

Total of Orders

20000

Customers of 2017

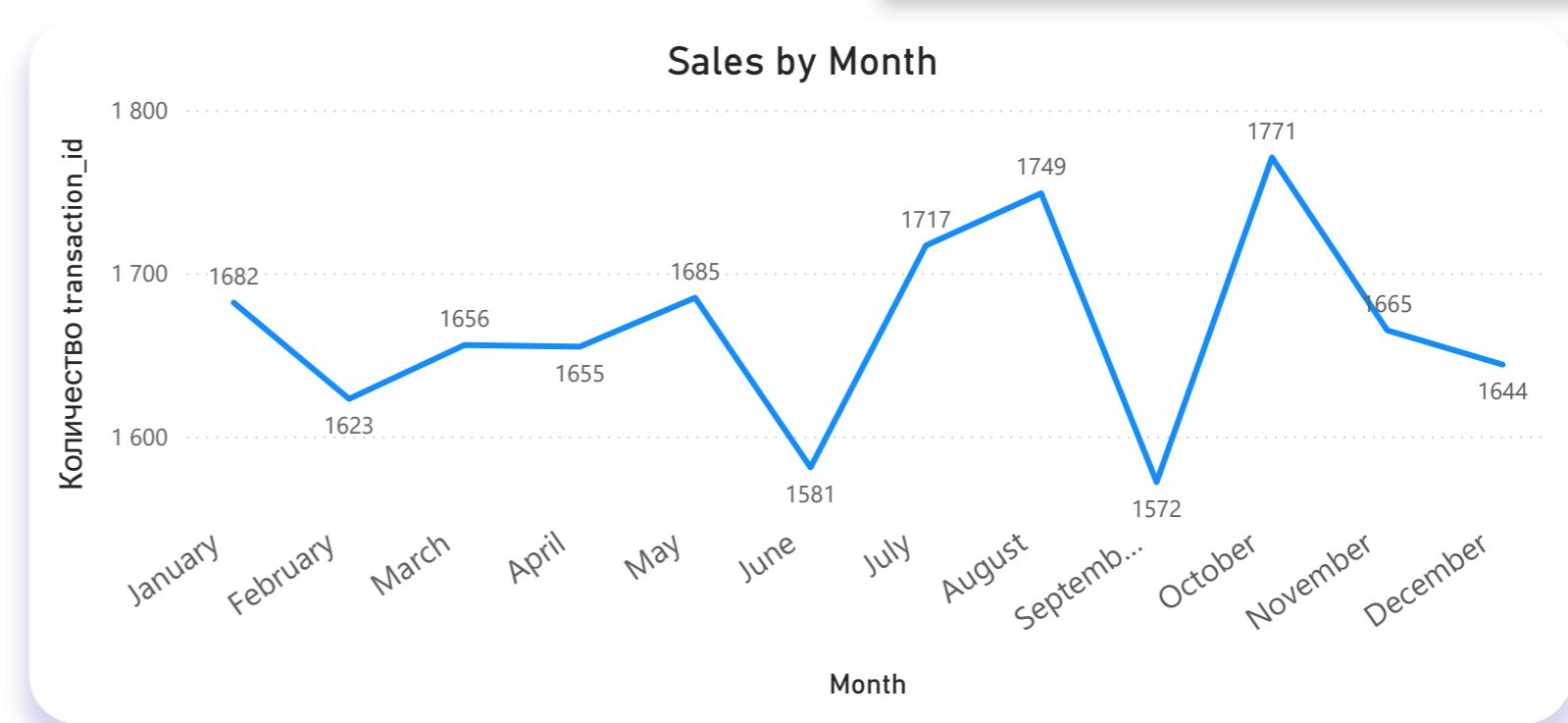
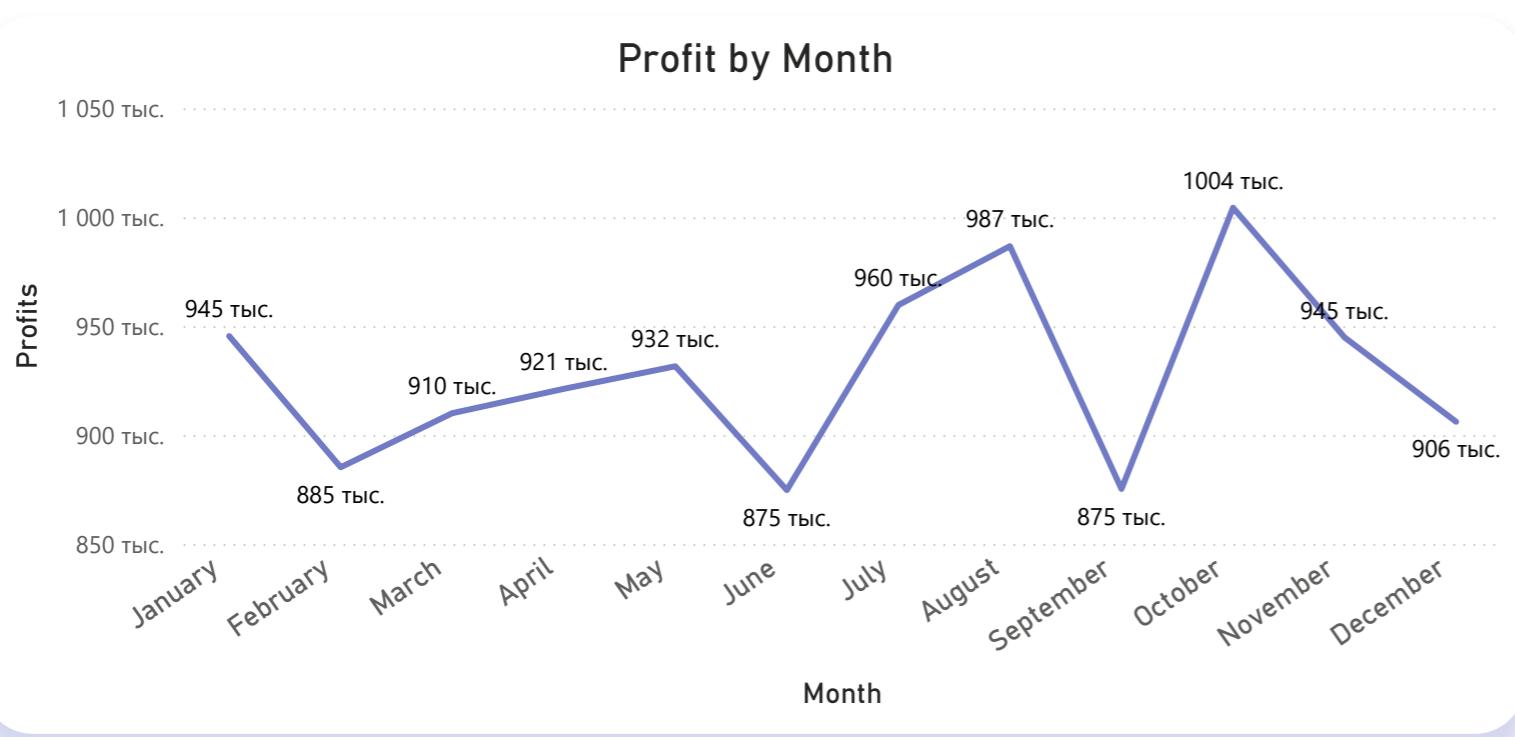
3494

Total of Profits

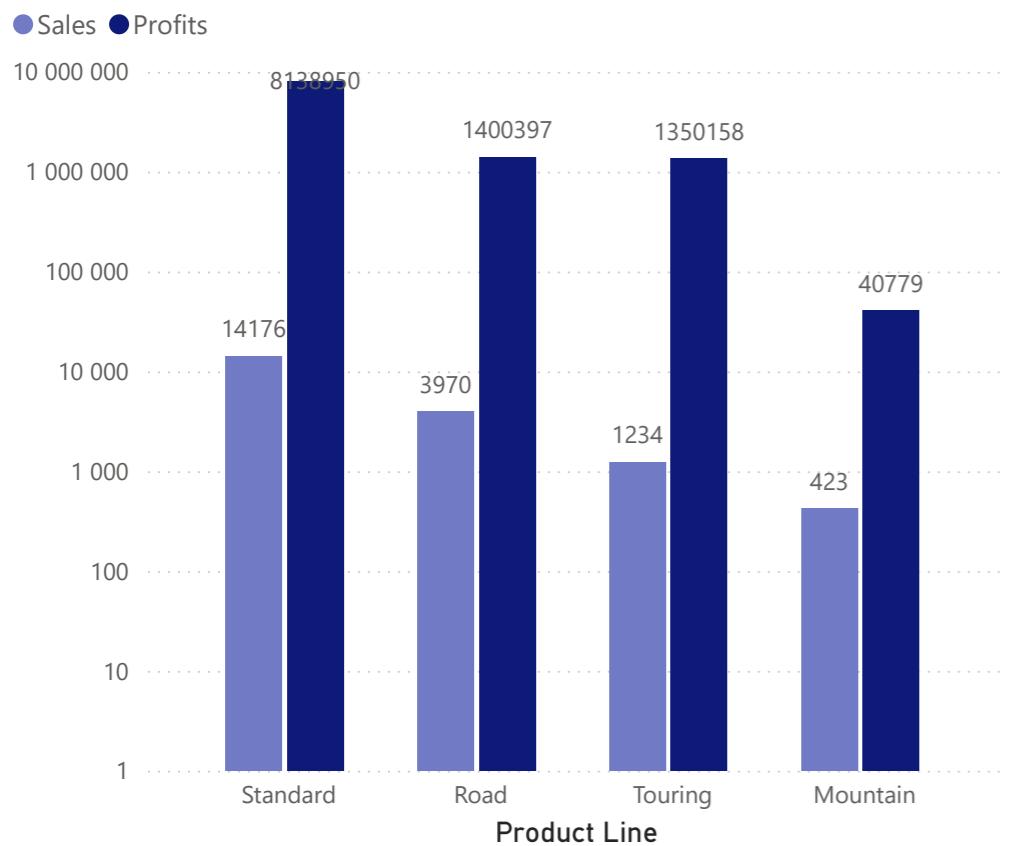
11 МЛН

Date: 01.01.2017 - 30.12.2017

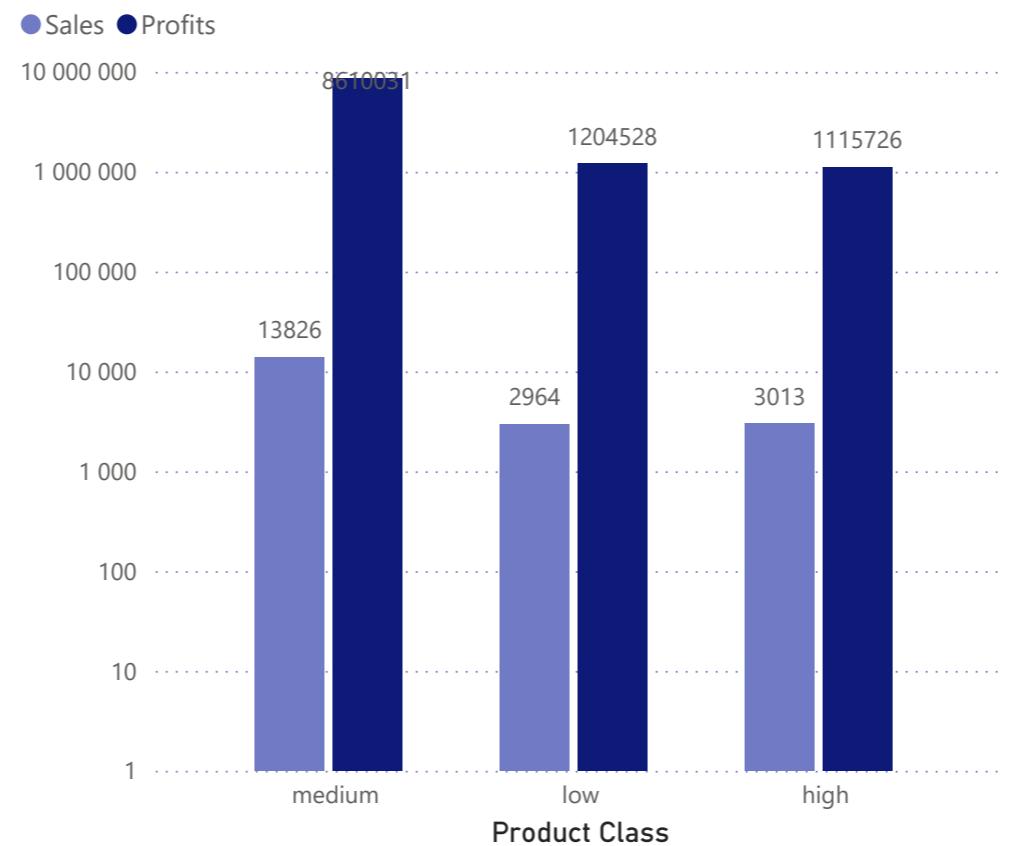
Status Orders: Все



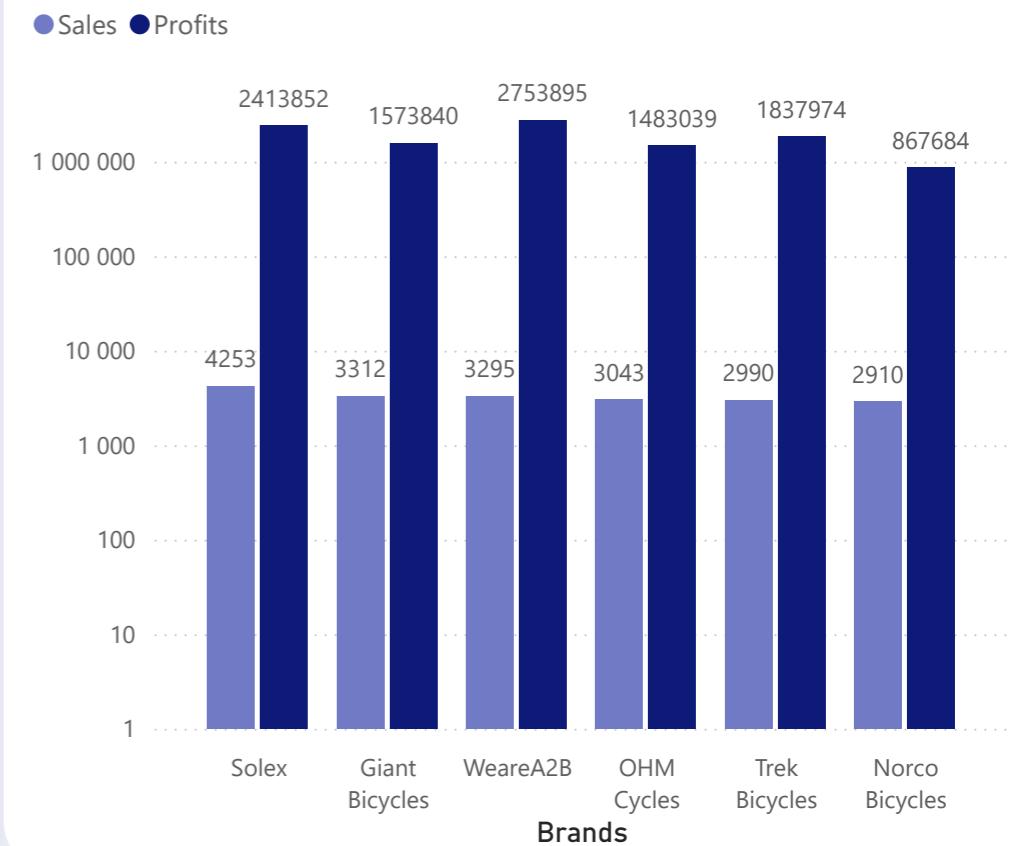
Sales and Profit by Product Line



Sales and Profit by Product Class

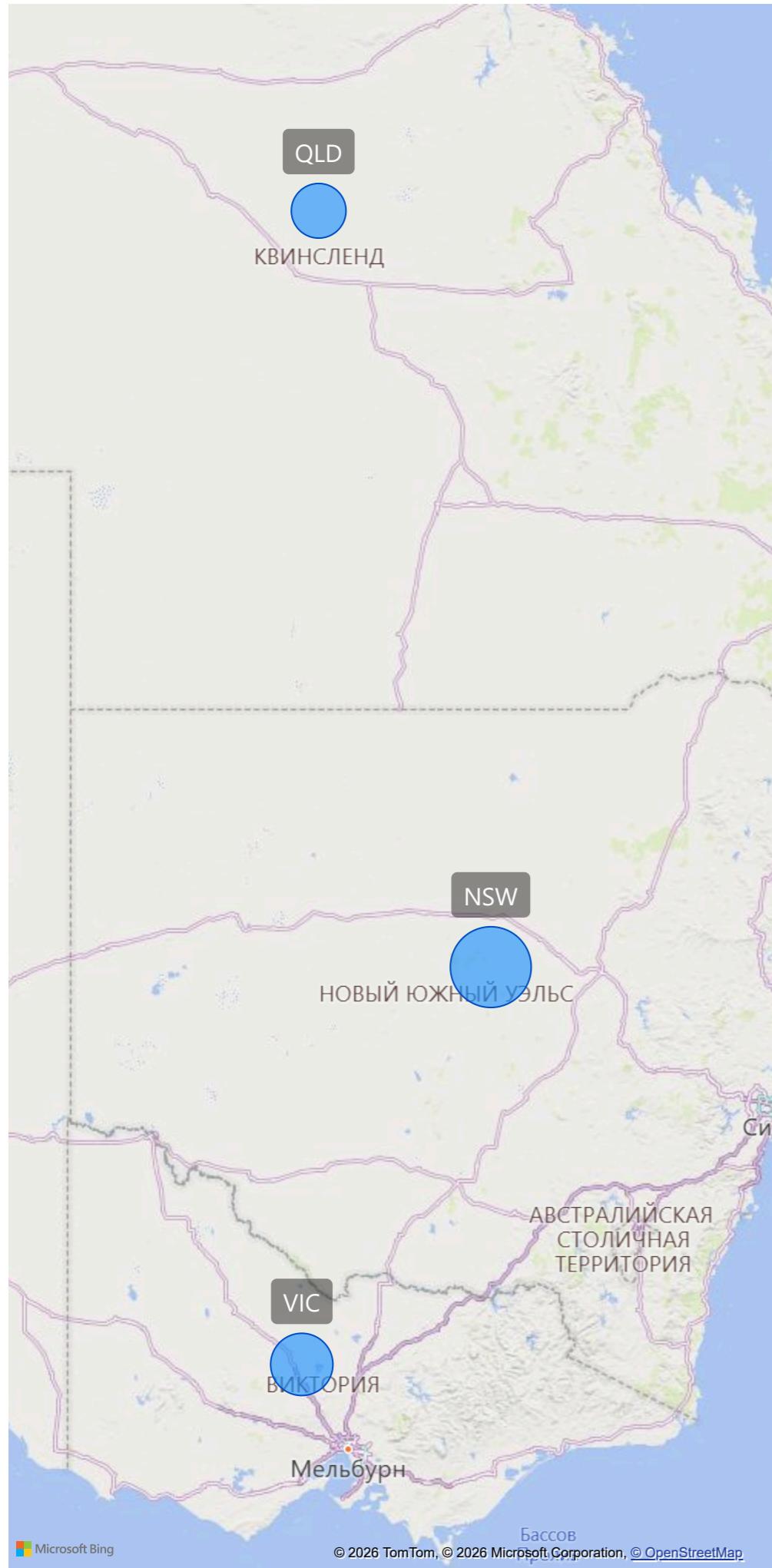


Sales and Profit by Brands

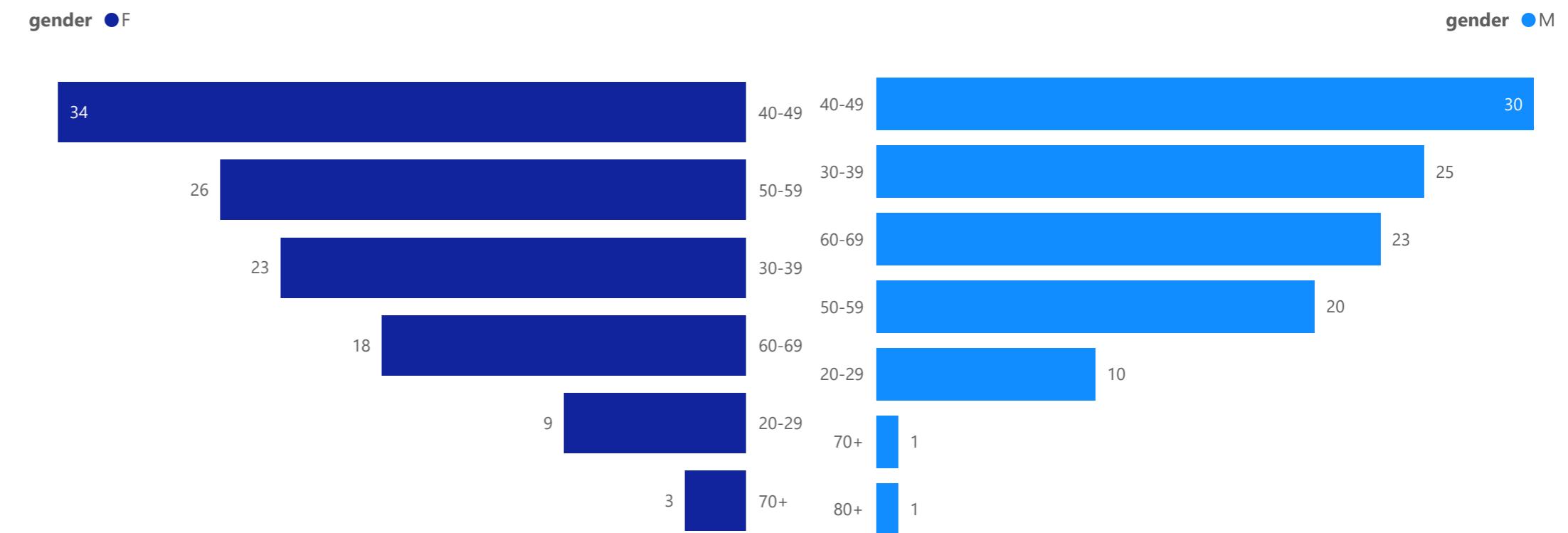


# High-value Customers

Customer Distribution by State



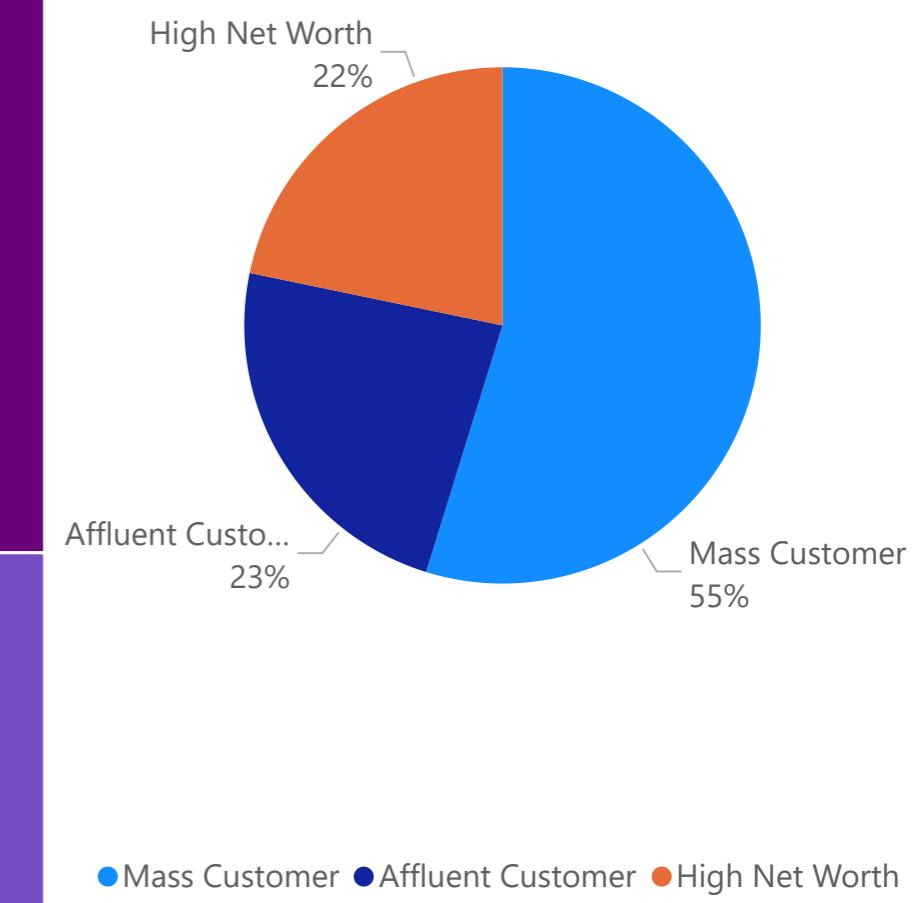
Age and Gender Distribution



Sales by Job Industry



Sales by Wealth Segment





# New customers to be targeted

Age  
30-69

Job Industries  
Manufacturing, Financial Services,  
Health

Wealth Segment  
Mass Customers,Affluent Customer,  
High Net Worth

State  
NSW, VIC, QLD

first_name	last_name	gender	Age	wealth_segment	job_industry_category	job_title	state	address	owns_car	past_3_years_bike_related_purchases	property_valuation	tenure
Abbie	Oldman	Male	42	High Net Worth	Health		NSW	4 North Drive	Yes		82	8
Abigale	Sives	Female	62	Affluent Customer	Health	VP Marketing	QLD	2 Glendale Center	Yes		48	4
Adria	Van den Velde	Female	47	Affluent Customer	Manufacturing	Nuclear Power Engineer	NSW	6030 Becker Plaza	Yes		39	7
Adriane	Richardson	Female	49	High Net Worth	Manufacturing	Data Coordinator	VIC	4 Randy Street	No		81	8
Agnella	Capener	Female	56	High Net Worth	Health	Teacher	VIC	49185 Derek Circle	No		58	6
Agnola	Batterson	Female	46	Mass Customer	Financial Services	Physical Therapy Assistant	QLD	216 Bultman Park	No		86	3
Ajay	Worham	Female	46	Mass Customer	Manufacturing	Computer Systems Analyst I	NSW	5 Homewood Road	Yes		80	6
Aldin	Newsome	Male	44	Mass Customer	Financial Services	Financial Analyst	NSW	058 Morningstar Center	No		24	9
Aldric	Birney	Male	54	Mass Customer	Manufacturing		NSW	5 Caliangt Center	Yes		21	6
Aleece	Feige	Female	50	Mass Customer	Manufacturing		NSW	2030 Anderson Lane	No		49	10
Alexina	Mabley	Female	50	Mass Customer	Manufacturing	Web Designer IV	NSW	9 Rieder Junction	Yes		72	9
Alfi	Sabbins	Female	66	High Net Worth	Financial Services		NSW	763 Ridgeway Place	Yes		63	3
Almira	Mangion	Female	30	Affluent Customer	Financial Services	VP Product Management	NSW	179 Anzinger Center	Yes		4	12
Aloysius	Glowacz	Male	46	Affluent Customer	Financial Services	Financial Advisor	NSW	07 Susan Lane	No		72	10
Amabel		Female	44	Mass Customer	Financial Services	Chief Design Engineer	NSW	3128 Mallory Pass	Yes		71	6
Amara	Clow	Female	59	Mass Customer	Financial Services	Biostatistician IV	VIC	99376 Namekagon Street	Yes		47	12
Amil	Ennor	Female	30	Mass Customer	Health	Health Coach II	VIC	2093 Amoth Pass	Yes		23	11
Andee	Huke	Female	54	Mass Customer	Manufacturing		VIC	4810 Kim Park	No		91	2
Andriana	Gosnoll	Female	61	Mass Customer	Manufacturing	Chief Design Engineer	NSW	900 Brown Junction	No		53	10
Andy	Deeming	Male	47	Affluent Customer	Manufacturing	Payment Adjustment Coordinator	QLD	63386 Talisman Hill	Yes		79	8
Antoinette		Female	45	Affluent Customer	Financial Services	Structural Analysis Engineer	VIC	9 Derek Alley	No		72	9
Antonietta	Egle	Female	52	Mass Customer	Financial Services	Actuary	VIC	590 Hagan Parkway	No		82	7
Antonin	Britt	Male	32	Affluent Customer	Manufacturing		NSW	011 Northland Trail	Yes		64	9
Archibald	Blessed	Male	56	Mass Customer	Financial Services	VP Sales	NSW	7795 Memorial Drive	Yes		61	11
Ardelis	Forrester	Female	51	Affluent Customer	Financial Services	Senior Cost Accountant	VIC	5 Colorado Crossing	No		10	5
Ardis	Taree	Female	65	Affluent Customer	Manufacturing	Chemical Engineer	QLD	0 Emmet Trail	Yes		97	9
Arel	Abramovitz	Male	68	Mass Customer	Health	Nurse Practitioner	QLD	32249 Sycamore Way	No		72	4
Arleen	Casbolt	Female	50	Affluent Customer	Financial Services	Senior Quality Engineer	QLD	41042 Lotheville Crossing	Yes		48	1
Arty	Strudwick	Male	62	Mass Customer	Health	Data Coordinator	NSW	62 Melrose Court	Yes		85	10
Ashlen	Willbond	Female	41	High Net Worth	Health	Software Consultant	VIC	723 Grayhawk Way	No		64	8
A	F	Female	60	Mass Customer	Health	Physical Therapist	VIC	10 Dahlia Lane	Yes		6	15