



SPROCKET CENTRAL

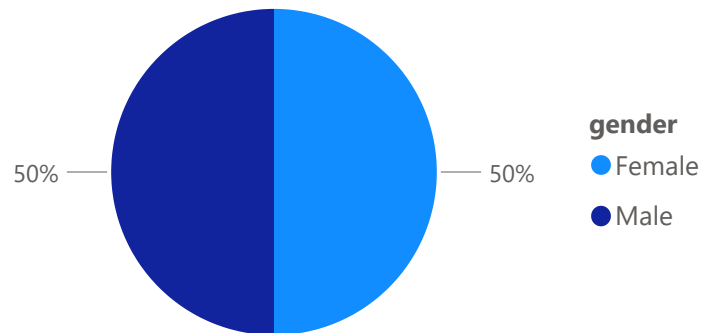
Total Bike Related Purchases made by Males

23.77K

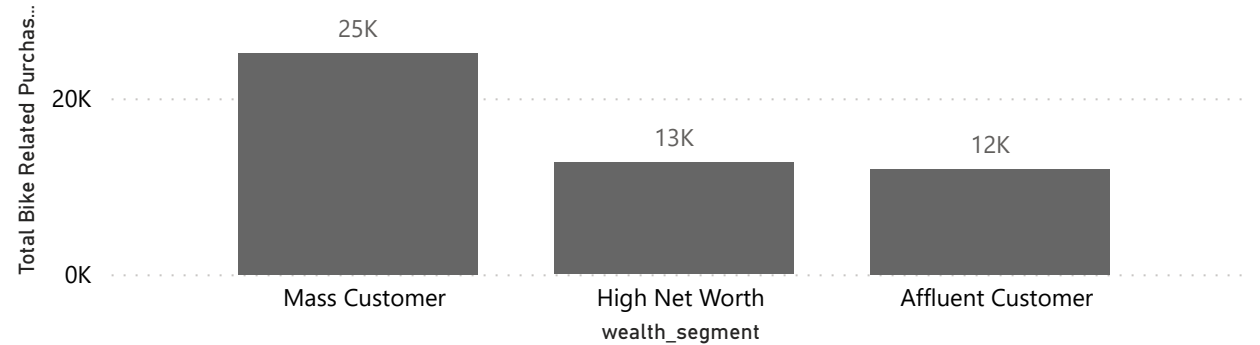
Total Bike Related Purchases made by Females

25.21K

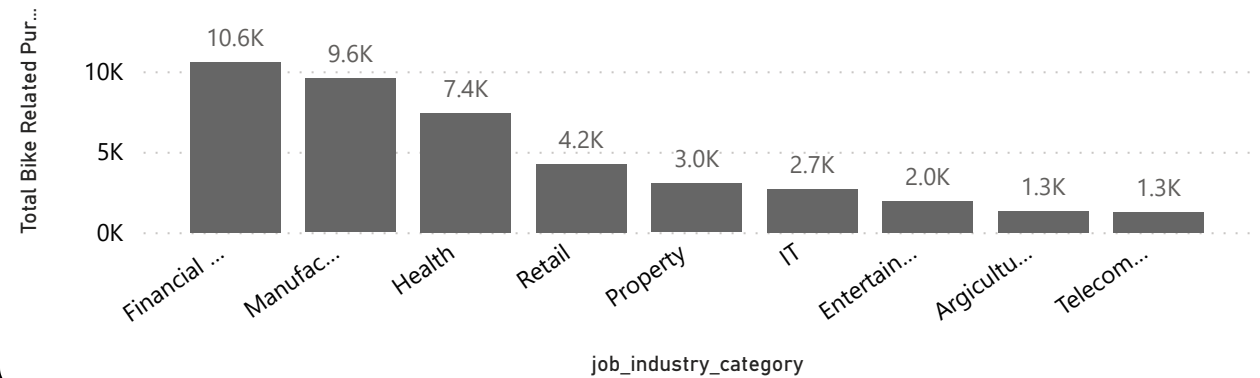
Percentage of Male & Female aged between 30-50
that do not own Car



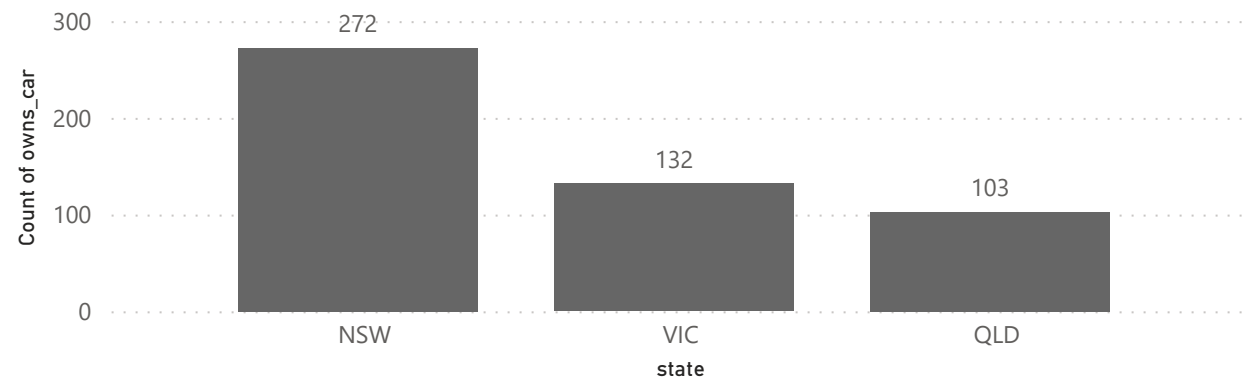
Total Bike Related Purchases by wealth segment



Total Bike Related Purchases by Industry



Number of people not owning a Car by State



Top Potential Customers

first_name	gender	job_industry_category	owns_car	age	wealth_segment	state	past_3_years_bike_related_purchases
Theresa	Female	Manufacturing	No	46.90	Mass Customer	NSW	99
Calhoun	Male	Health	No	30.75	Mass Customer	NSW	98
Hasheem	Male	Manufacturing	Yes	48.84	High Net Worth	NSW	98
Kizzee	Female	Manufacturing	No	46.98	Affluent Customer	NSW	98
Selle	Female	Health	Yes	45.31	Mass Customer	NSW	98
Daisy	Female	Financial Services	No	29.93	Mass Customer	VIC	97
Keelby	Male	Manufacturing	No	34.87	High Net Worth	VIC	96
Roch	Female	Manufacturing	No	45.18	High Net Worth	VIC	96
Randall	Male	Health	Yes	48.98	Mass Customer	NSW	95
Davie	Male	Financial Services	No	37.57	Mass Customer	NSW	94
Eachelle	Female	Health	Yes	49.48	Affluent Customer	NSW	93
Sunny	Female	Financial Services	No	48.35	Mass Customer	NSW	90
Rodolphe	Male	Financial Services	No	48.81	Affluent Customer	VIC	88
Sybilla	Female	Financial Services	Yes	36.50	Mass Customer	NSW	88
Zach	Male	Financial Services	Yes	41.85	Affluent Customer	NSW	87
Bertine	Female	Financial Services	Yes	39.60	Mass Customer	VIC	85
Denny	Female	Manufacturing	Yes	50.18	Affluent Customer	NSW	84
Joane	Female	Financial Services	Yes	45.34	High Net Worth	NSW	84
Ethelred	Male	Health	No	48.57	High Net Worth	NSW	83
Lauralee	Female	Health	No	35.82	Mass Customer	VIC	83
Winnifred	Female	Financial Services	No	47.11	Mass Customer	VIC	83
Antonietta	Female	Financial Services	No	49.81	Mass Customer	VIC	82
Adriane	Female	Manufacturing	No	47.36	High Net Worth	VIC	81
Harriet	Female	Financial Services	No	36.62	High Net Worth	VIC	81
Ajay	Female	Manufacturing	Yes	43.80	Mass Customer	NSW	80
Dwayne	Male	Financial Services	Yes	45.49	Affluent Customer	NSW	80
Emelen	Male	Health	Yes	41.95	Affluent Customer	NSW	79
Perry	Male	Manufacturing	Yes	43.13	High Net Worth	VIC	79
Dorian	Male	Financial Services	Yes	43.42	Mass Customer	NSW	78

Customer Profiles and their respective Values

