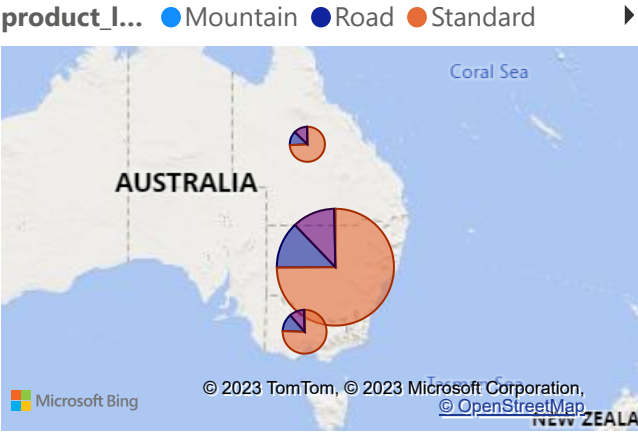


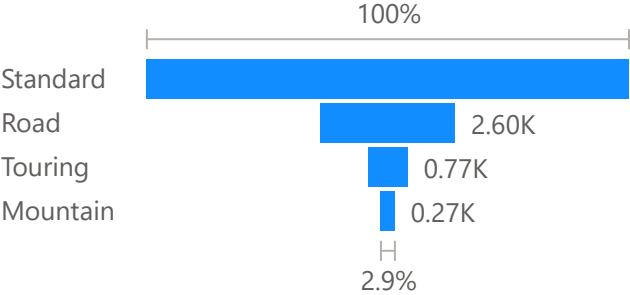


The distribution of profits by state and product\_line

Sum of profit by state and product\_line



Count of brand by product\_line



The above chart shows that standard bikes are the most sold items

Total number of sold items



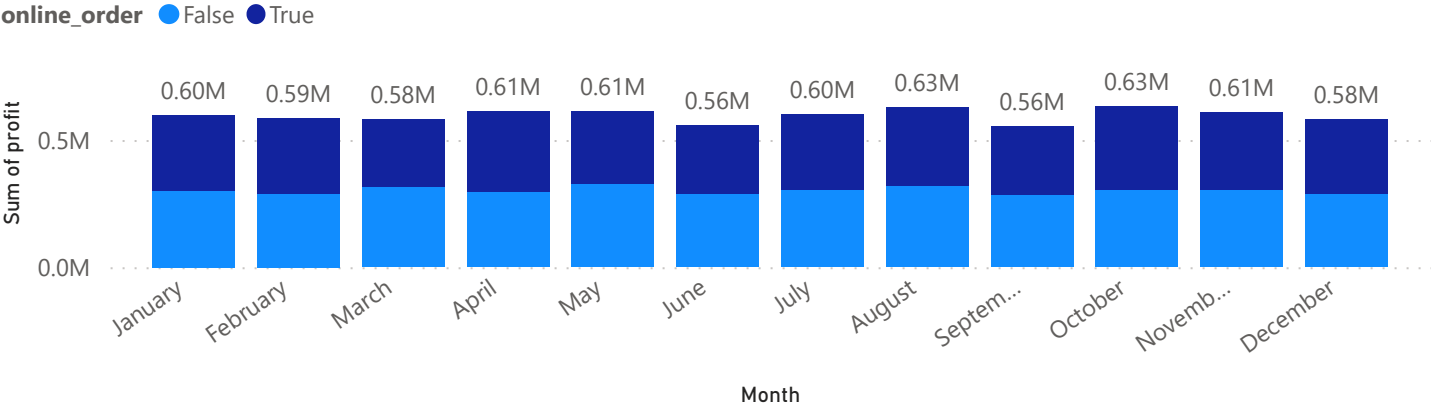
Total profit



Total profit

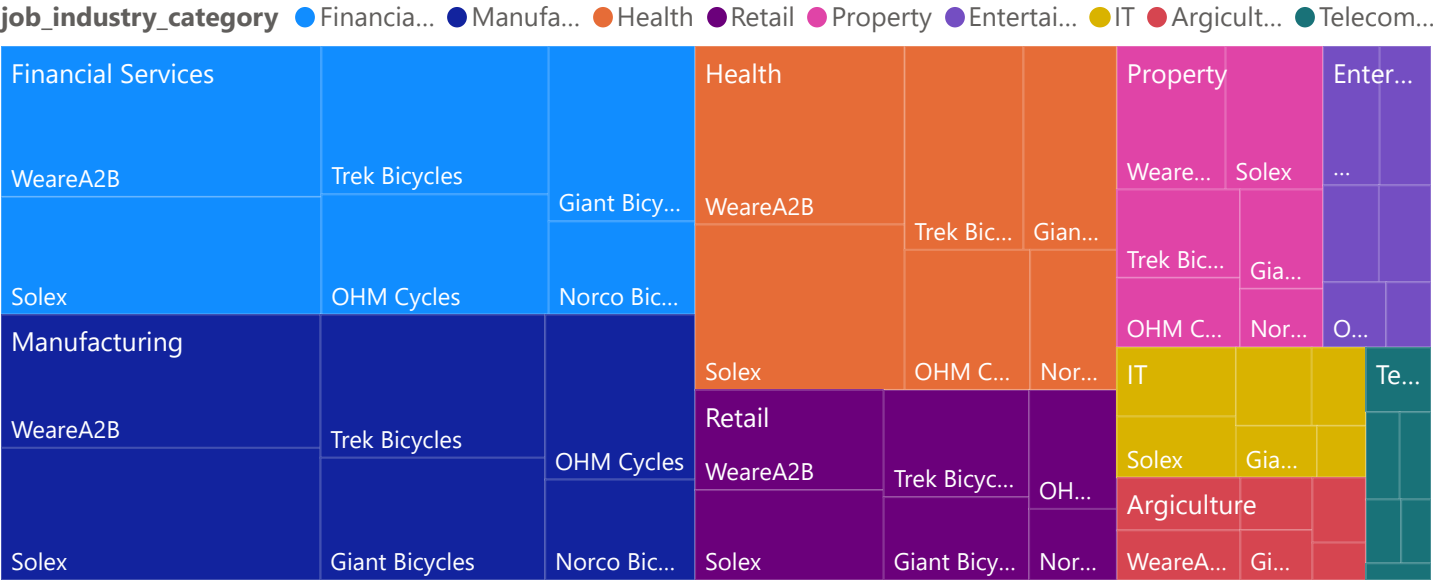


Sum of profit by Month and online\_order



The distribution of profits over time is almost smooth. No huge fluctuations.  
The distribution of Online/In person transactions are also similar.

Sum of profit by job\_industry\_category and brand

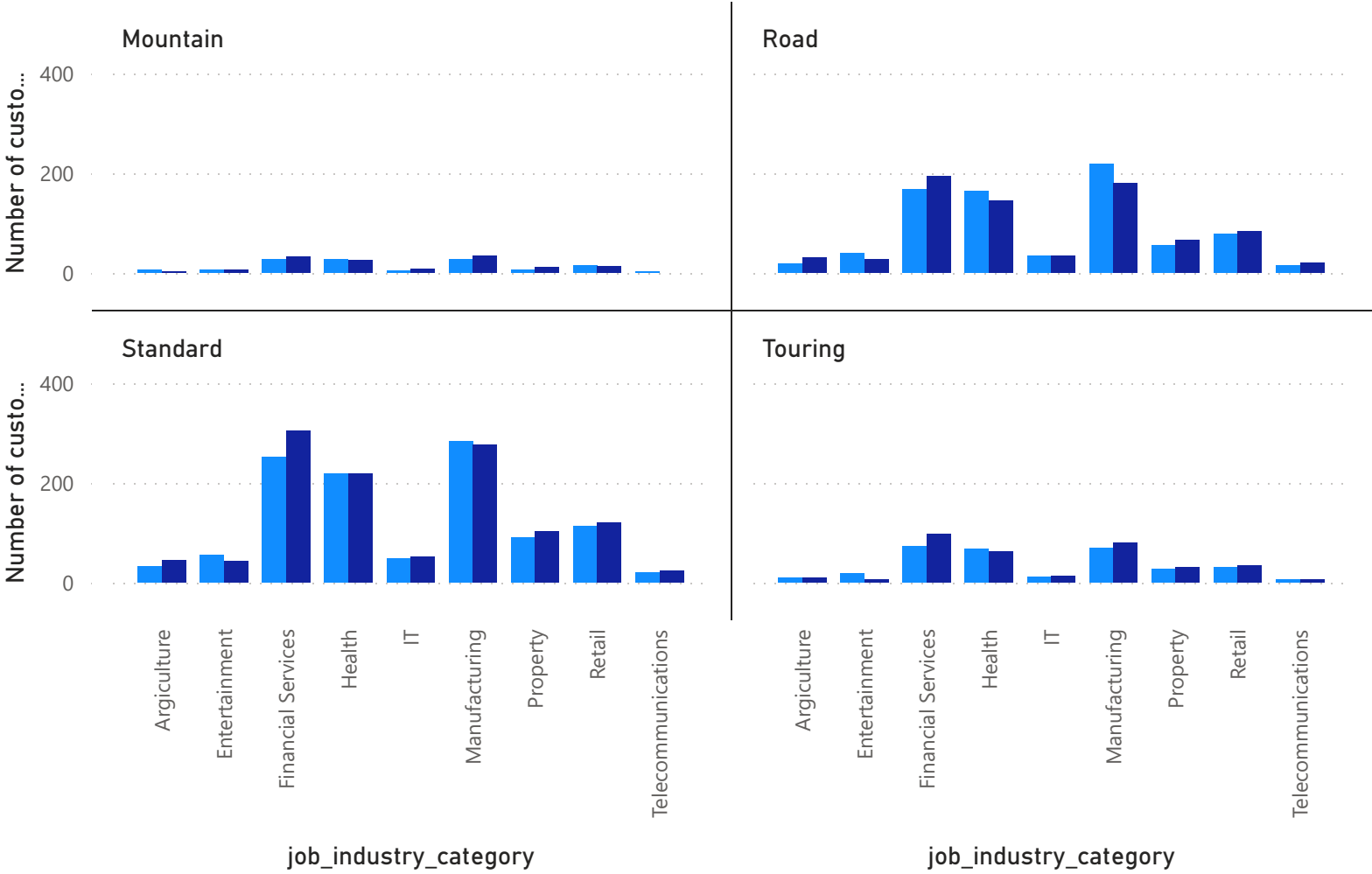


Financial service and manufacturing jobs form the majority of buyers.



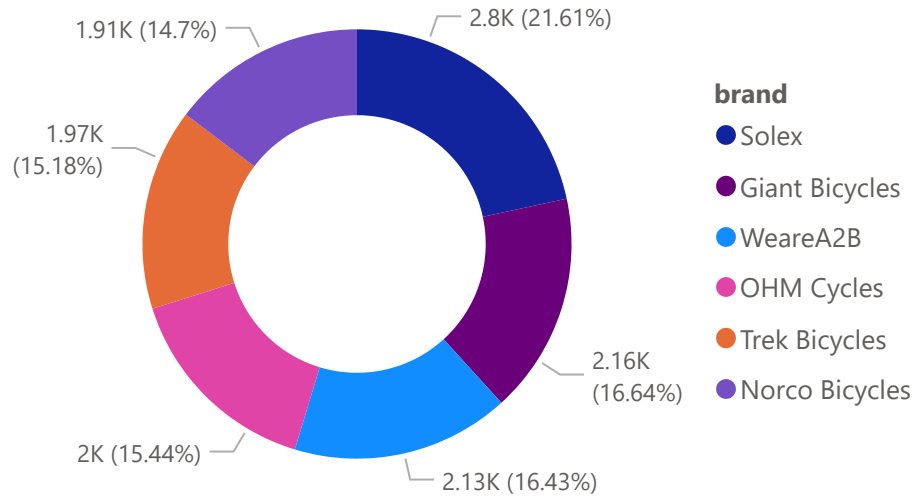
Count of customer\_id by job\_industry\_category, owns\_car and product\_line

owns\_car    No    Yes

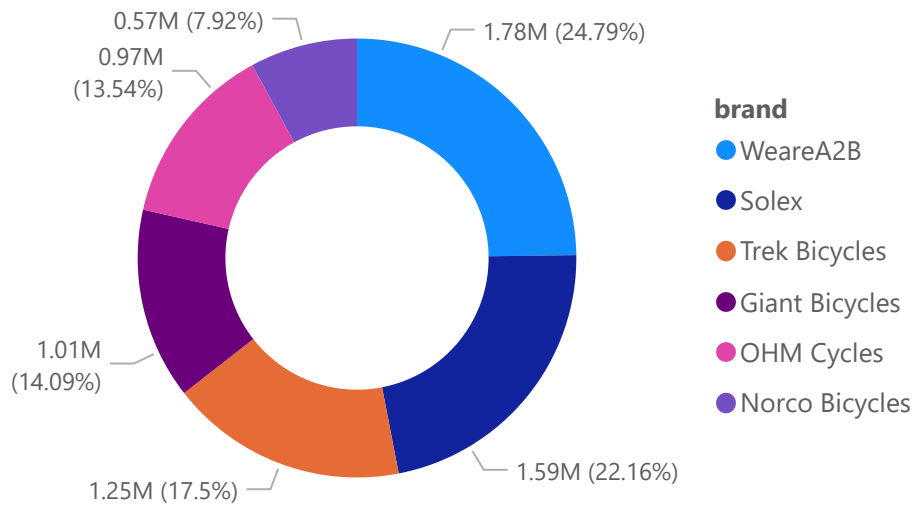


Standard and road line product are the most popular ones among different job categories. as the form of distribution is similar for all the lines, there is no correlation between job category and product line.

Count of number\_of\_items by brand



Sum of profit by brand

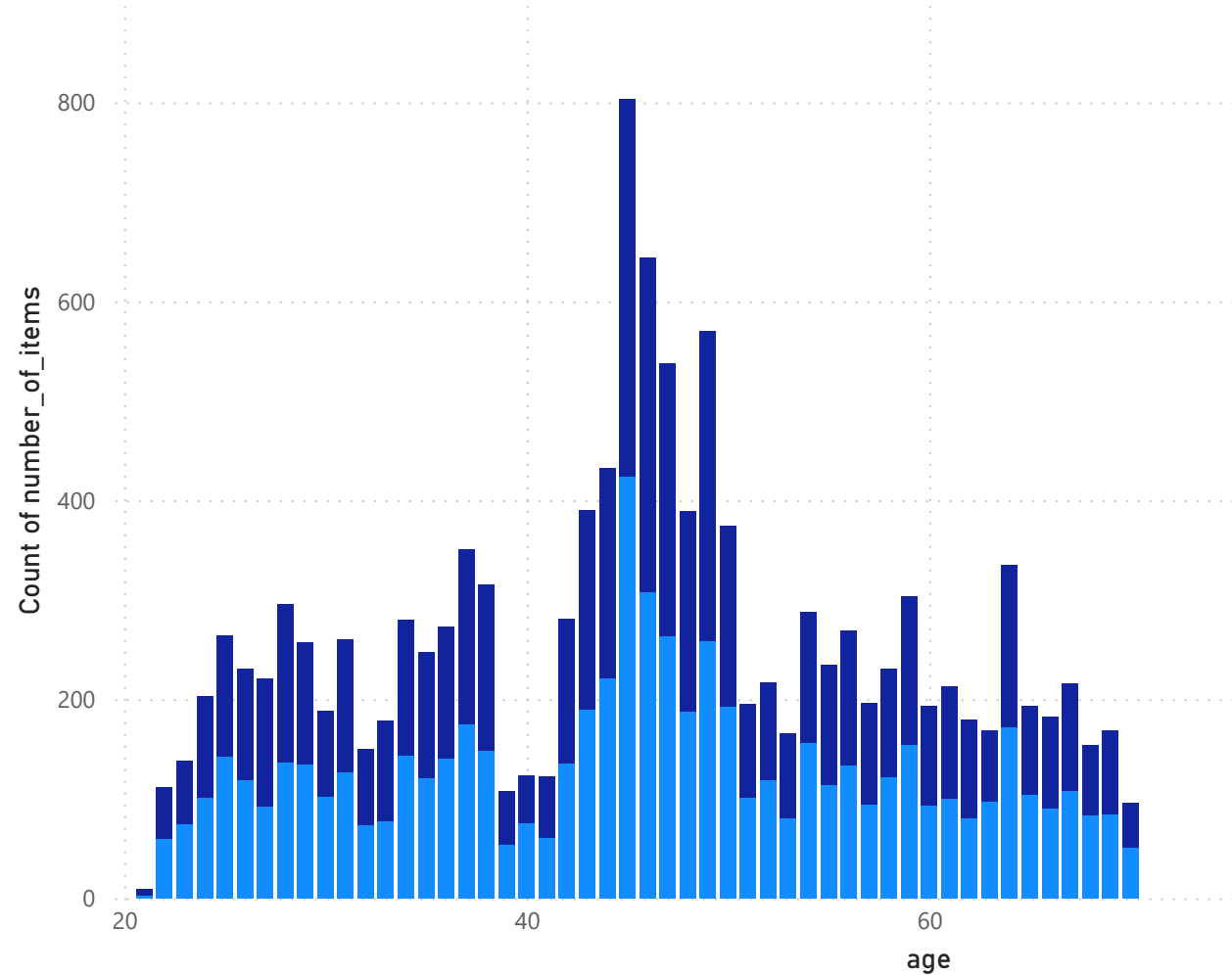


The distribution of total profit and the number of sold items for each brand is not the same. There is a correlation between these two features.

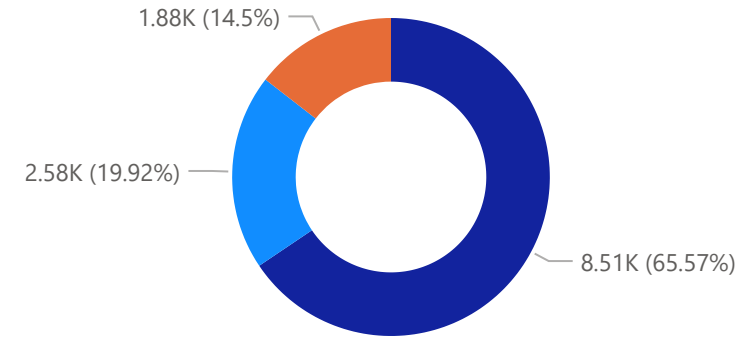


Count of number\_of\_items by age and online\_order

online\_order ● False ● True



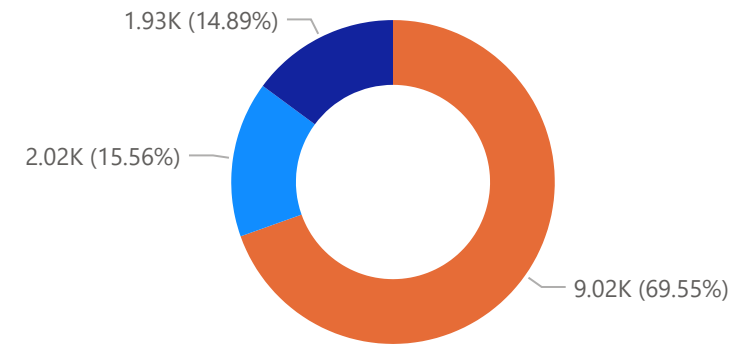
Count of number\_of\_items by product\_size



product\_size

● medium  
● large  
● small

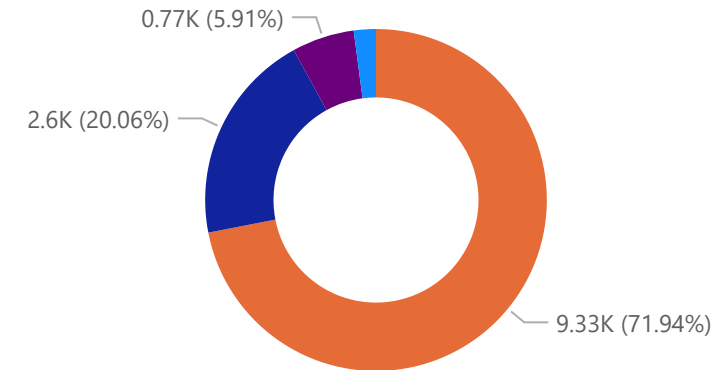
Count of number\_of\_items by product\_class



product\_class

● medium  
● high  
● low

Count of number\_of\_items by product\_line



product\_line

● Standard  
● Road  
● Touring  
● Mountain