



\$10.83M

Profit

20.00K

Orders

19.82K

Approved Orders

179

Cancelled Orders

3494

Customers

23.77K

Total Bike Related Purchases
Made By Male

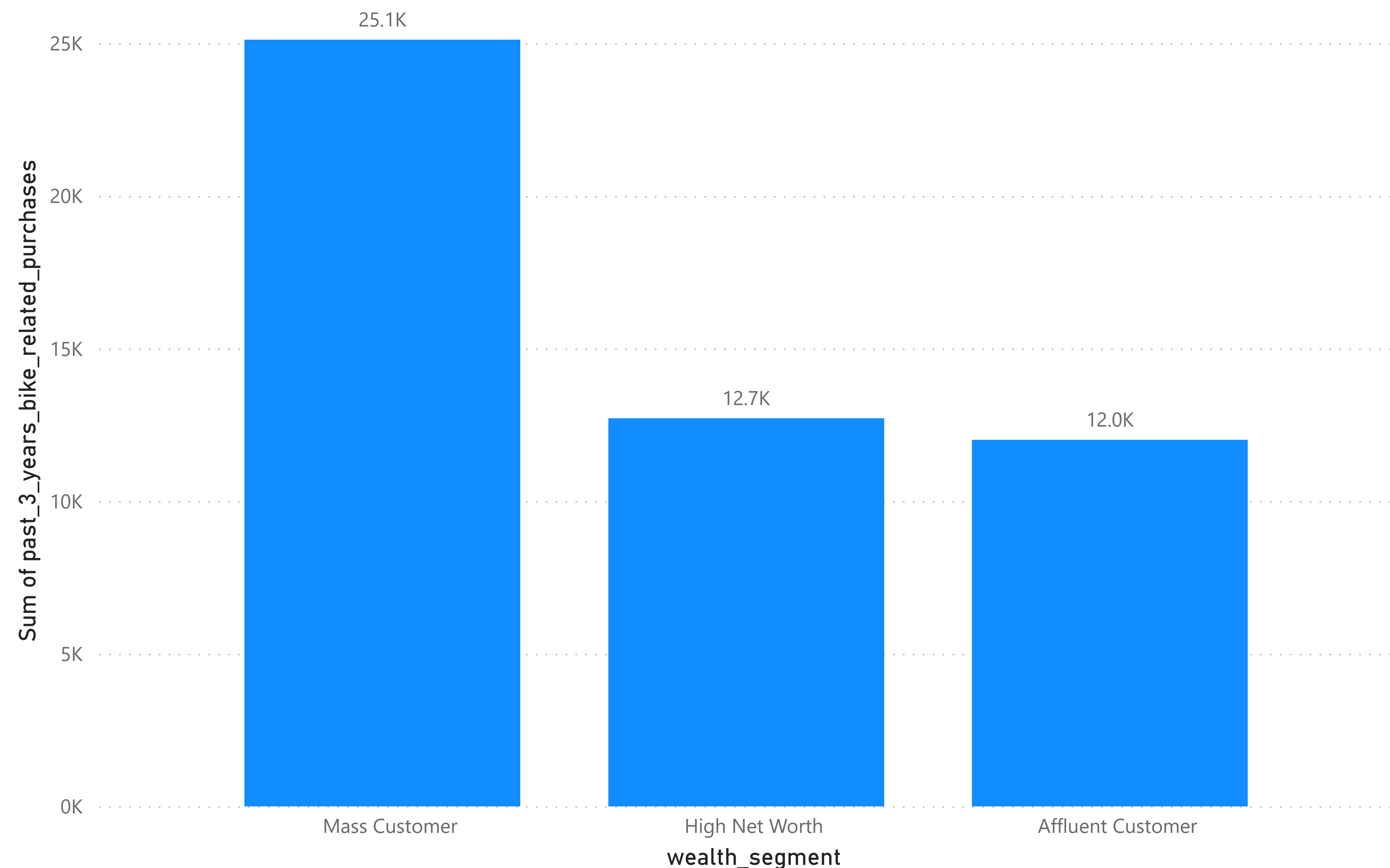
1000

Number of New Customers

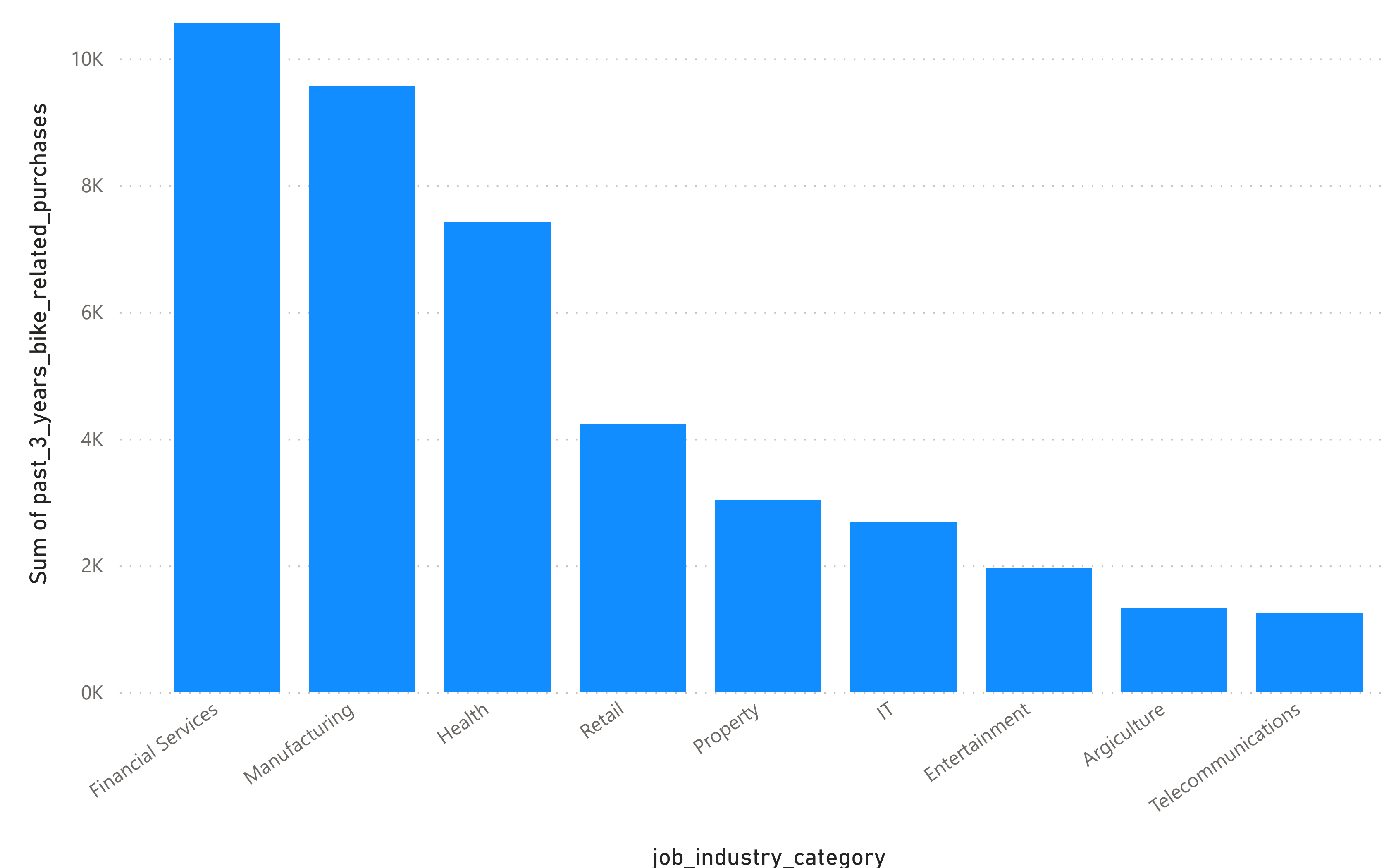
25.21K

Total Bike Related Purchases
Made By Female

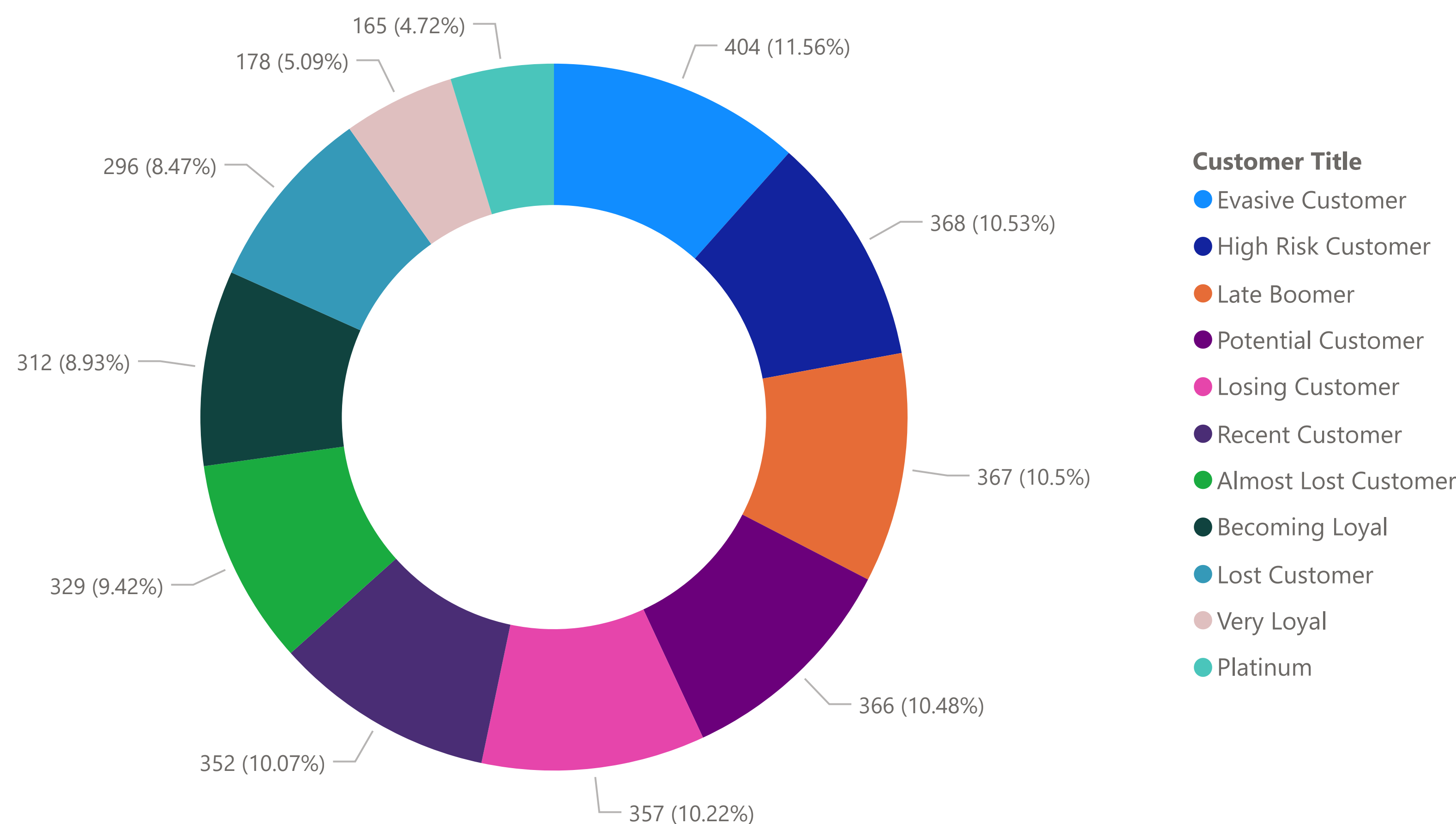
Bike Related Purchase based on wealth segment



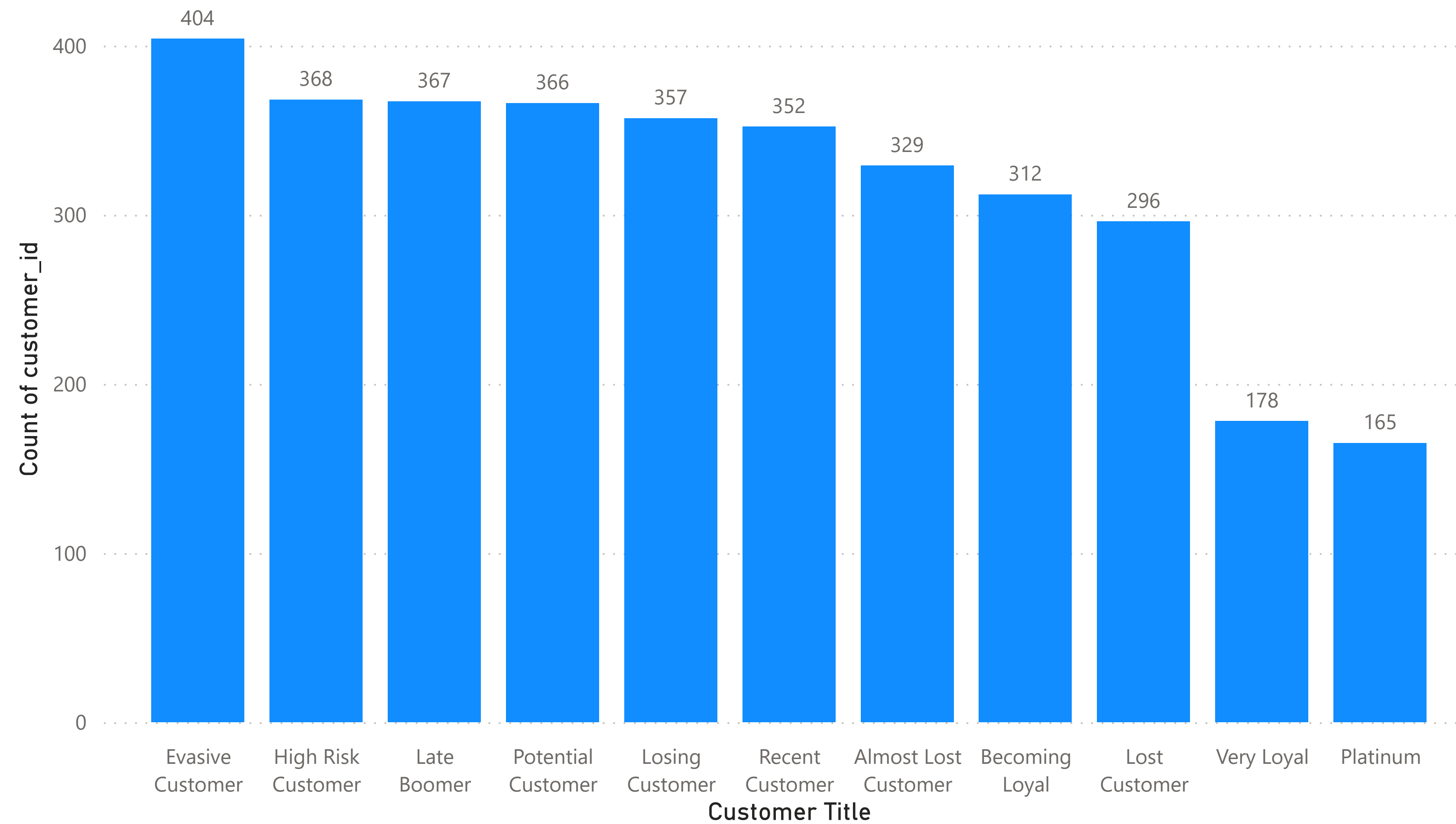
Bike related purchase based on Industries



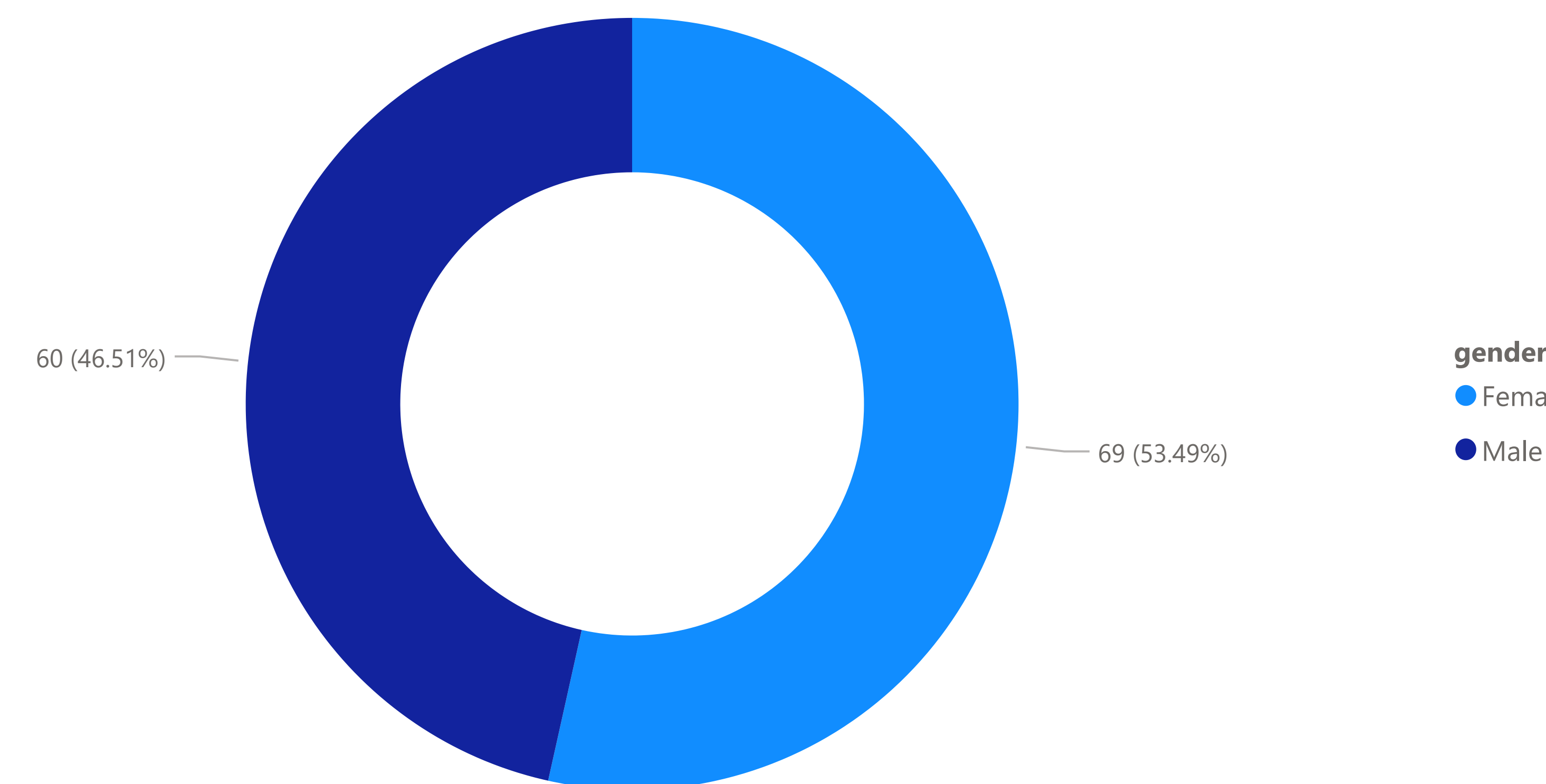
Distribution of Customers



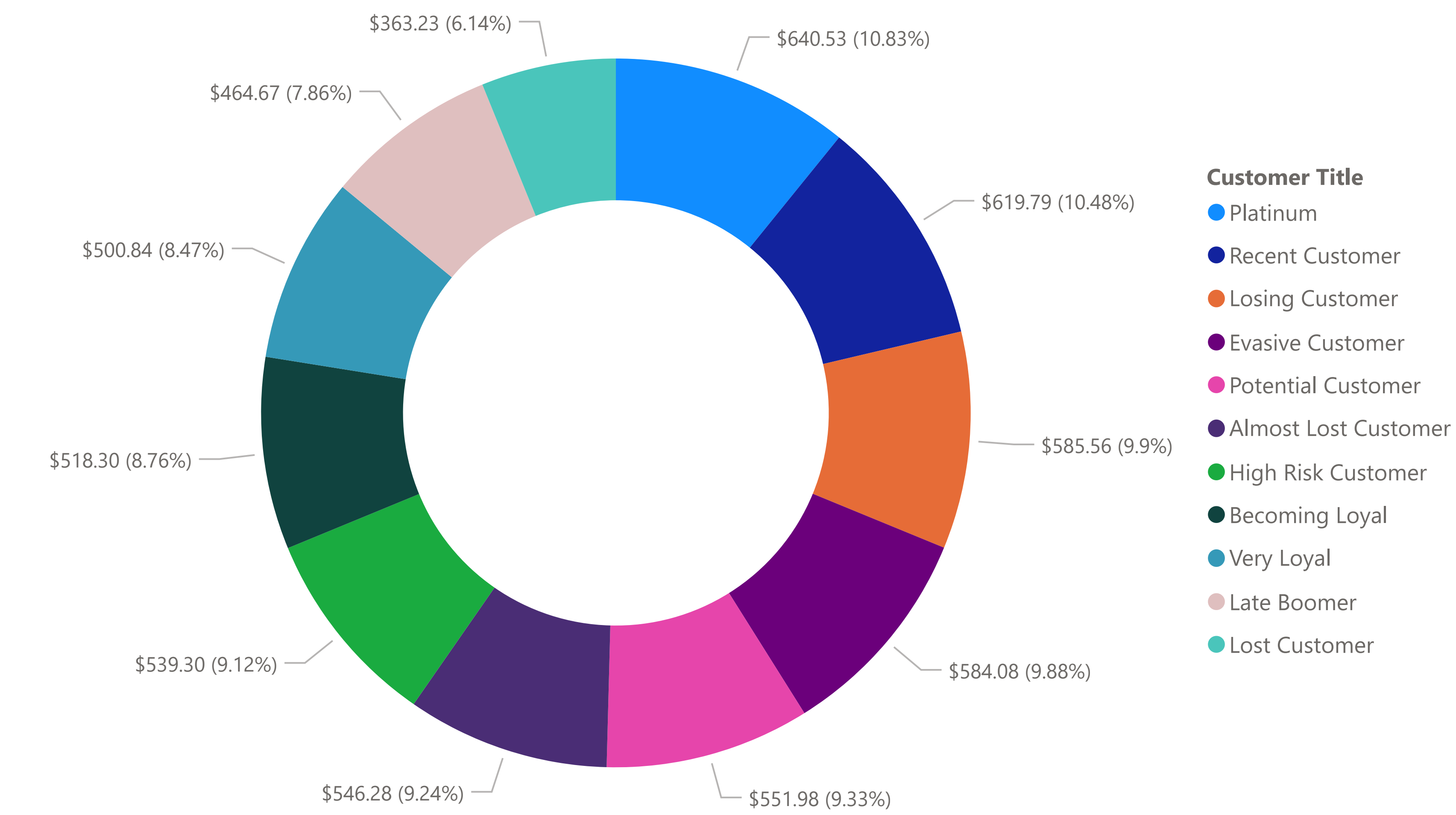
Distribution of Customers



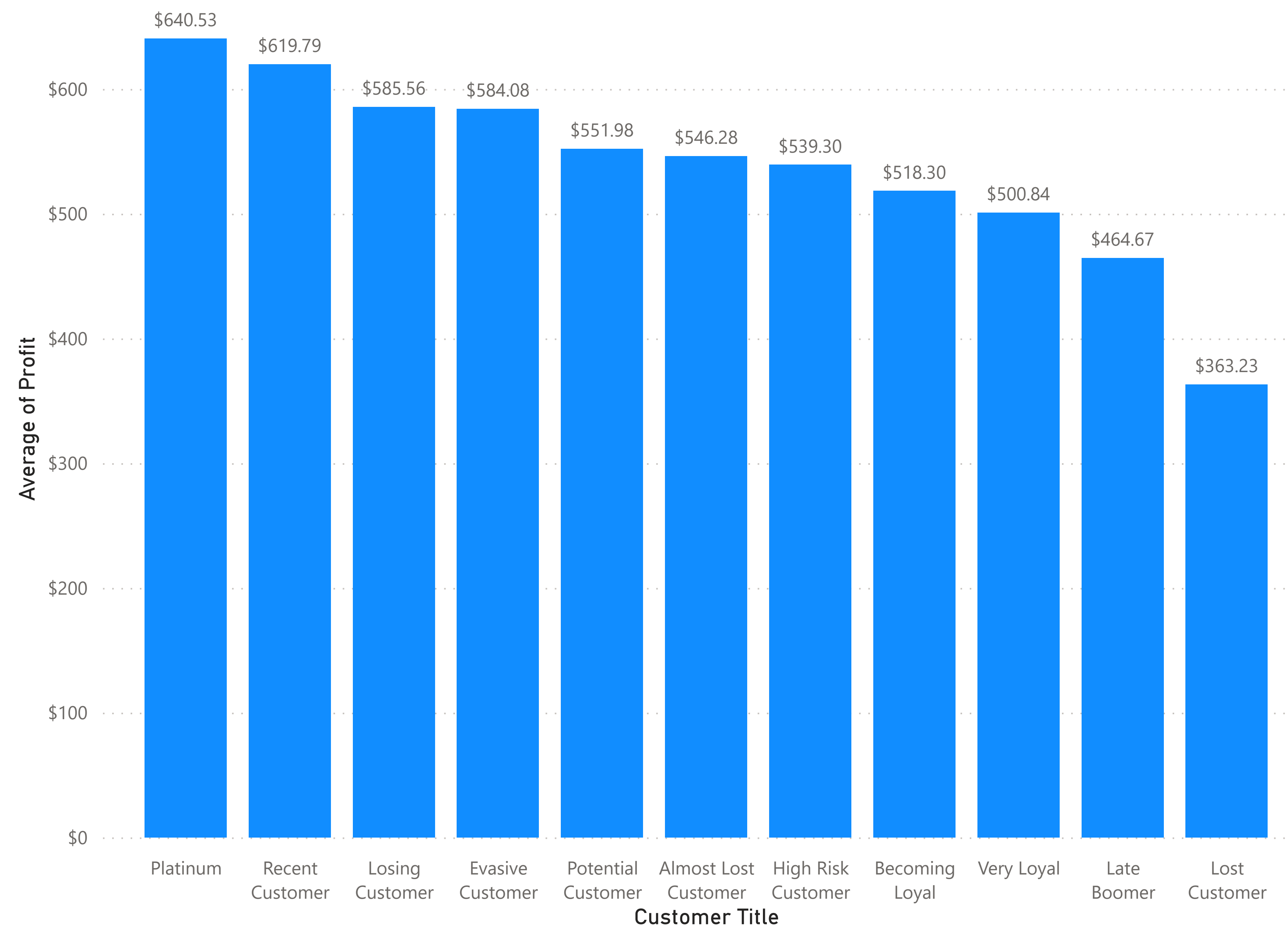
Percent of Gender between 40-50 years old that owns no car



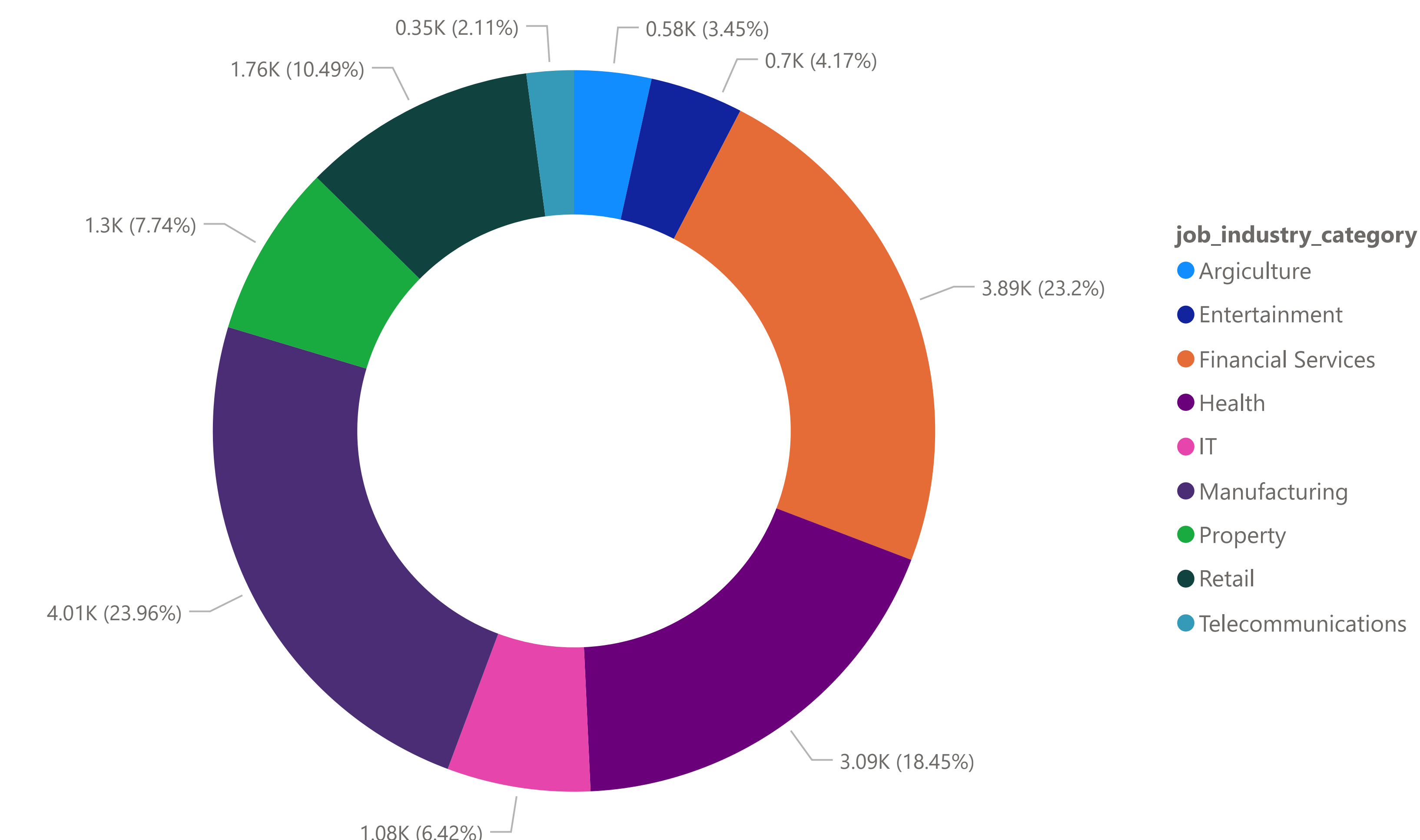
Distribution of Customers by Average of Profit



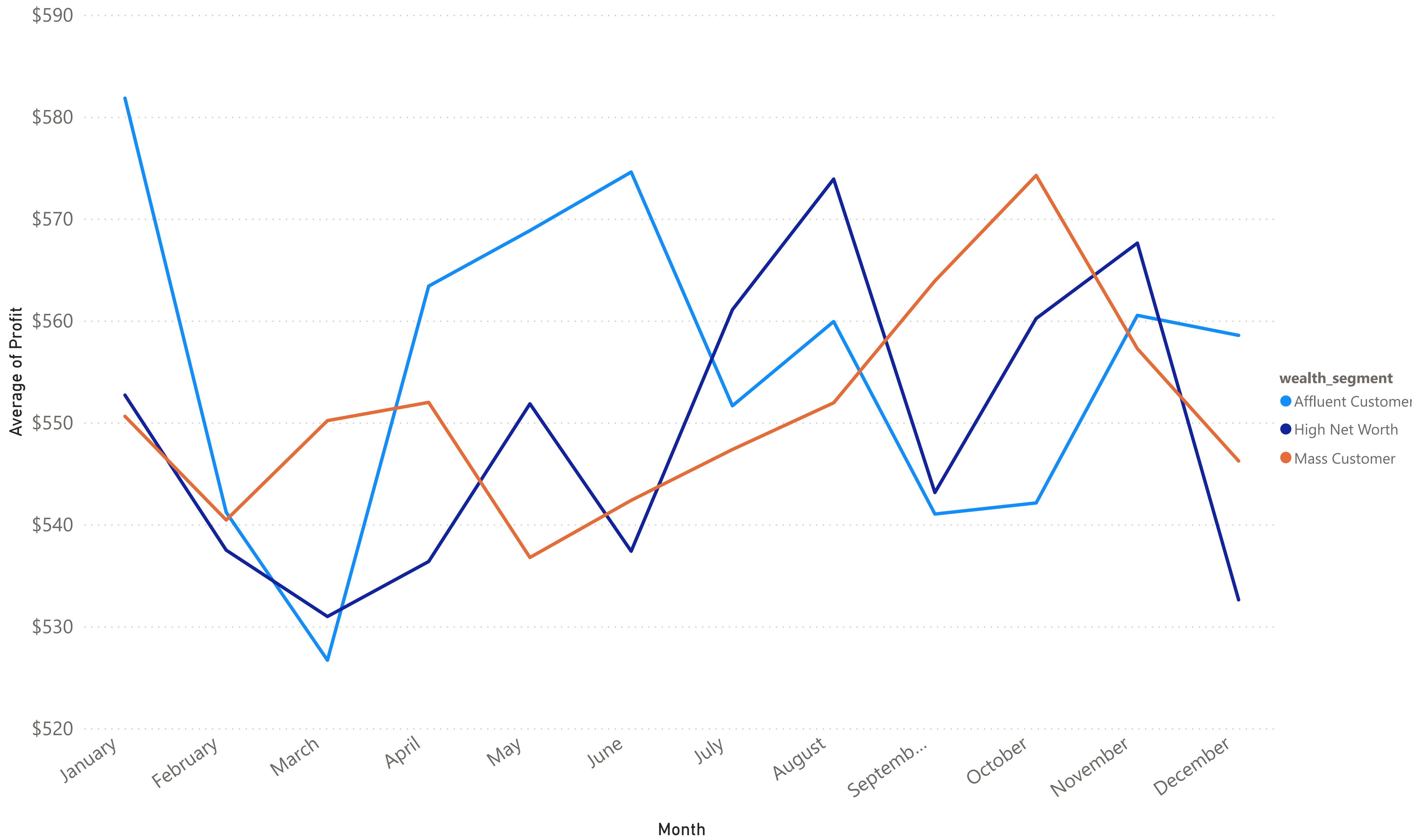
Distribution of Customers by Average of Profit



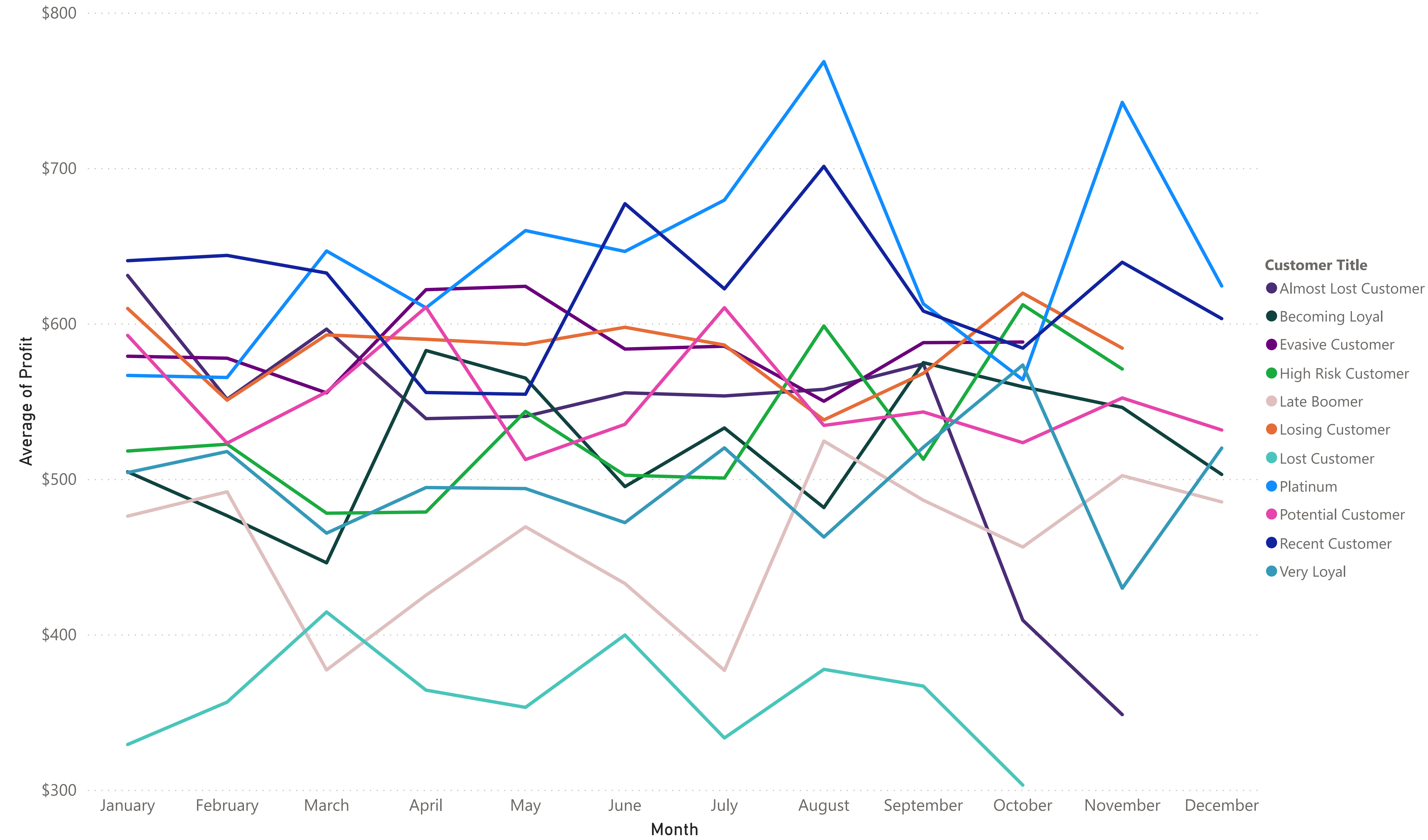
Number of Transactions by Job Industry

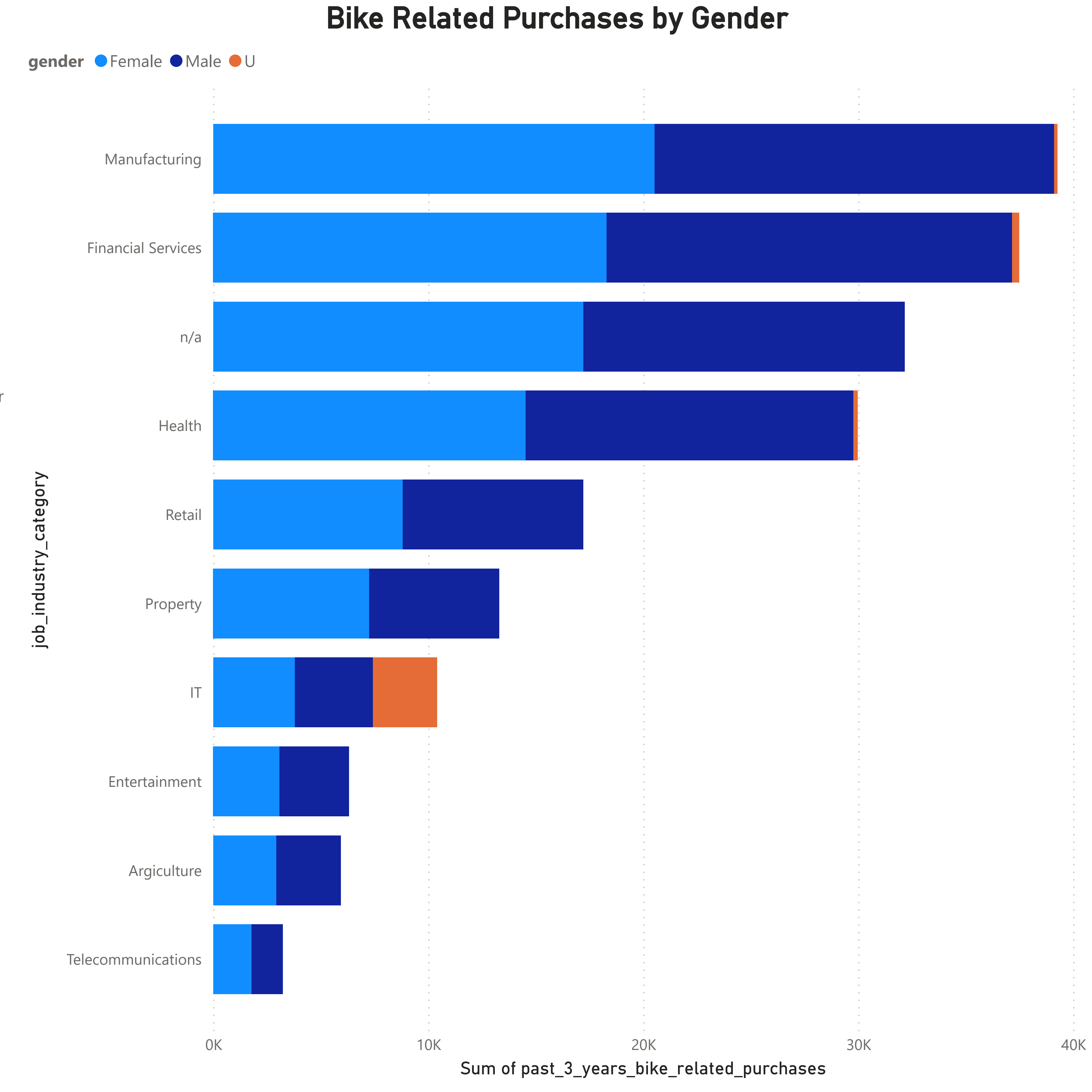
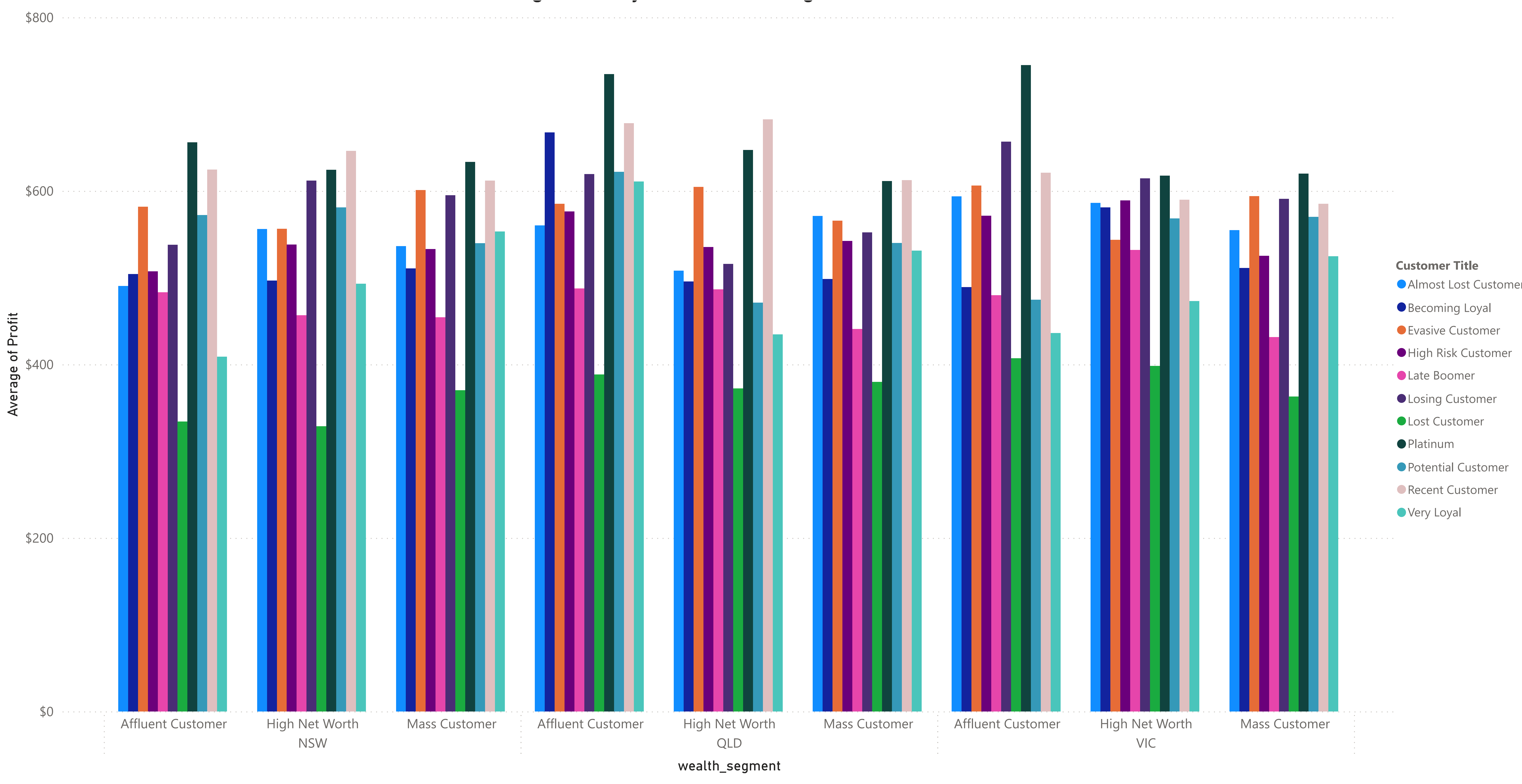
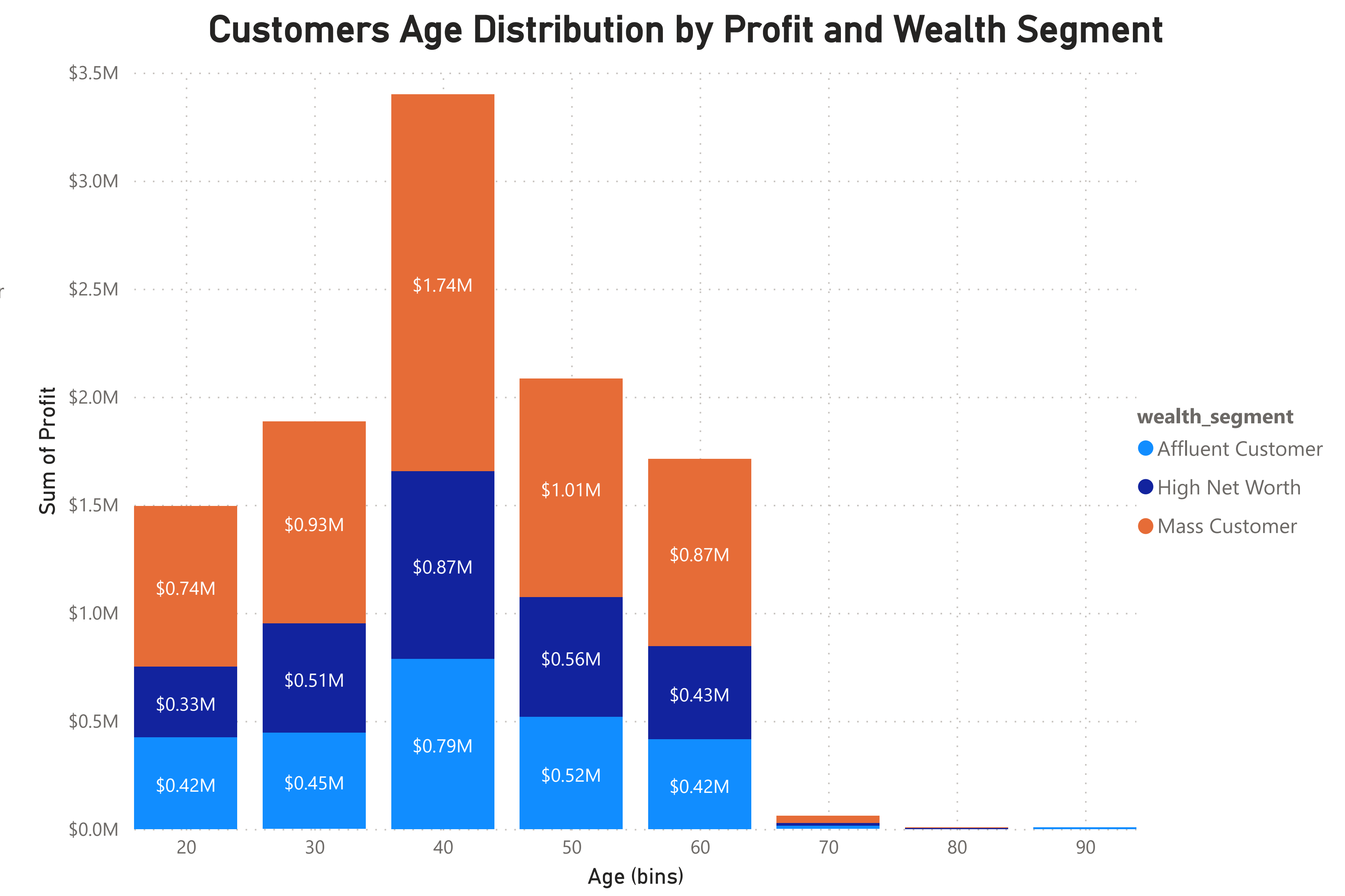
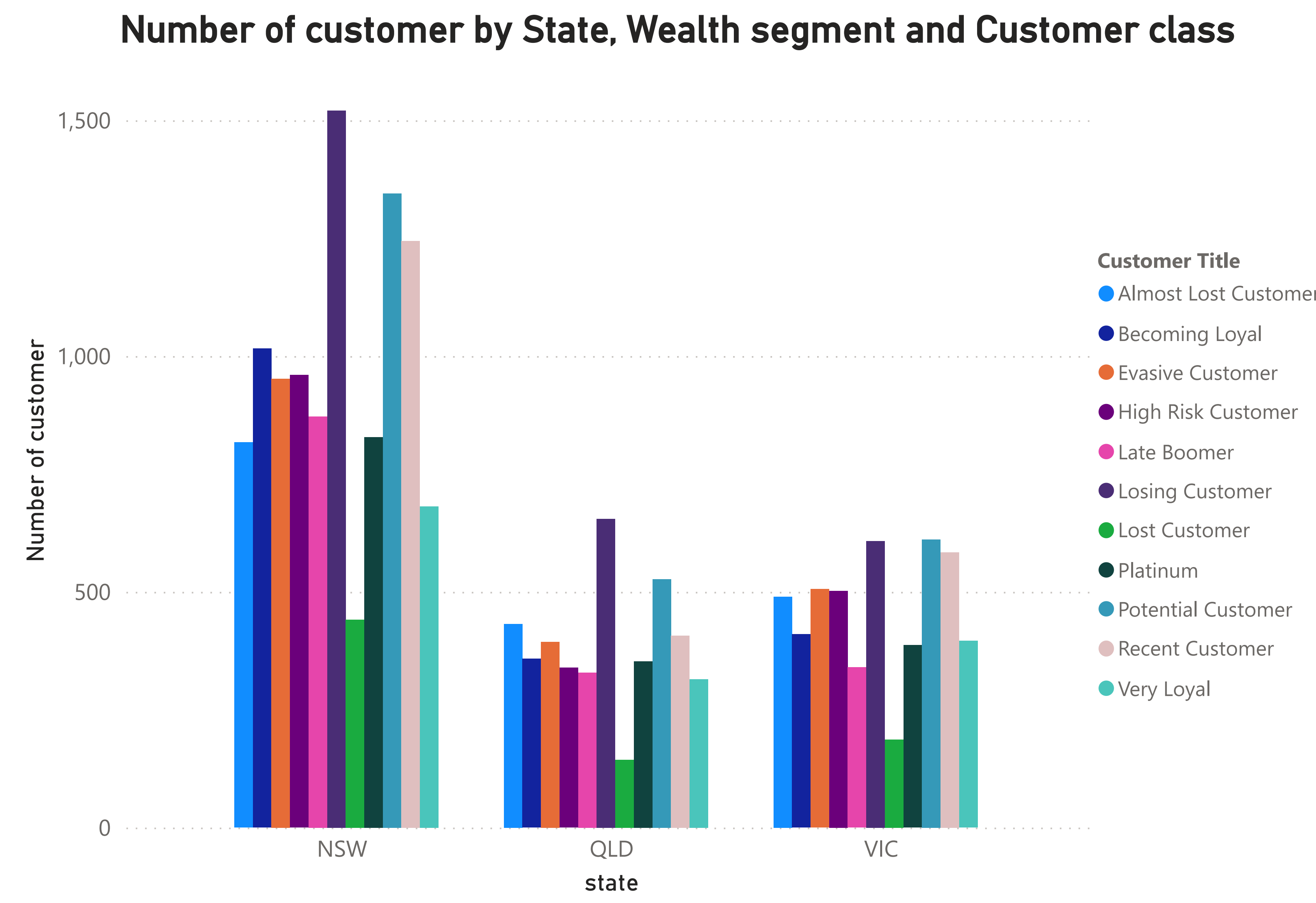
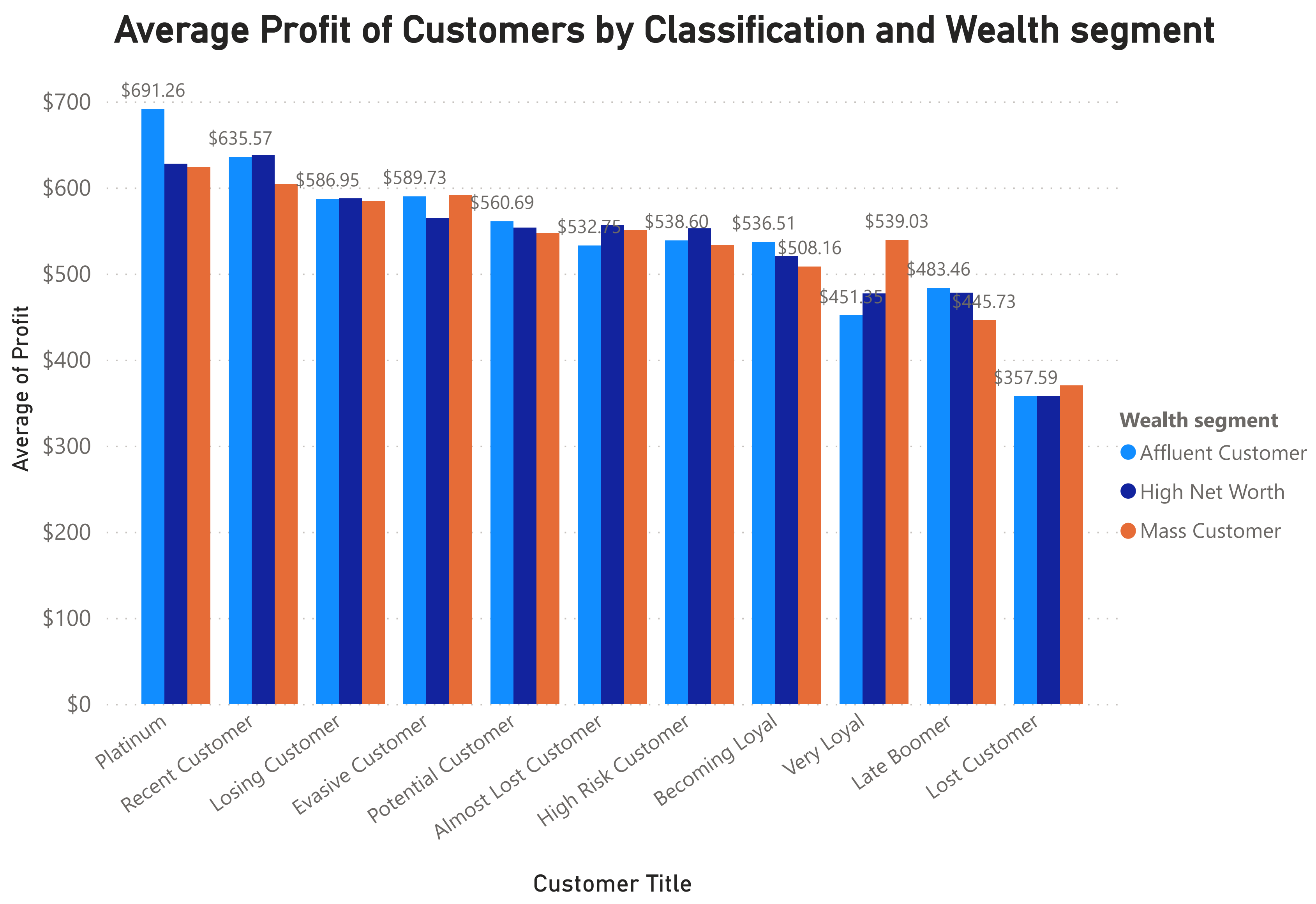


Wealth Segment Average Profit by Month

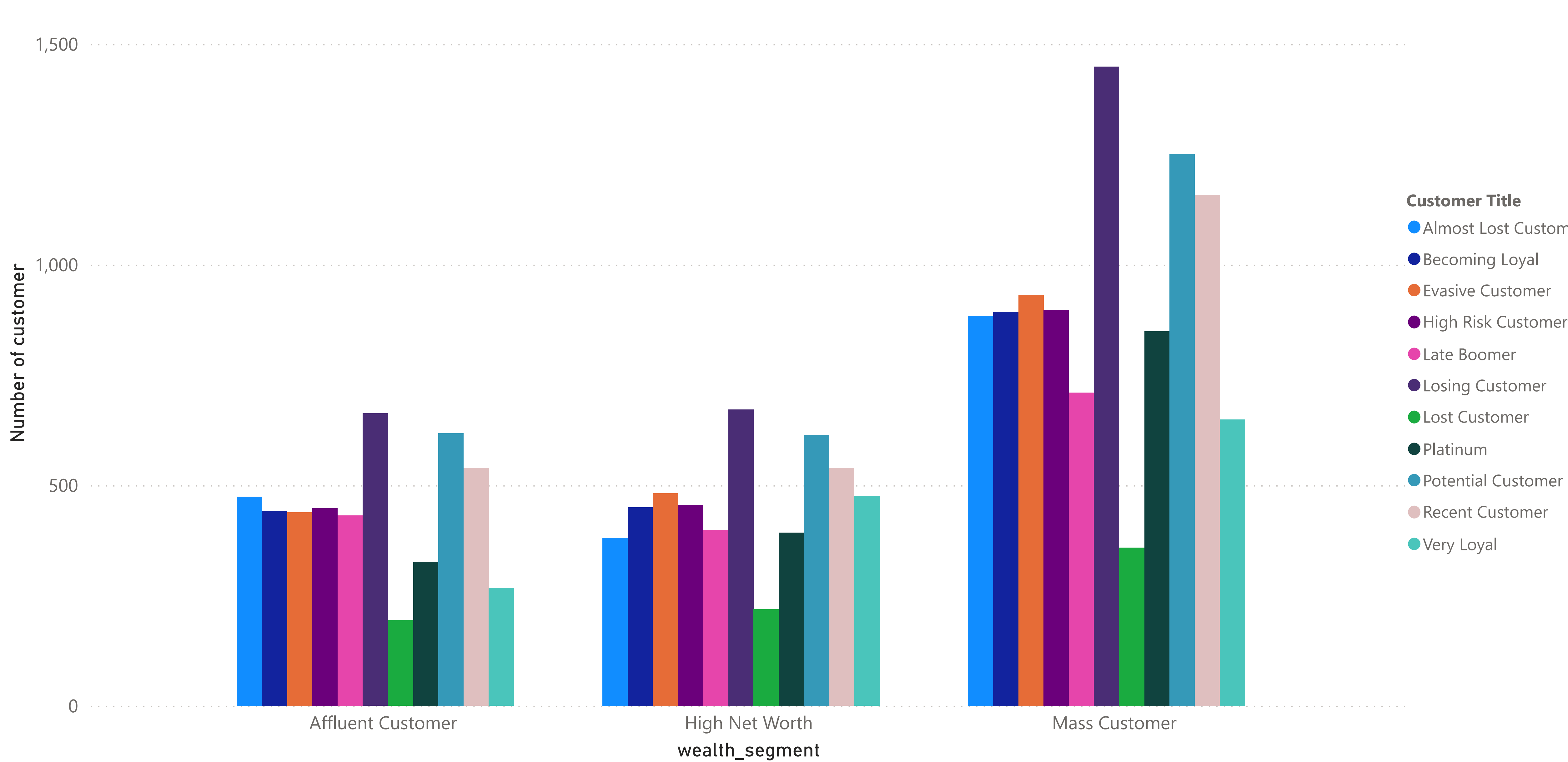


Average Profit by Month and Customer class





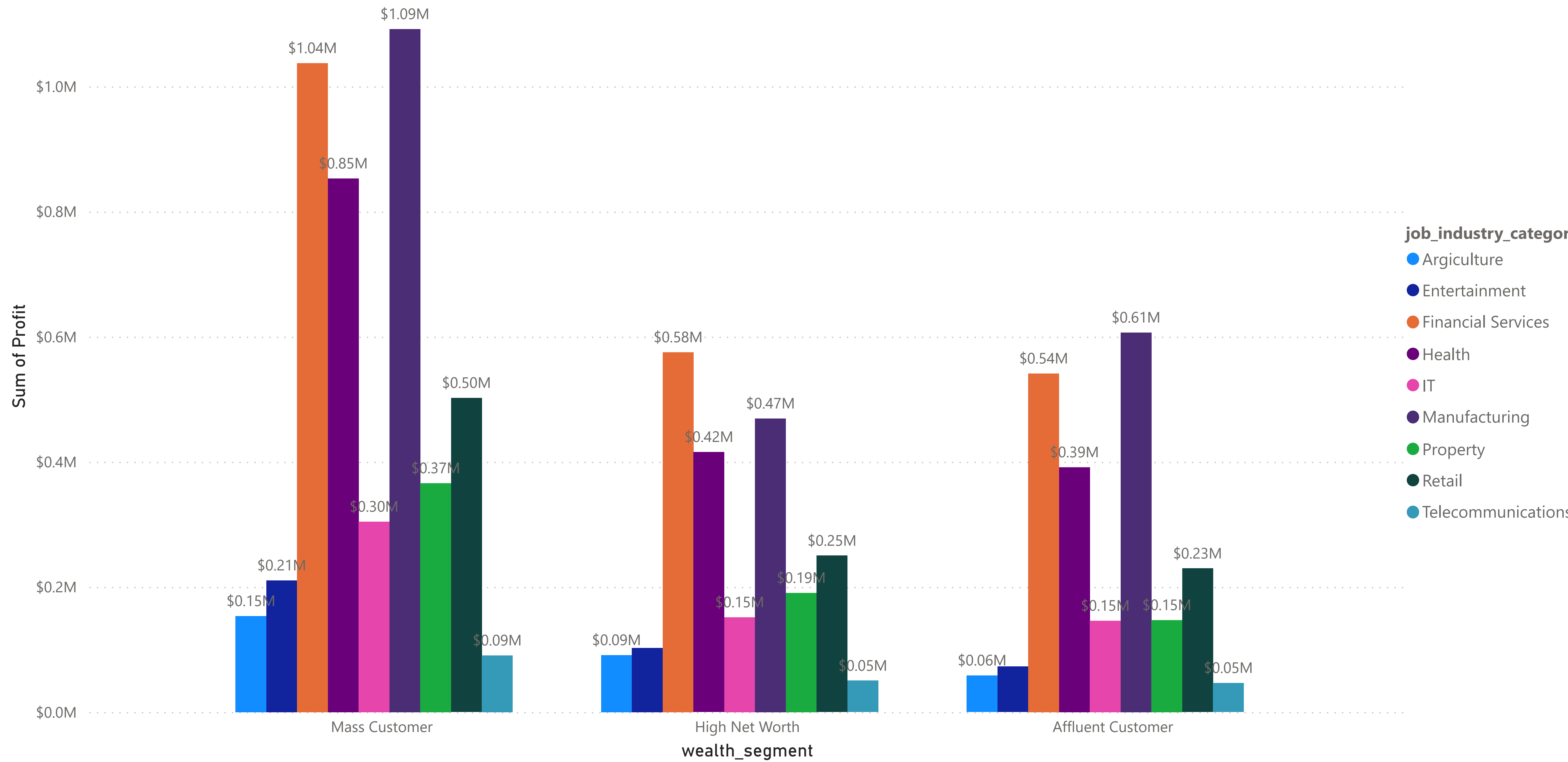
Number of customer by State, Wealth segment and Customer class



Top 20 Customers to Target From New Customers List

first name	last name	gender	Job Industry	owns car	Age	wealth segment	state	address
Aldin	Newsome	Male	Financial Services	No	42	Mass Customer	NSW	058 Morningstar Center
Aleece	Feige	Female	Manufacturing	No	48	Mass Customer	NSW	2030 Anderson Lane
Brendis	Pineaux	Male	Manufacturing	No	45	Mass Customer	NSW	43030 Carberry Way
Candy		Female	Financial Services	No	46	Mass Customer	VIC	59252 Maryland Drive
Darleen	Shalcras	Female	Health	No	43	Mass Customer	NSW	383 Graceland Avenue
Esther	Rooson	Female	Financial Services	No	42	Mass Customer	NSW	5186 Main Trail
Katy	Crooke	Female	Health	No	46	Mass Customer	NSW	67081 Burrows Center
Loleta	Aberdalgy	Female	Health	No	42	Mass Customer	NSW	99 Westend Court
Martelle	Tuppeny	Female	Manufacturing	No	42	Mass Customer	NSW	261 Grayhawk Way
Martino	Scoles	Male	Financial Services	No	48	Mass Customer	VIC	47 Scofield Junction
Melba	Spellacy	Female	Health	No	47	Mass Customer	NSW	0591 Anzinger Circle
Mitchell	MacCague	Male	Manufacturing	No	44	Mass Customer	VIC	240 Acker Avenue
Patricia	Everix	Female	Health	No	45	Mass Customer	NSW	91164 Washington Terrace
Robert	Corkill	Male	Health	No	47	Mass Customer	NSW	5612 Toban Point
Roldan	Raybould	Male	Financial Services	No	48	Mass Customer	VIC	85 Badeau Pass
Rutledge	Halit	Male	Financial Services	No	47	Mass Customer	NSW	7 Nevada Crossing
Sherrie	Godleman	Female	Manufacturing	No	45	Mass Customer	VIC	67 Shelley Crossing
Sonia	Dunstall	Female	Financial Services	No	48	Mass Customer	NSW	99 Park Meadow Hill
Sunny	Christescu	Female	Financial Services	No	48	Mass Customer	NSW	6668 Blue Bill Park Plaza
Theresa	Cowper	Female	Manufacturing	No	47	Mass Customer	NSW	88 Mifflin Pass

Profit by Wealth Segment



Top 1000 Customers to Target

customer_id	RFM Value	First Name	Last Name	Address	Postcode	State	country
25	444	Geoff	Assaf	28 5th Center	4413	QLD	Australia
37	444	Laurie	Dwerryhouse	54 Sage Plaza	4726	QLD	Australia
89	444	Benedicto	Hoxey	73042 Roth Crossing	2100	NSW	Australia
91	444	Dylan	Meaker	2640 Manley Point	2166	NSW	Australia
99	444	Reggie	Mulliner	079 Merry Park	2160	NSW	Australia
109	444	Cody	Blabey	41 Service Lane	2217	NSW	Australia
117	444	Nance	Suttling	185 Pennsylvania Way	4226	QLD	Australia
144	444	Jory	Barrabeale	22 Oxford Junction	2315	NSW	Australia
151	444	Donnie	Brimson	34457 Springview Street	2759	NSW	Australia
165	444	Aldon	Roelofs	22371 Miller Trail	2032	NSW	Australia
167	444	Nathalie	Tideswell	75612 Clarendon Junction	4352	QLD	Australia
173	444	Ebba	Hanselmann	2 Randy Point	2766	NSW	Australia
174	444	Catie	Tosspell	6898 Redwing Park	2148	NSW	Australia
200	444	Hube	Weald	7 Havey Point	4005	QLD	Australia
234	444	Mead	Alpes	816 Spohn Center	2036	NSW	Australia
235	444	Leona	Phateplace	98 Service Court	2018	NSW	Australia
239	444	Wells	Pressman	95 Eliot Street	4514	QLD	Australia
298	444	Maurise	Lenglet	83 Brickson Park Drive	3029	VIC	Australia
320	444	Aldous	Cubin	1108 Nevada Junction	4701	QLD	Australia
322	444	De	Denington	5 Schurz Place	4350	QLD	Australia
344	444	Carlene	Eyckelbeck	85 Straubel Park	2147	NSW	Australia
346	444	Timmie	Eisikowitz	44621 Linden Drive	2155	NSW	Australia
357	444	Betta	Shrimpton	780 Carberry Place	3199	VIC	Australia
377	444	Levy	Bonavia	259 Barnett Crossing	2265	NSW	Australia
381	444	Leesa	Castleman	010 Namekagon Parkway	2062	NSW	Australia