

A DASHBOARD SHOWING TARGET CUSTOMERS FROM THE NEW LIST

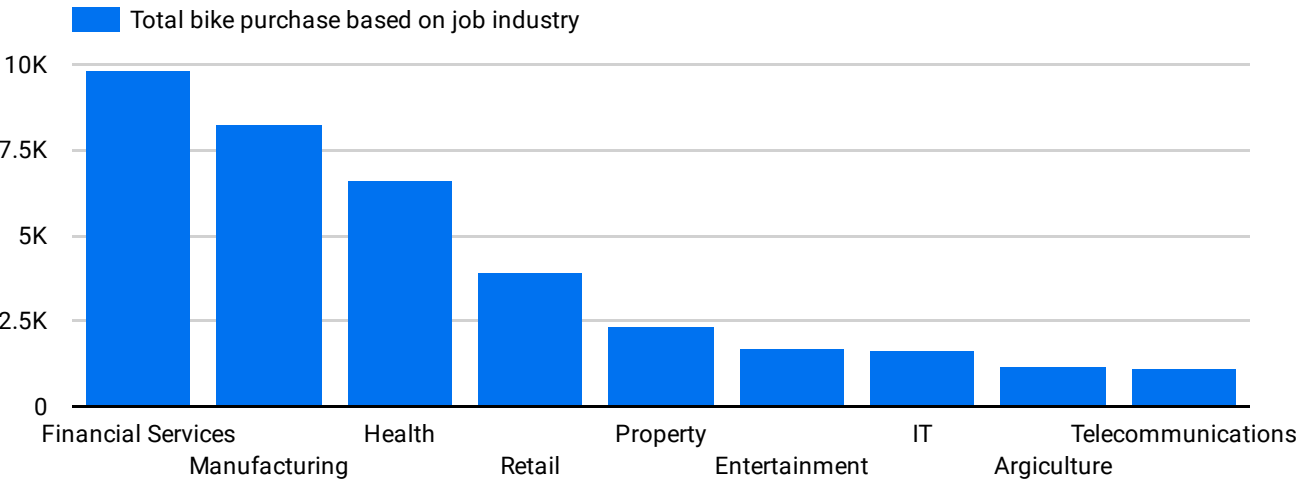
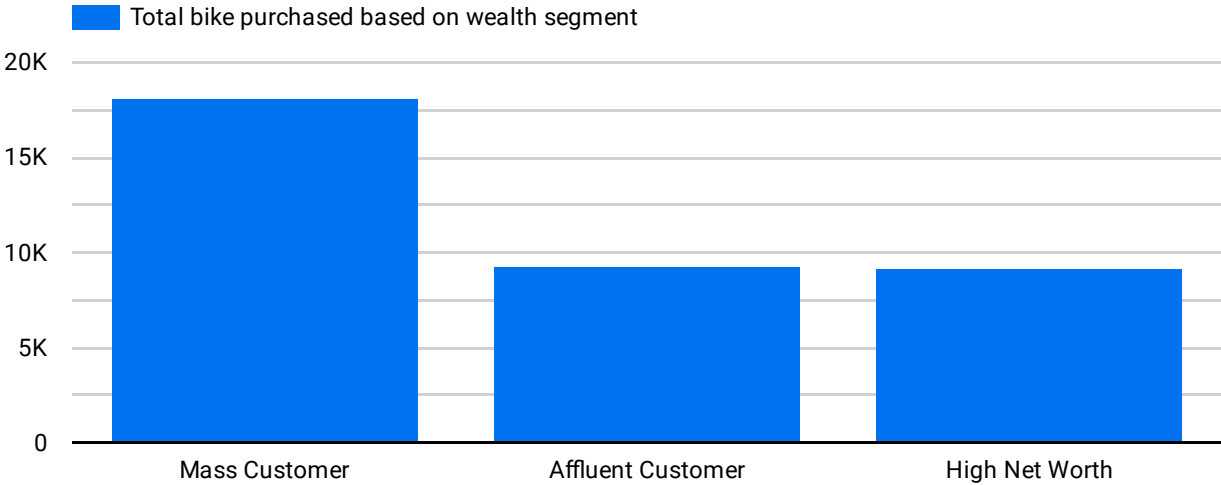
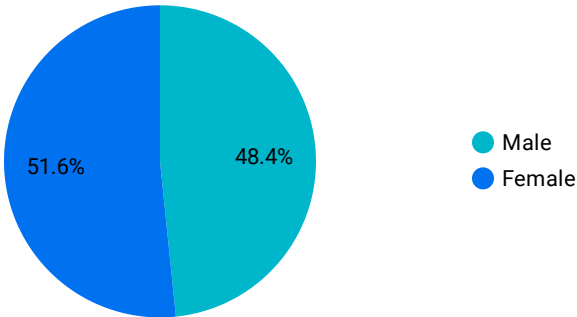
Total bike purchased by male

18,179

Total bike purchased by female

18,325

Percentage of Male and Female between ages 40-69 who don't own cars



Customer List

	first_name ▾	last_name	gender	job_industry_categ...	owns_car	Age	wealth_segment	past_3_years_bike_related_purchas...	state
1.	Wylie	Huntingdon	Male	Financial Services	No	56	Mass Customer	99	NSW
2.	Winnifred	Beswetherick	Female	Financial Services	No	46	Mass Customer	83	VIC
3.	Whit	Emloch	Male	Health	Yes	59	Mass Customer	30	NSW
4.	Weidar	Etheridge	Male	Financial Services	Yes	63	Mass Customer	38	NSW
5.	Valerie	Pickover	Female	Financial Services	No	57	Mass Customer	34	NSW
6.	Tyne	Coate	Female	Manufacturing	No	57	Mass Customer	82	NSW
7.	Therese	Brotherhood	Female	Health	No	41	Mass Customer	30	NSW
8.	Theresa	Cowan	Female	Manufacturing	No	46	Mass Customer	80	NSW