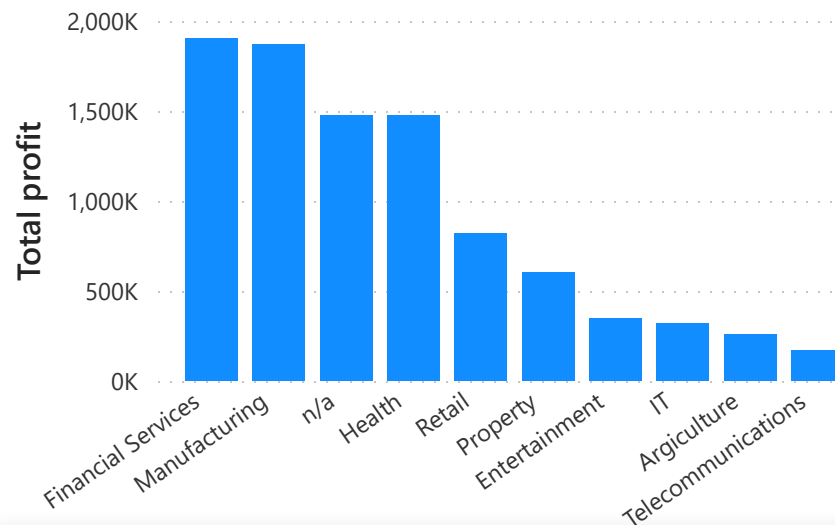
Avg Profit for old customers in diff wealth segment



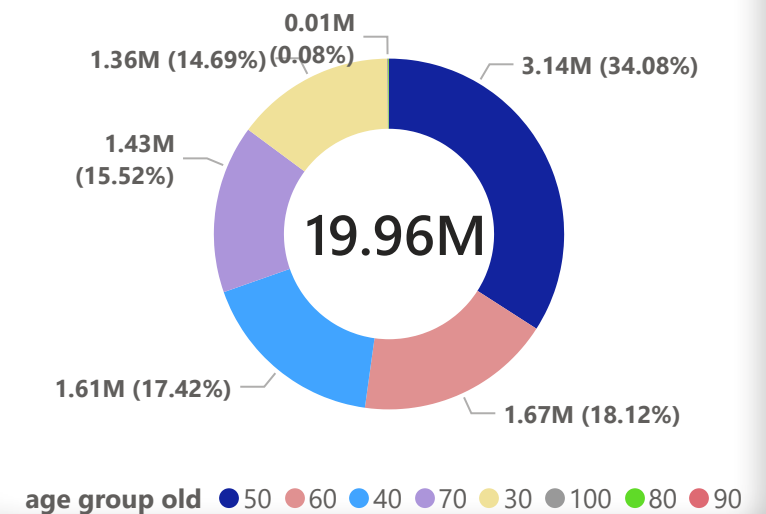
Past 3 years bike related purchases by job industry



Profit distribution by job industry



Profit distribution by age group





Old Customers distribution by age group

New Customers distribution by age group

New Customers distribution by state

Past 3 year purchases distribution by job industry and gender

New Customers distribution by job industry

New Customers distribution by
gender