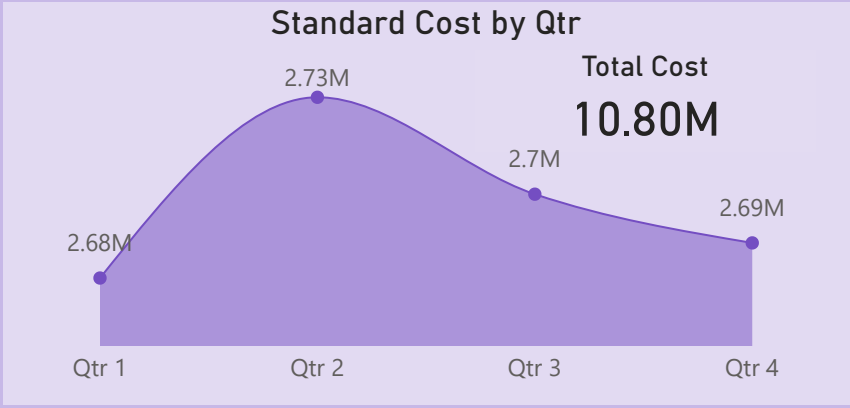
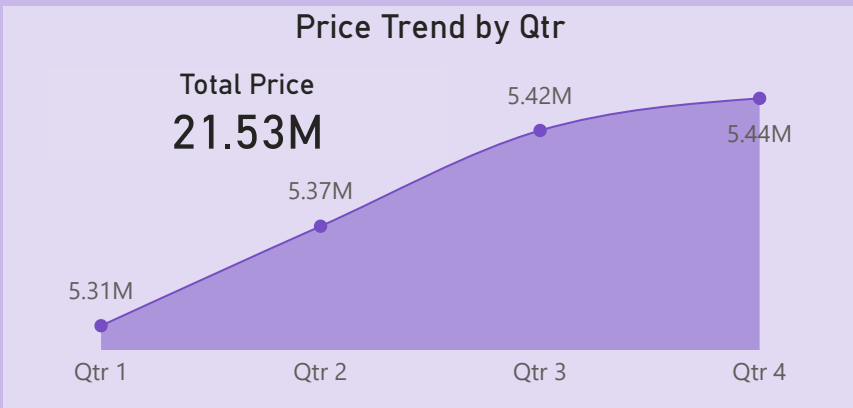


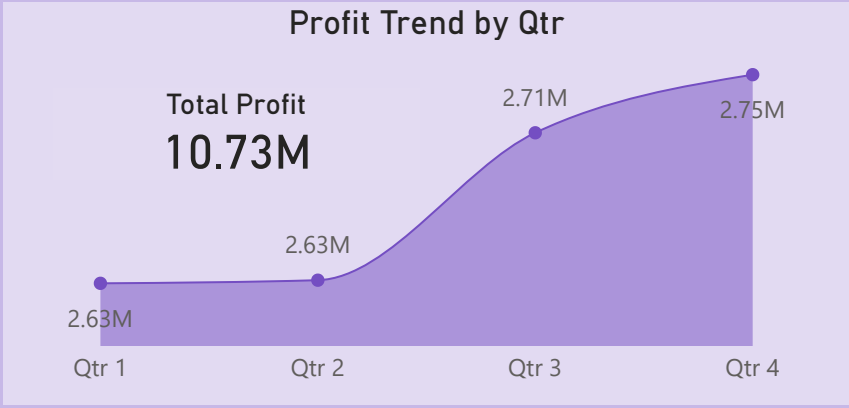
The **standard cost** of **\$2.6M** increased to **\$2.73M** in **Quarter 1** and then experienced a significant decline in both **Quarters 3** and **4**, resulting in a notable **1.47%** decrease between **Quarters 2** and **4**.



The **price** consistently increased across all **Quarters** starting at **\$5.31M** and reaching **5.44M**, showing a percentage increase of **2.39%** over the observed time.

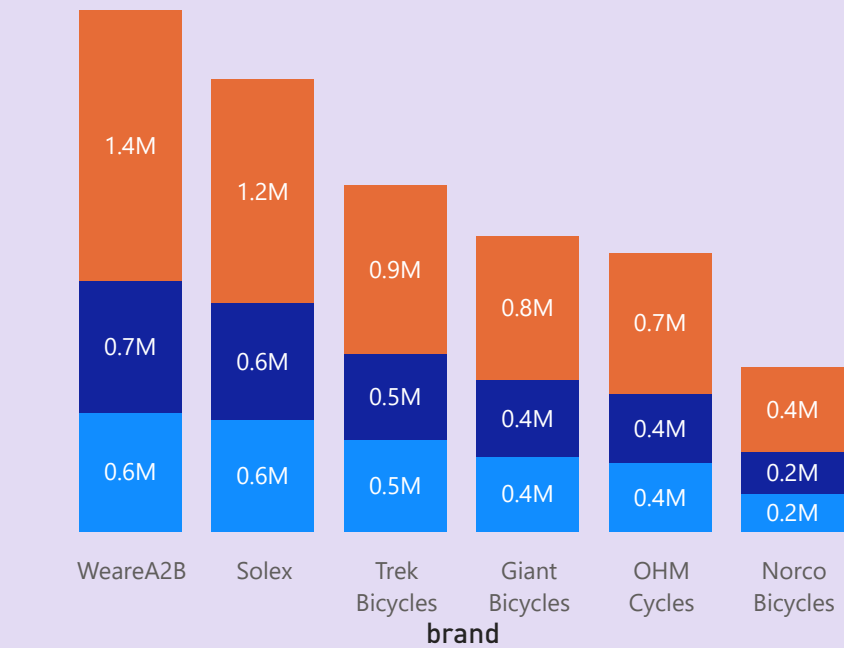


Profit also increased across the quarters. Initially, it remained consistent between **Quarters 1** and **2** but significantly increased from **\$2.63M** in **Quarter 2** to **\$2.75M** in **Quarter 4**, reflecting an overall **4.3%** increase.



Profit by brand and wealth_segment

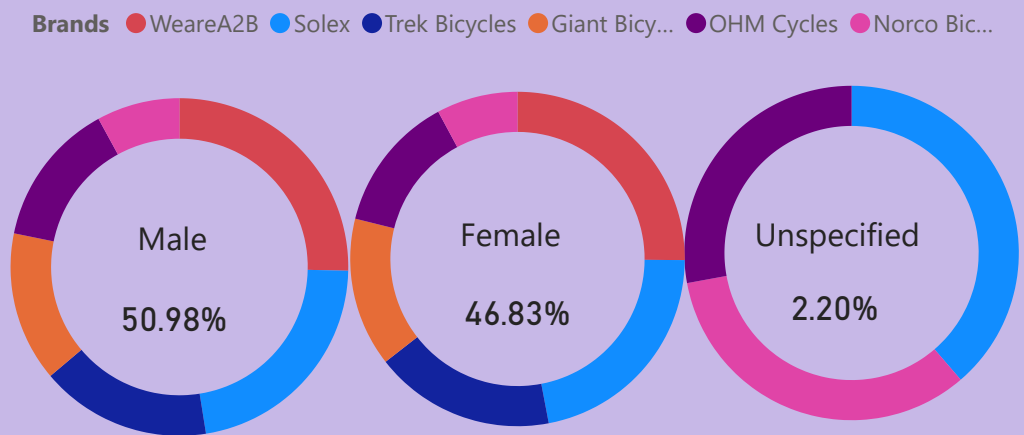
wealth_segment ● Affluent Customer ● High Net Worth ● Mass Custo...



The **weareA2B** brands generated the **greatest profit** of **\$1.41M** and were mostly purchased by the **Mass segment** while **Norco bicycles** recorded the **least profit** across the three wealth segments. Also, **mass customers** contributed **50%** of the **total profit** and have the **largest customer base**, totaling **2000** individuals.

wealth_segment	No of customers	Profit	% Profit
Affluent Customer	979	2,618,905.81	22.32%
High Net Worth	1021	2,733,043.08	25.38%
Mass Customer	2000	5,376,597.96	52.30%
Total	4000	10,728,546.85	100.00%

Profit by gender and brand



Male customers made up of **50.98%** of the total customer base while the **females constituted 46.83%**. Both genders showed a preference for **weareA2B** brand, with **Norco bicycles** being the least preferred. On the other hand, the **unspecified** genders represented only **2.20%** of the total number.

Online Order

False

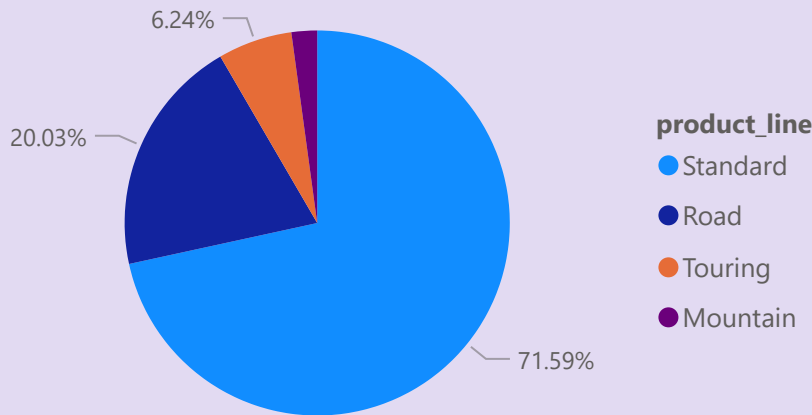
True

Order Status

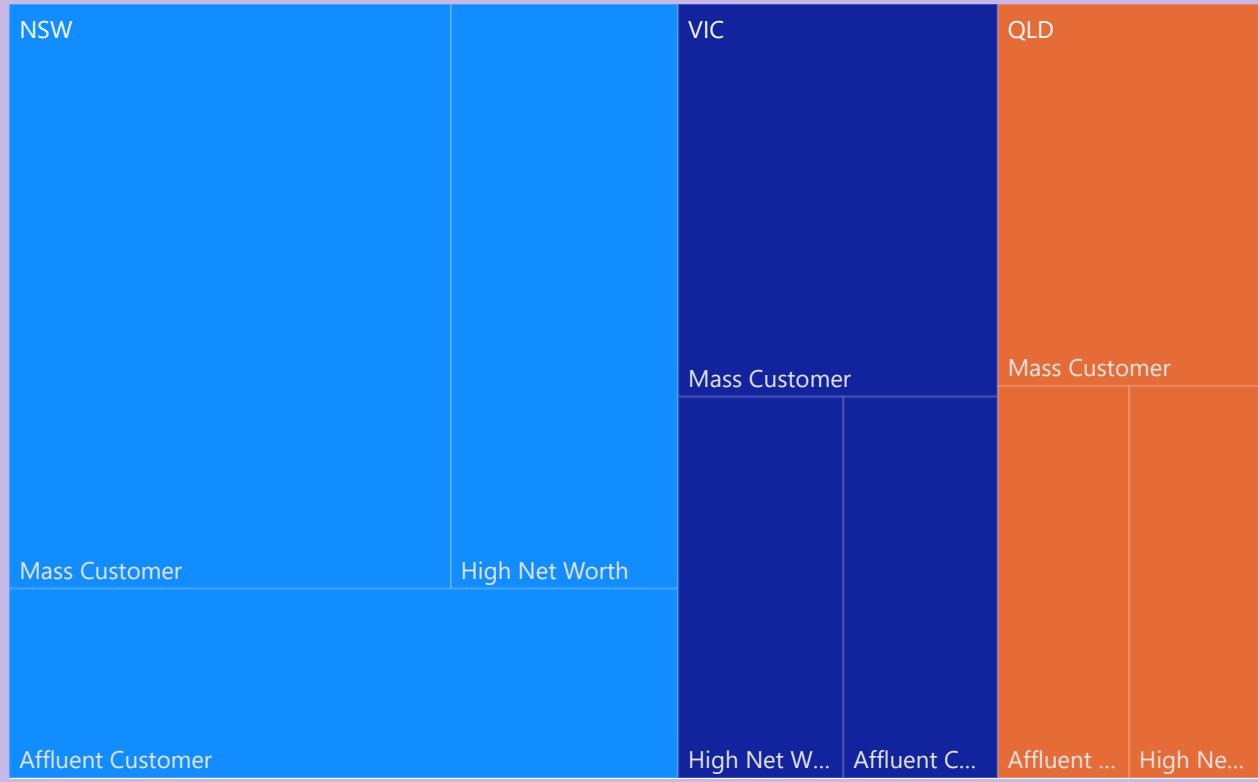
Approved

Cancelled

% Percentage of each Product line

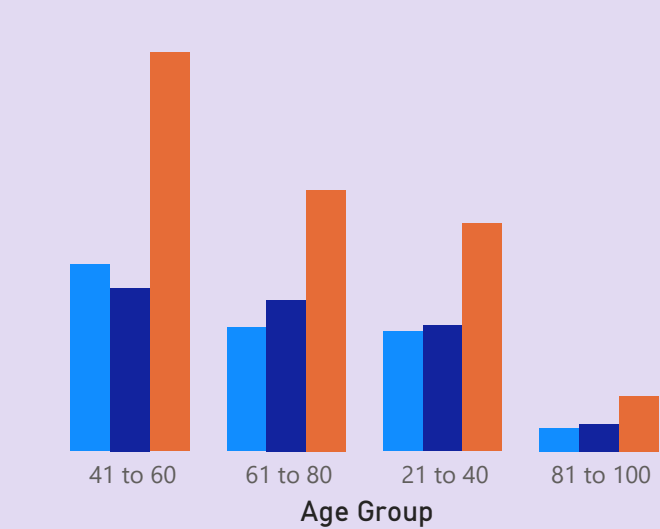


Wealth Segment by State



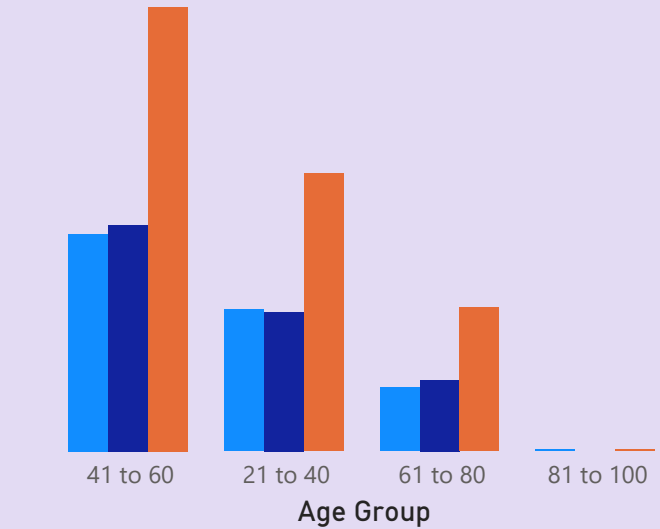
Count of Age by Age Group and wealth_segment

wealth_seg... ● Affluent C... ● High Net ... ● Mass Cust...



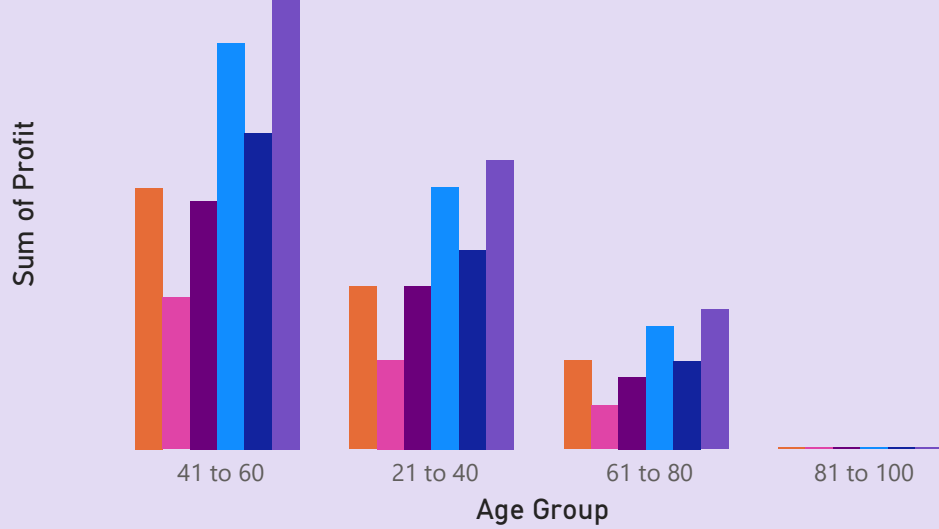
Count of Age by Age Group and wealth_segment

wealth_seg... ● Affluent C... ● High Net ... ● Mass Cust...



Sum of Profit by Age Group and brand

brand ● Giant Bic... ● Norco Bi... ● OHM Cycles ● Solex ● Trek Bicy... ● WeareA2B



For both existing and new customers, the majority fall within the age range of **41 to 60**. For current customers, the subsequent largest group falls within the **21 to 40** age while for new customers, it extends to the **61 to 80** age group. Notably, customers aged 41 to 60 have contributed the highest overall profit, amounting to **\$5.2 M**. As they represent the most lucrative demographic for the business, a heightened focus should be directed towards satisfying their needs. Findings also indicate that these customers mostly prefer the **weareA2B** and **Solex** brands. To capitalize on this trend, it is advisable to ensure consistent availability of these two brands. Introducing loyalty programs for these customers can further encourage them to buy more products.