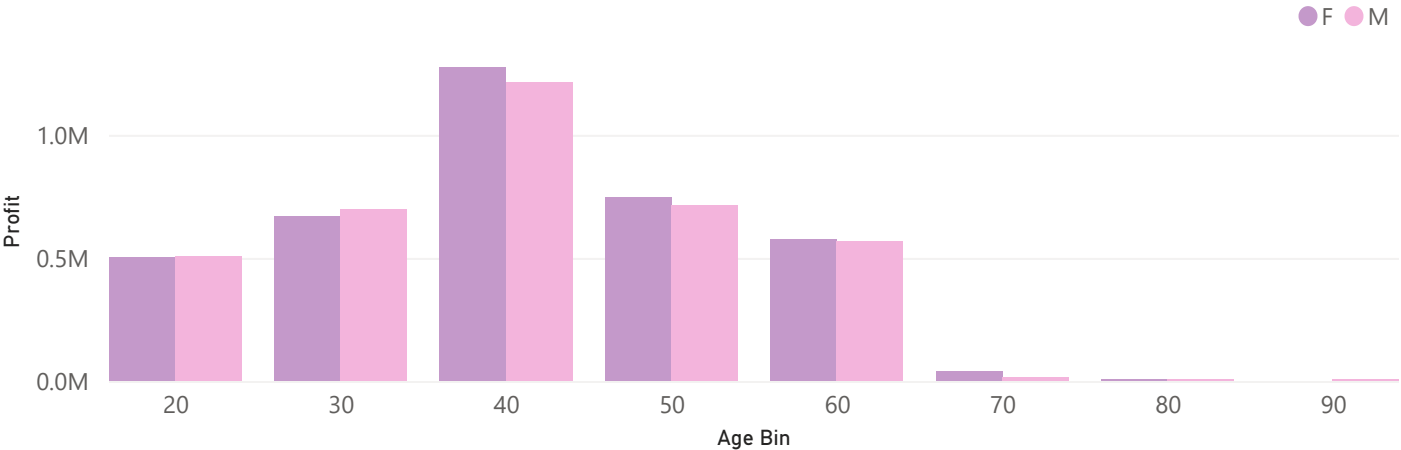


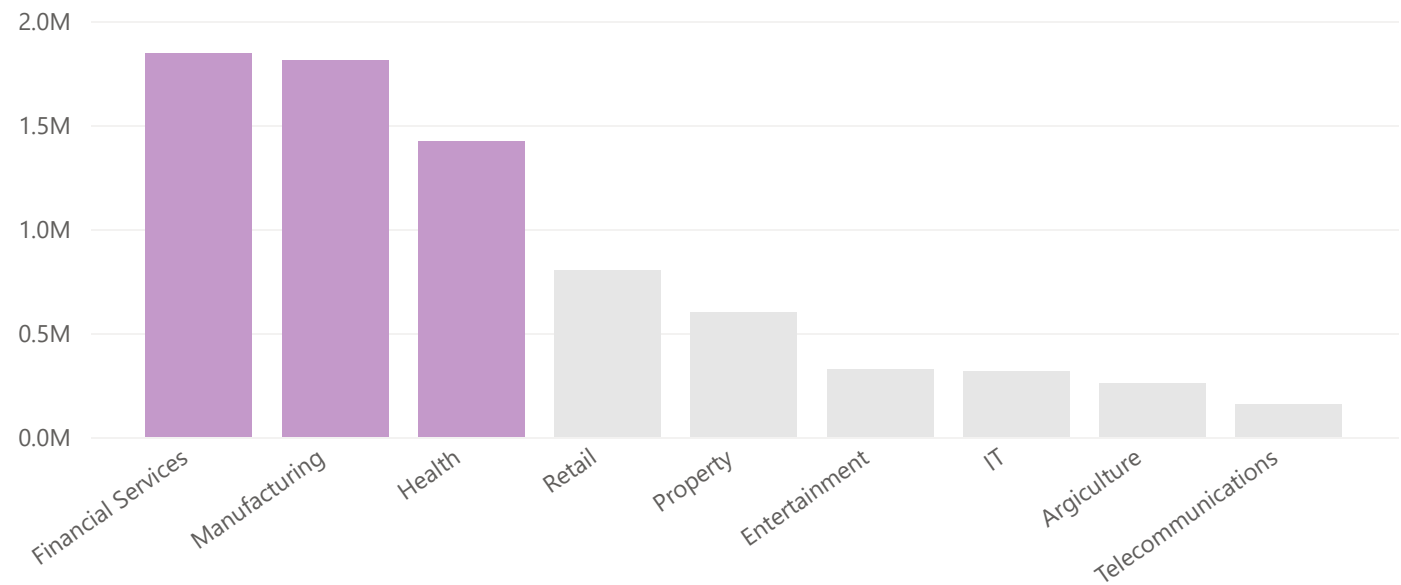


Summary Dashboard

Profit generated by Age Group & Gender



Top Industries contributed Profit



Standard Line

13.92K

Transactions

Medium Product Size

12.77K

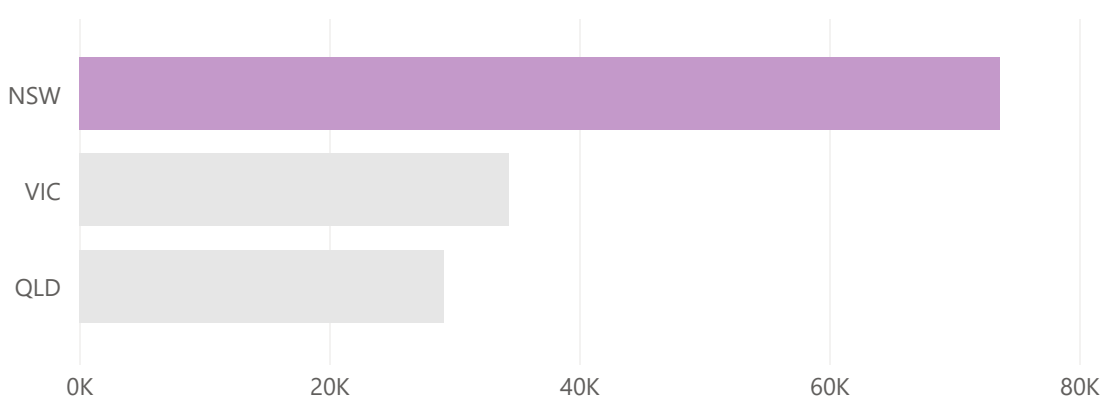
Transactions

SOLEX Brand

4169

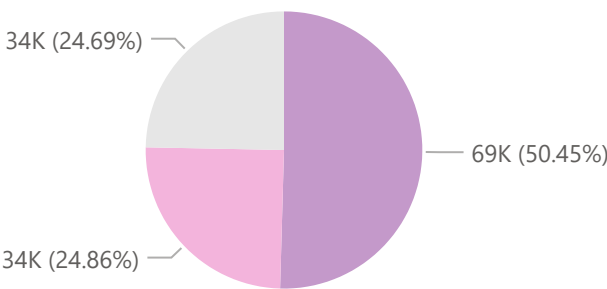
Transactions

Bike related Purchases by State



Bike related Purchases by Wealth Segment

Mass Customer High Net Worth Affluent Customer





Summary Dashboard

Target Customer Example

Customer ID	First Name	Male/Female	Job Industry	Owns Car	Age	Wealth Segment	State	Past 3yrs Bike related Purchases
1	Laraine	F	Health	Yes	70	Mass Customer	NSW	93
2	Eli	M	Financial Services	Yes	43	Mass Customer	NSW	81
9	Mala	F	Argiculture	Yes	50	Affluent Customer	NSW	97
12	Sawyere	M	Manufacturing	No	29	Mass Customer	QLD	58
13	Gabriele	M	Financial Services	Yes	68	High Net Worth	VIC	38
14	Rayshell	F	Financial Services	No	40	Affluent Customer	NSW	85
15	Erroll	M	Manufacturing	No	23	Mass Customer	NSW	91
19	Sorcha	F	Manufacturing	No	22	High Net Worth	NSW	76
20	Basile	M	Manufacturing	No	43	Mass Customer	NSW	72
21	Mile	M	Manufacturing	Yes	43	Affluent Customer	NSW	74
24	Kim	F	Argiculture	Yes	46	Mass Customer	NSW	55
25	Geoff	M	Financial Services	Yes	47	Mass Customer	QLD	72
26	Trixi	F	Financial Services	Yes	45	Mass Customer	QLD	12
27	Garvin	M	Health	Yes	45	Mass Customer	VIC	37
28	Fee	M	Health	Yes	50	Affluent Customer	QLD	5
29	Mona	F	Manufacturing	No	55	Mass Customer	QLD	62
31	Star	F	Telecommunications	Yes	61	High Net Worth	NSW	3
32	Marion	F	Manufacturing	No	28	Affluent Customer	NSW	17
35	Margaretha	F	Health	Yes	60	High Net Worth	QLD	40
37	Laurie	F	Health	No	38	High Net Worth	QLD	46
38	Cordi	F	Financial Services	No	68	Affluent Customer	QLD	37
39	Hunfredo	M	Entertainment	No	44	Mass Customer	NSW	5
40	Tomasine	F	Manufacturing	No	42	Affluent Customer	NSW	91
41	Basilus	M	Health	No	47	Mass Customer	VIC	64
42	Chiquita	F	Manufacturing	No	46	Mass Customer	VIC	24