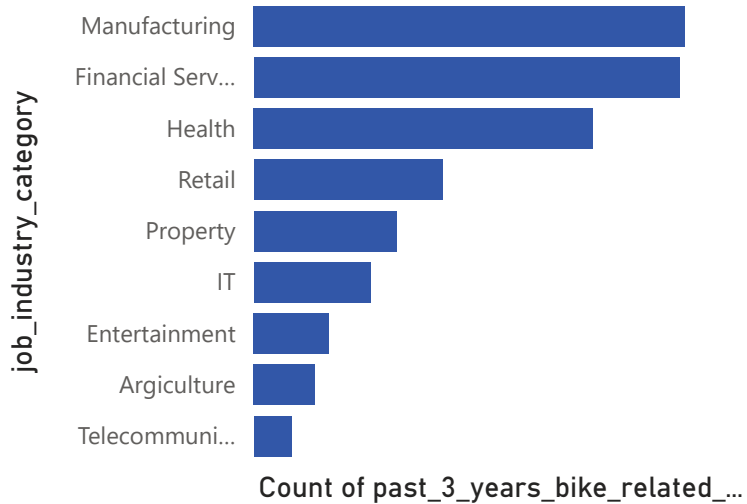




# Top 1000 new customers should be targeted to drive the most value for the organisation

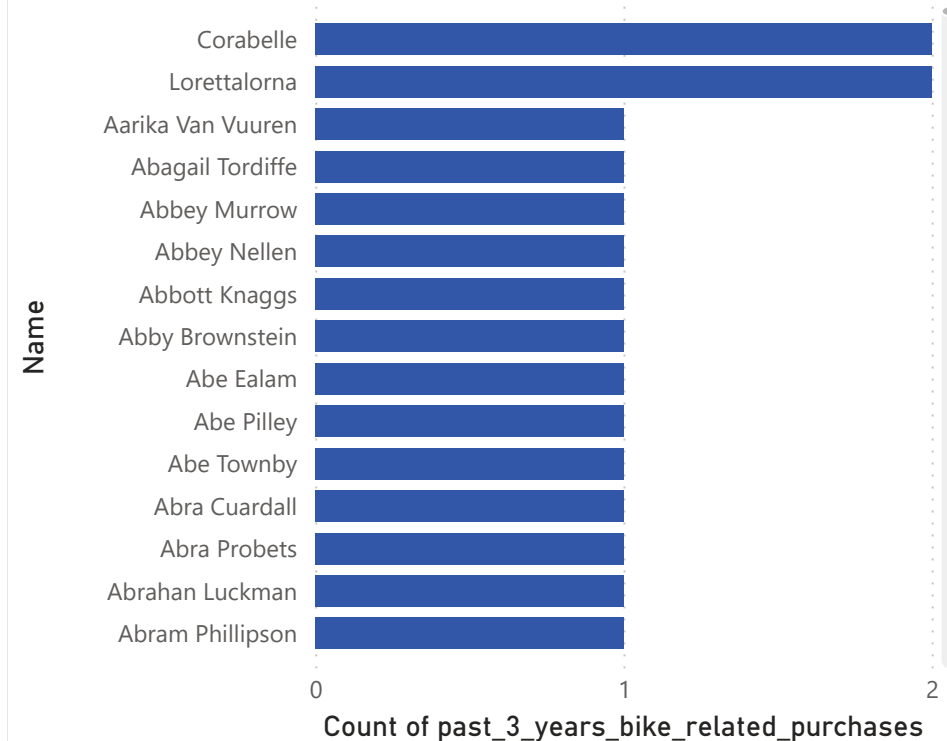
Name	Count of past_3_years_bike_related_pur
Aarika Van Vuuren	
Abigail Tordiffe	
Abbey Murrow	
Abbey Nellen	
Abbott Knaggs	
Abby Brownstein	
Abe Ealam	
Abe Pilley	
Abe Townby	
Abra Cuardall	
Abra Probets	
Total	

## Industry with most sales of bike purchase in past 3 years

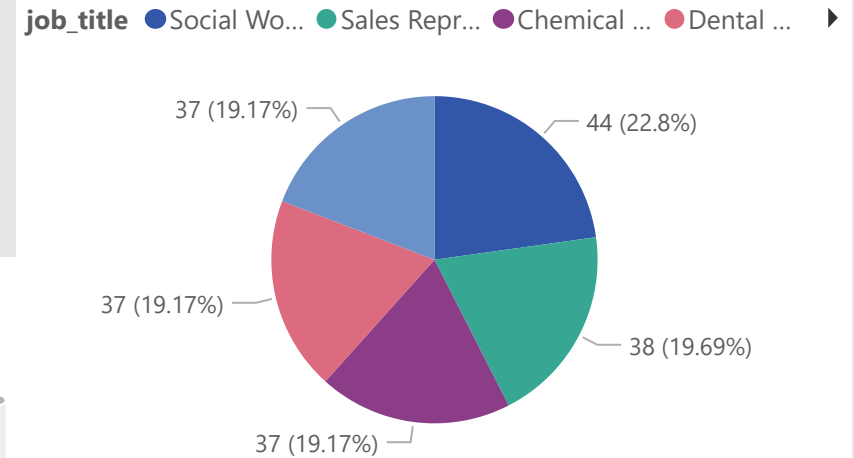


**SPROCKET  
CENTRAL**

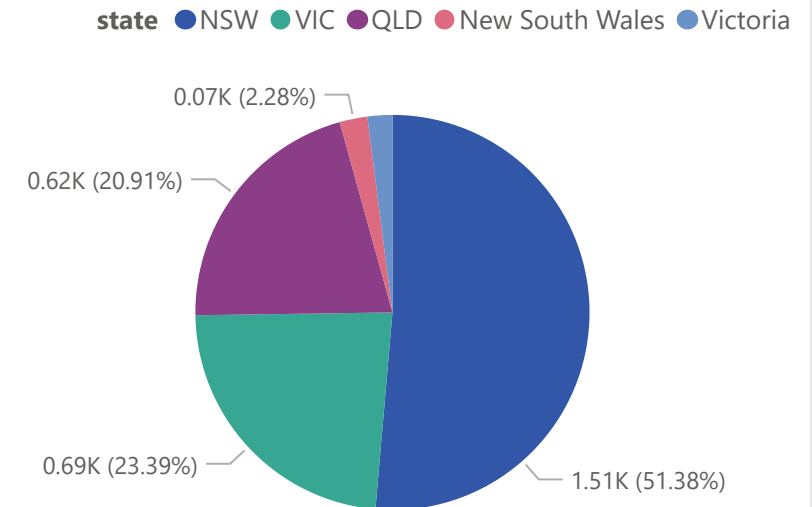
## Top 100 Customers with most bike purchases



## Job Industry with most purchases



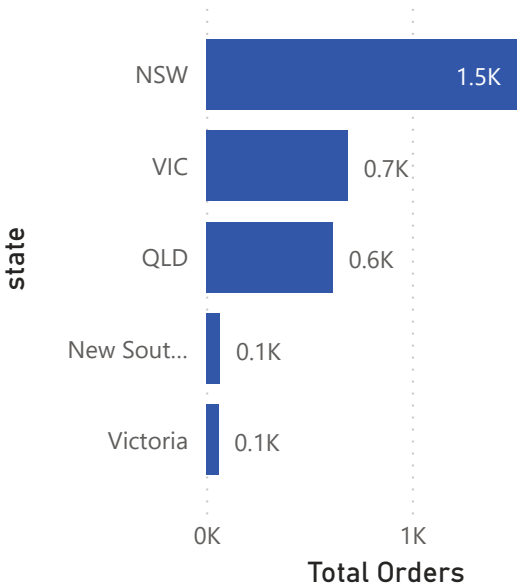
## State with most purchases



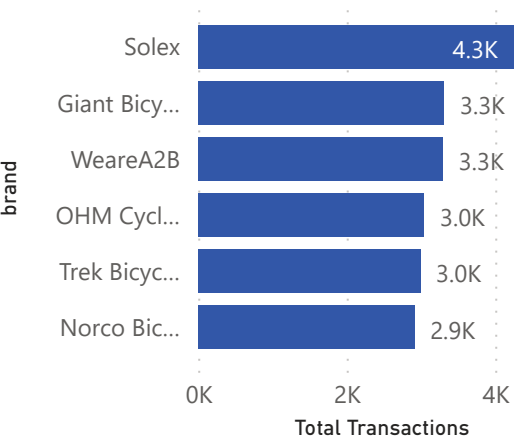
# Online Orders

9.8K

Total Orders by state



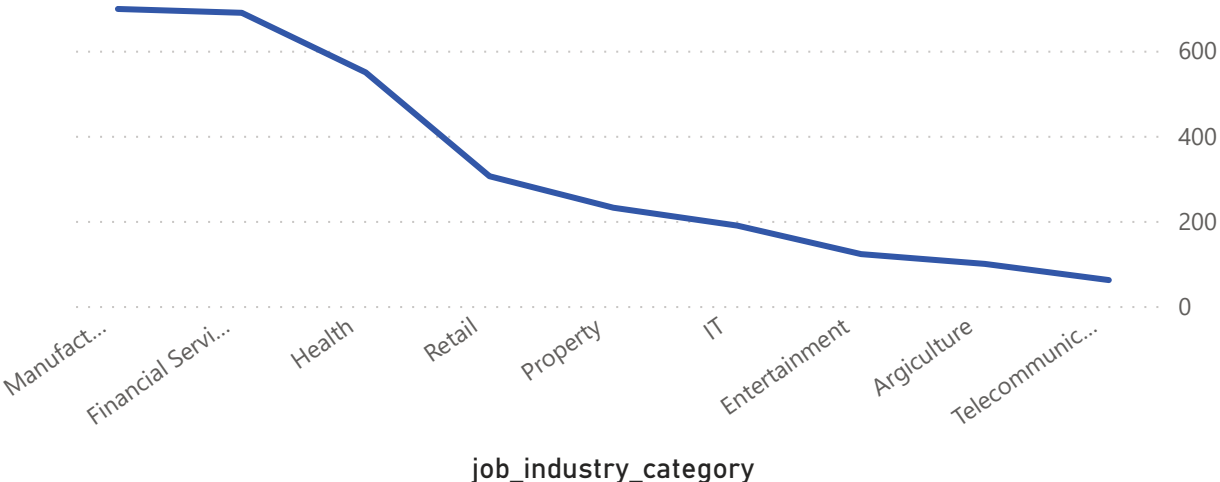
Total Transactions by brand



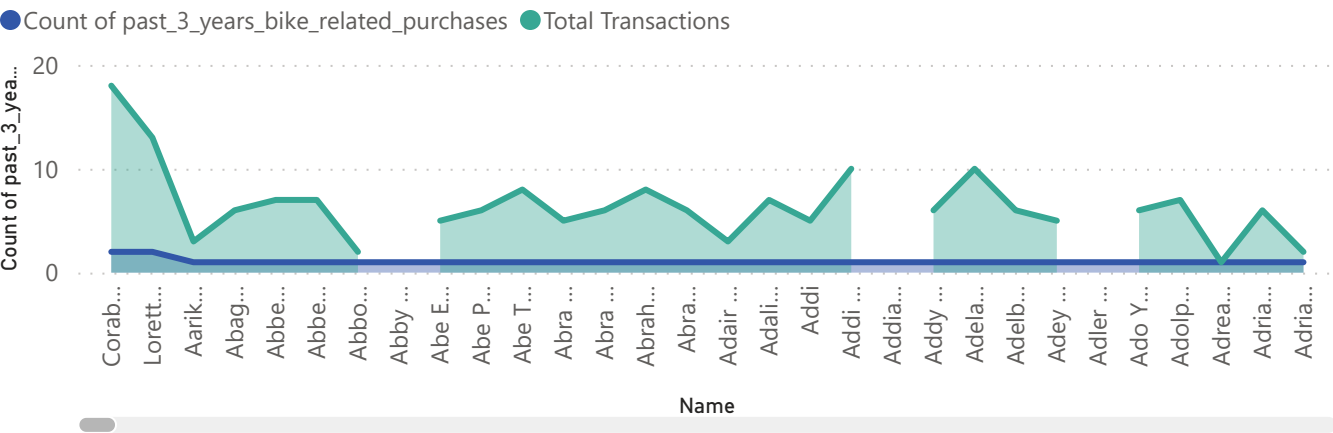
# Total Transactions on an average per year

20K

Industry with most Transactions



Total Transactions per Customer



# Offline Orders

10.2K

Total Transactions per State

state	Total Transactions
NSW	7489
VIC	5147
QLD	3346
New South Wales	3280
Victoria	384
Total	20000

Cars owned by Gender

