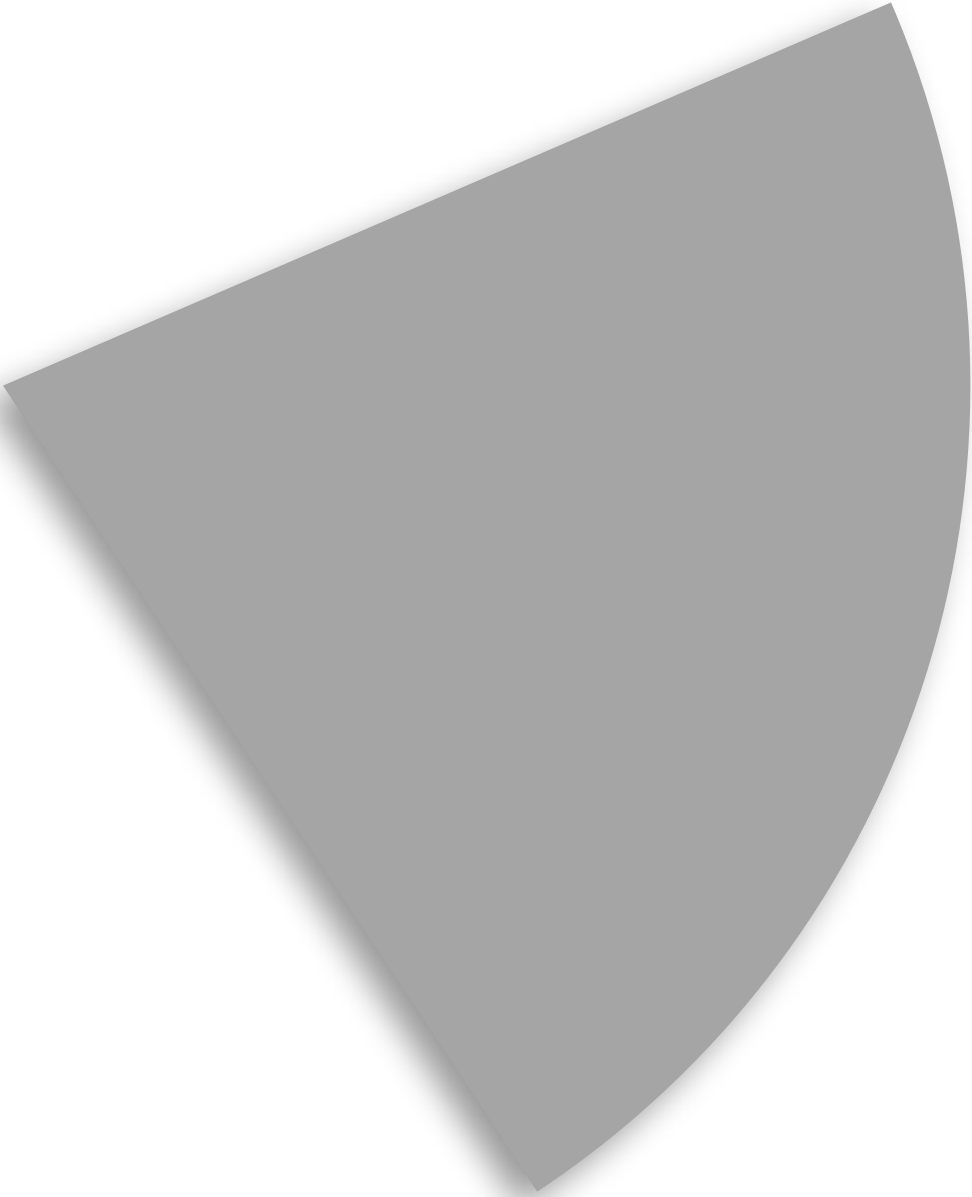
Customer segments

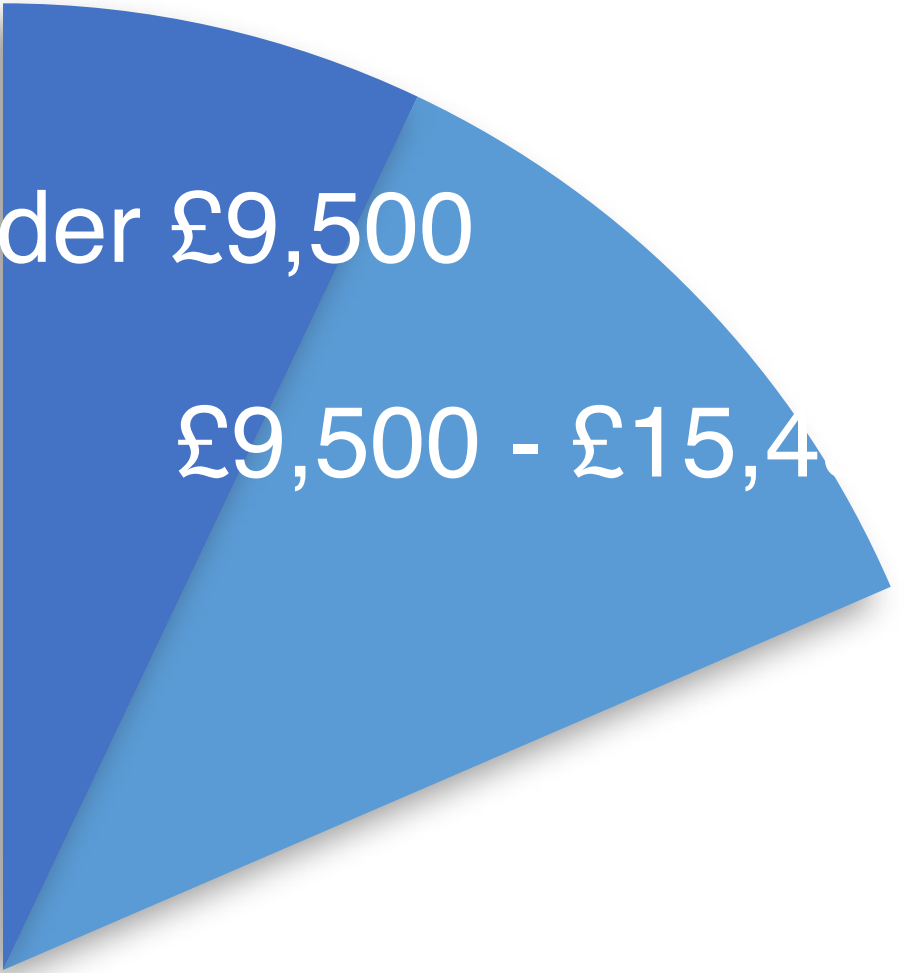
Customer base by Age

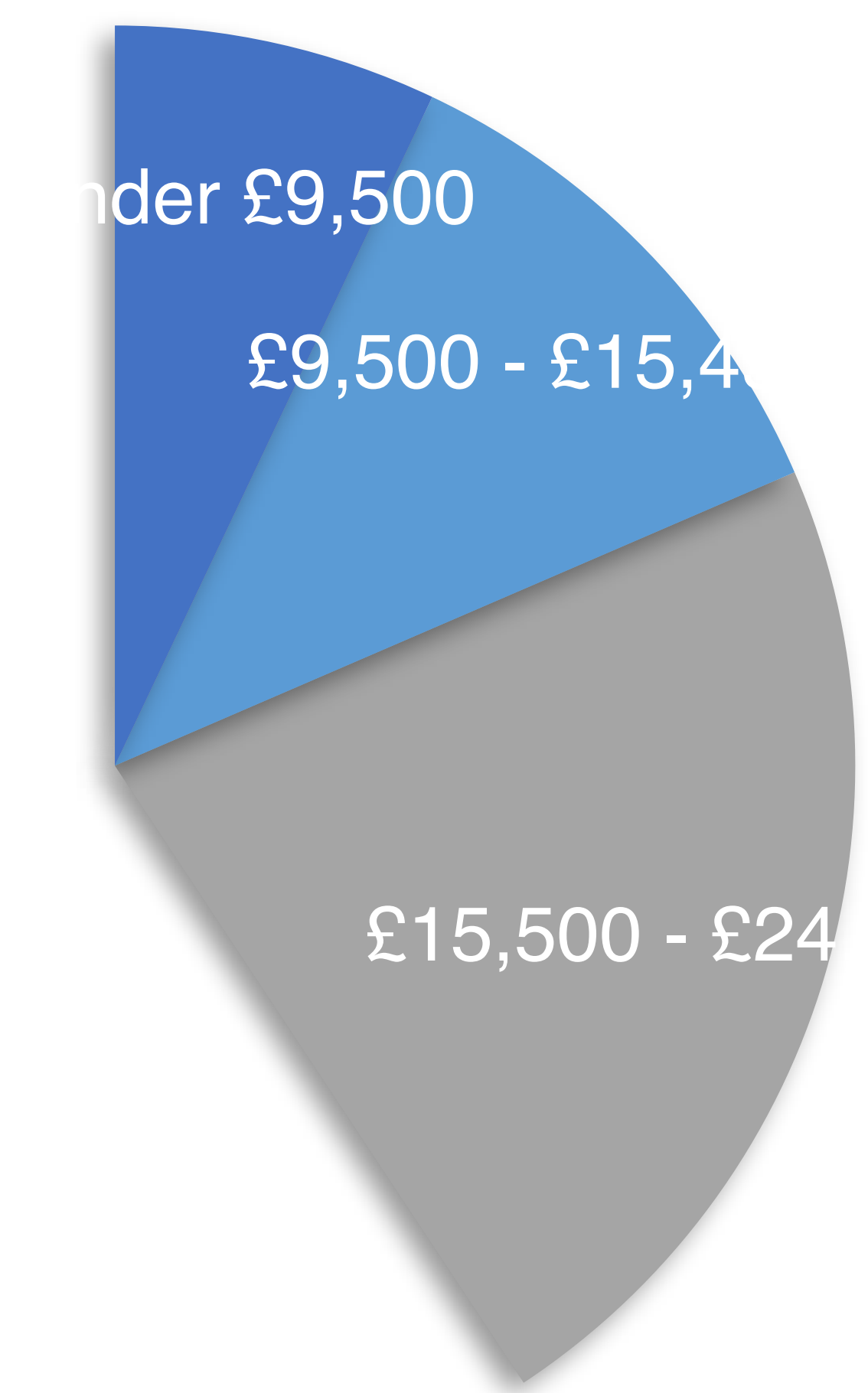
Customer Base by Income

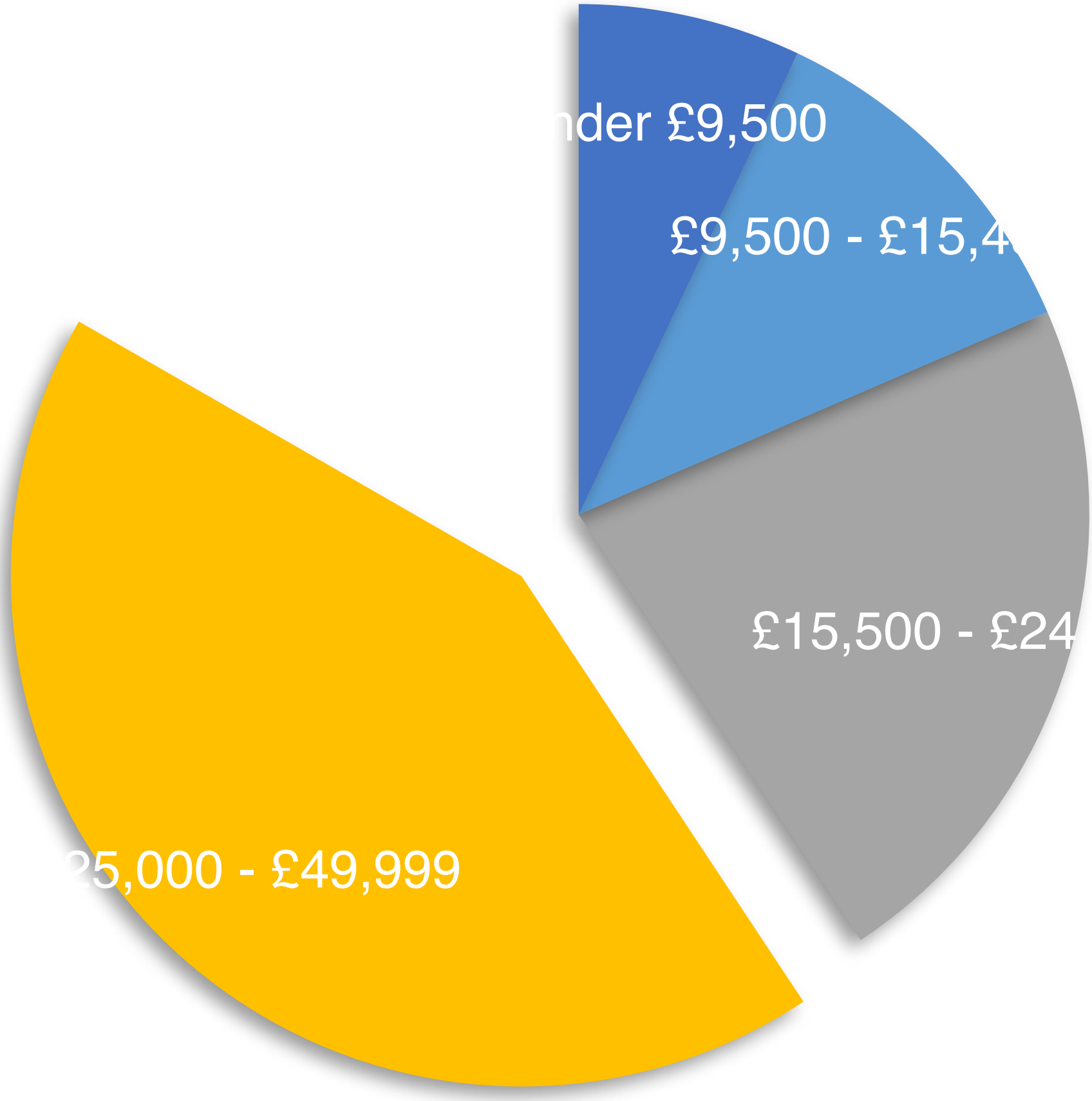
It may appears that Bay Tree attract high income customers, in fact customers are very balanced.

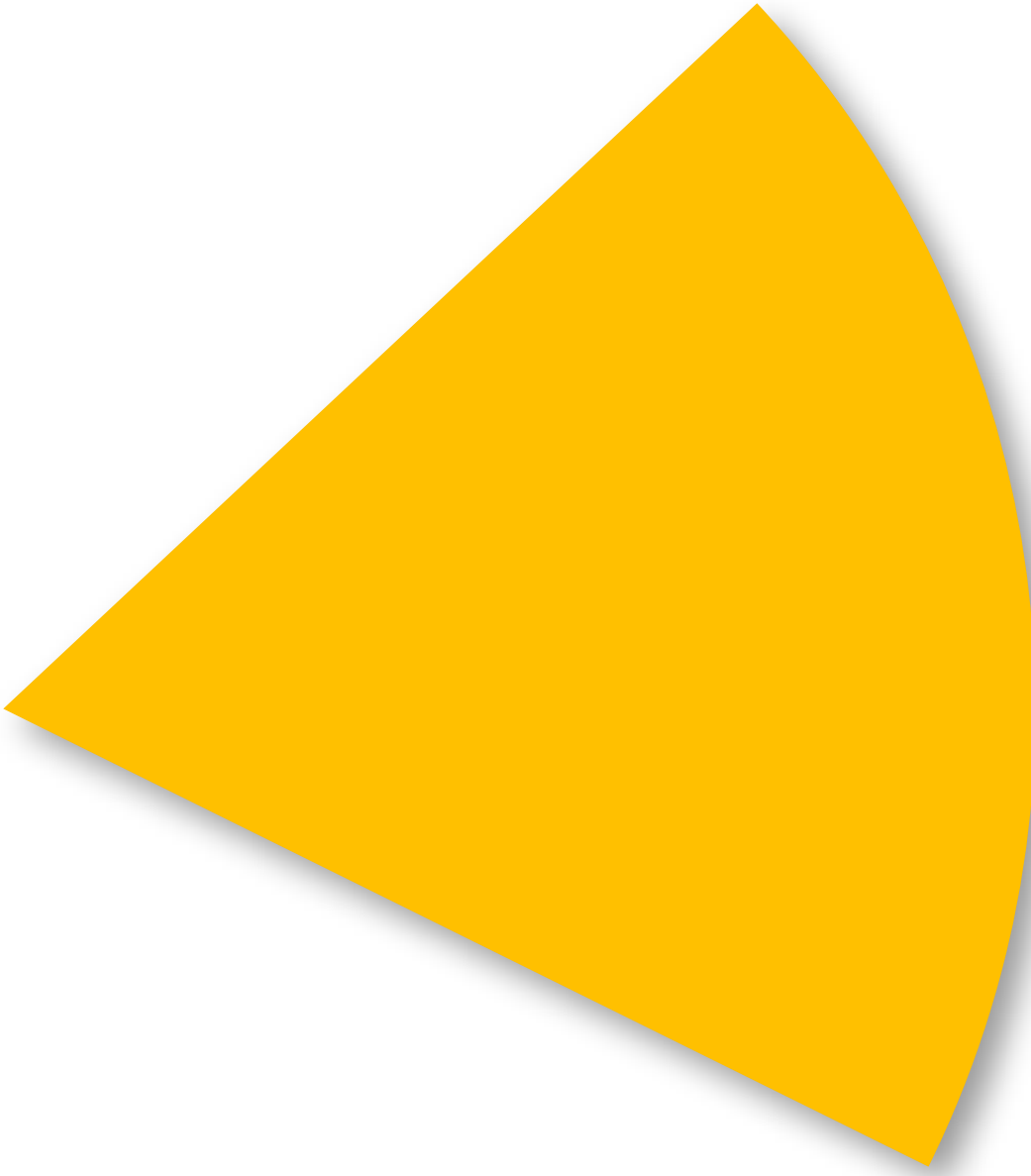
nder £9,5



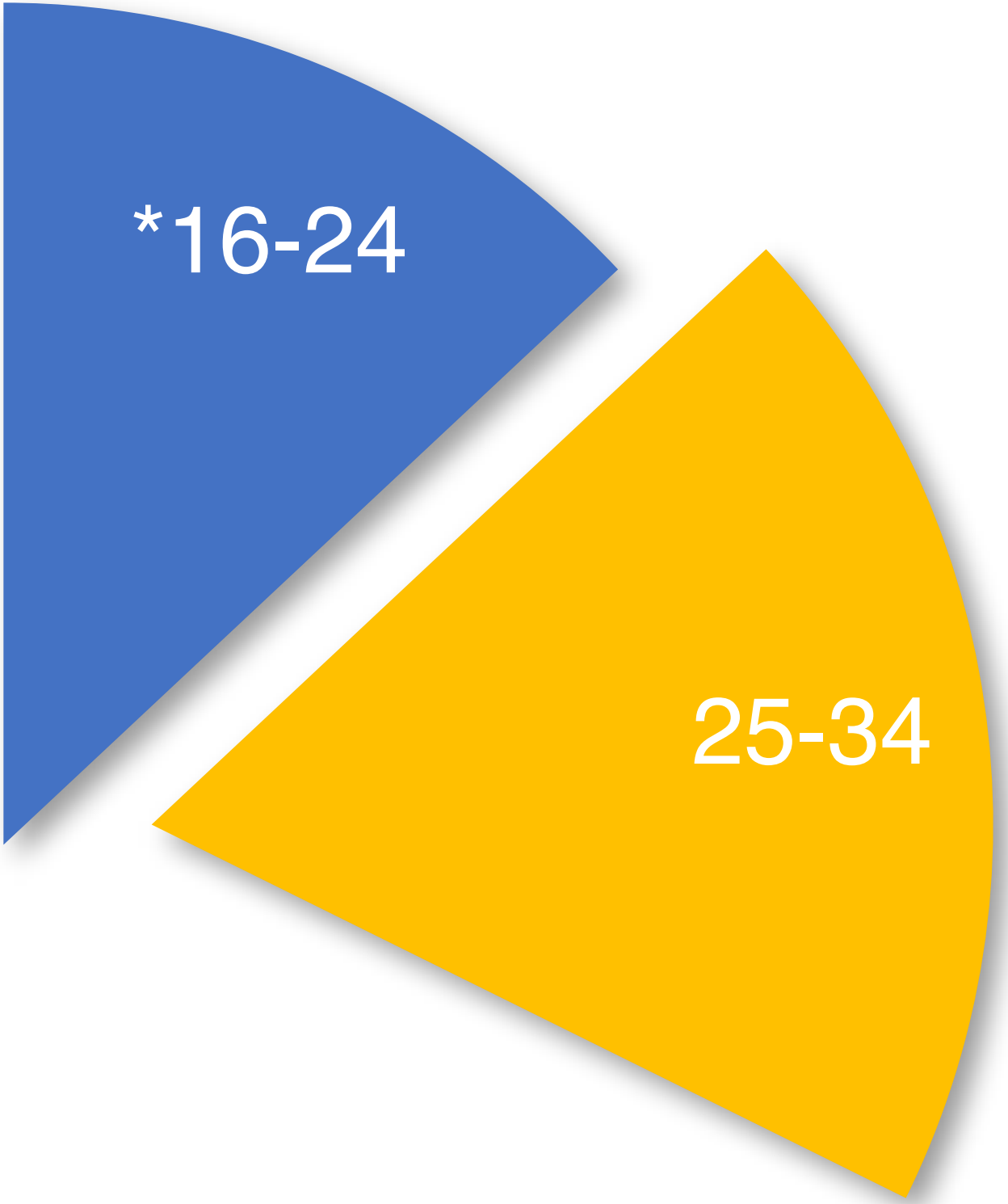

nder £9,500
£9,500 - £15,4

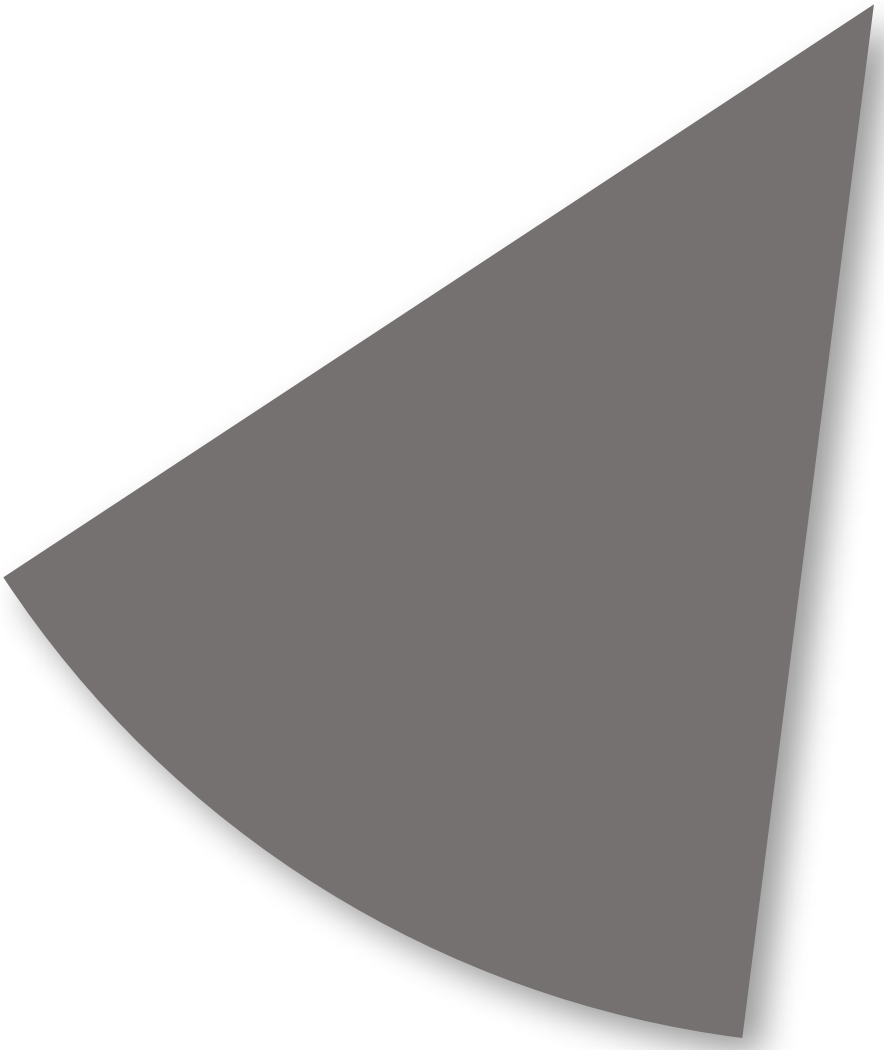

nder £9,500
£9,500 - £15,4
£15,500 - £24

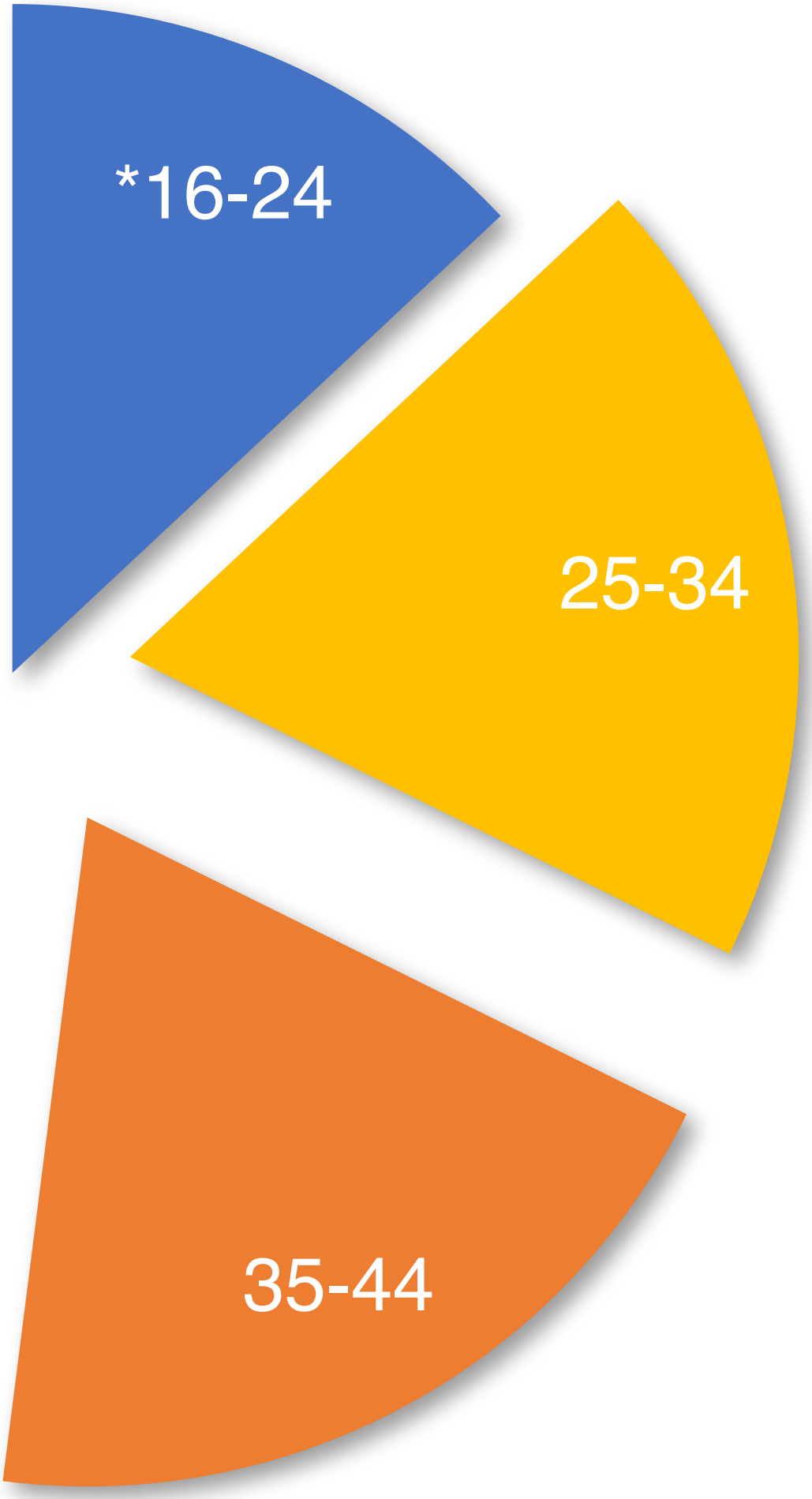

nder £9,500
£9,500 - £15,4
£15,500 - £24
25,000 - £49,999



*16-24


*16-24
25-34

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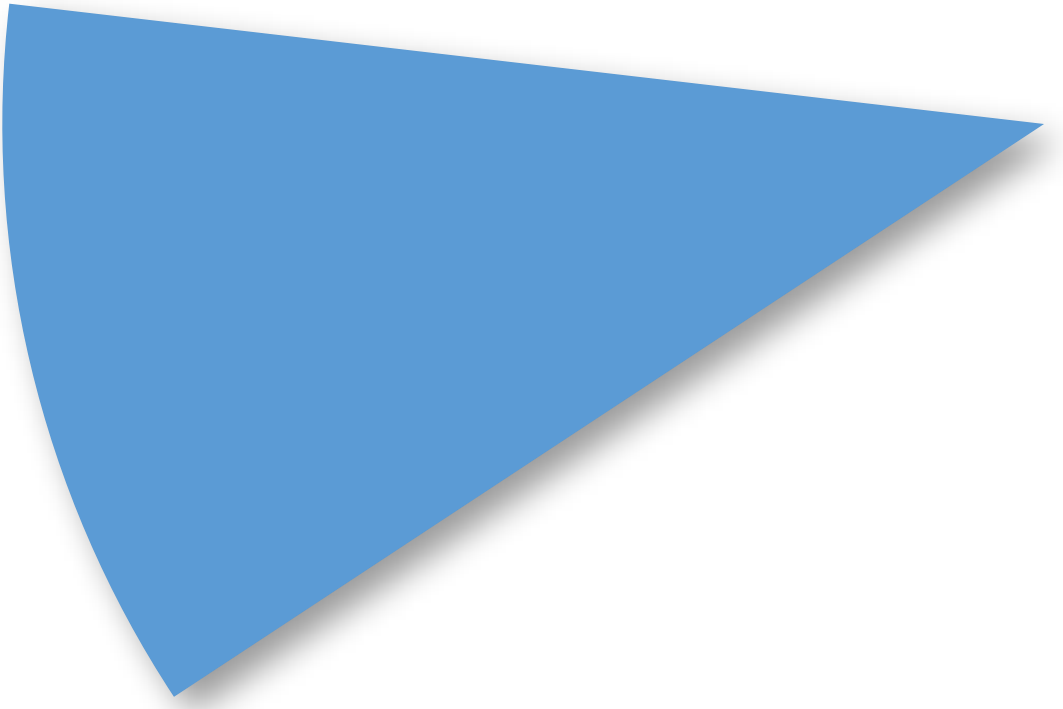
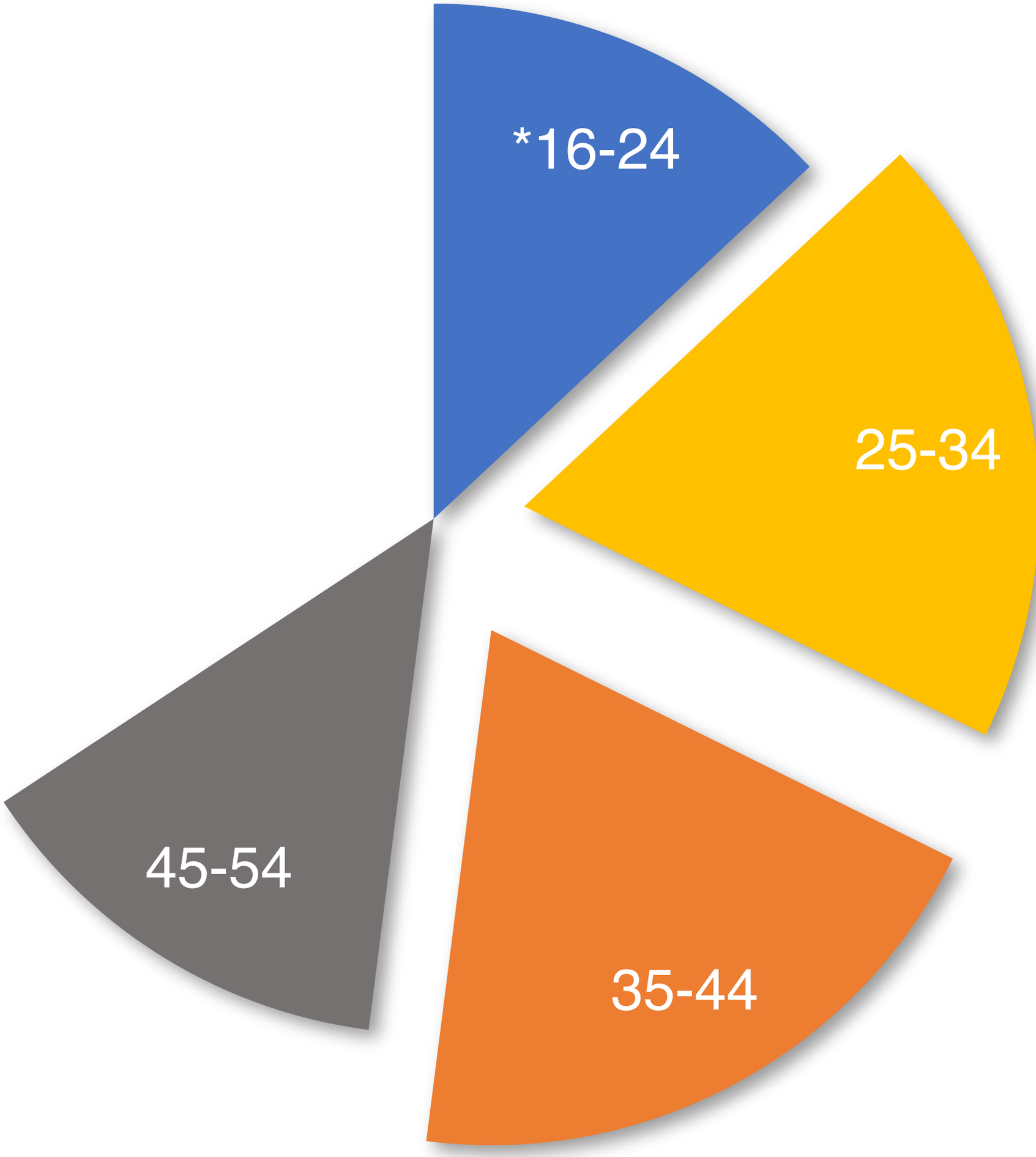
25-34
35-44

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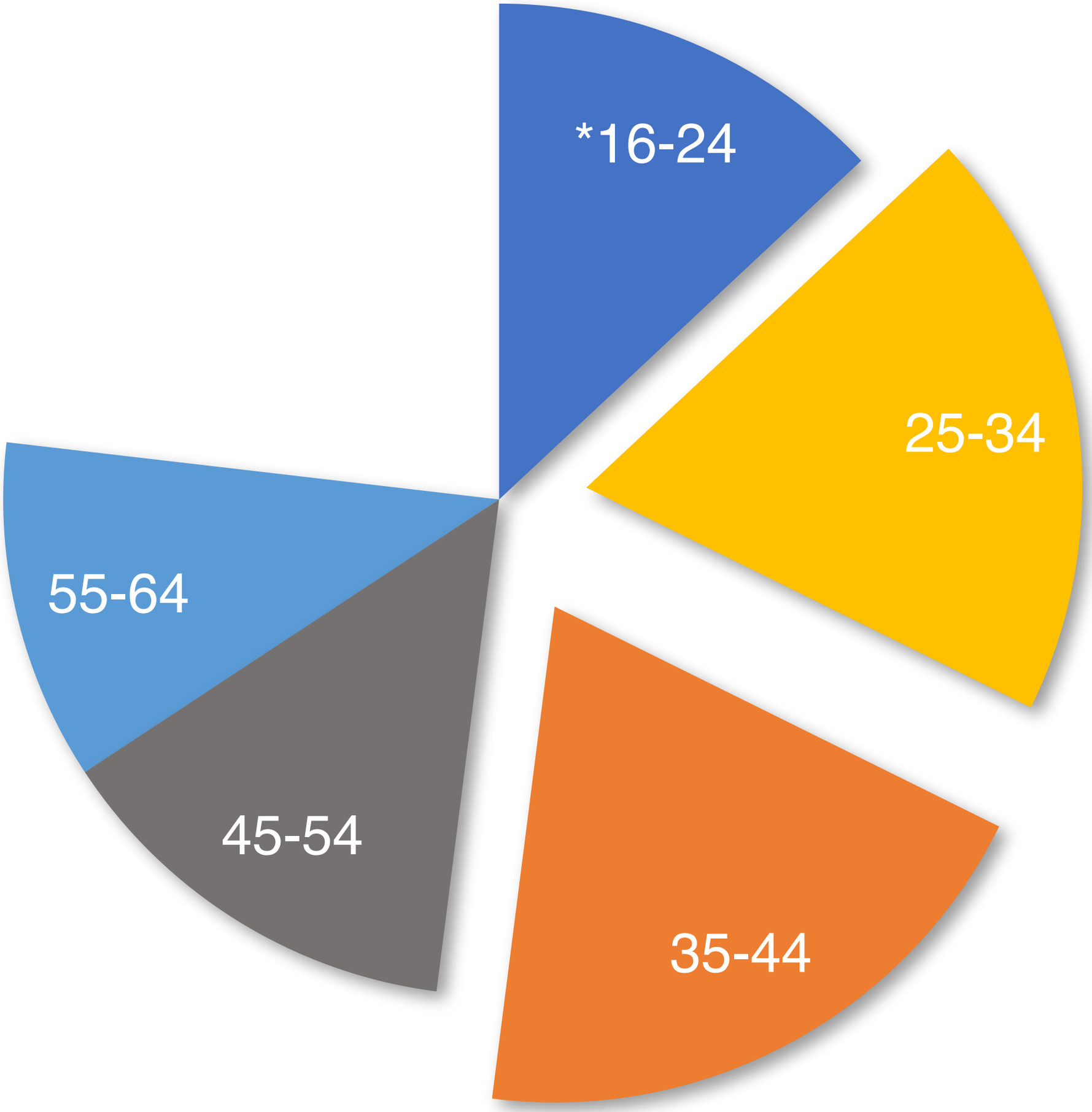
25-34
35-44
45-54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35-44
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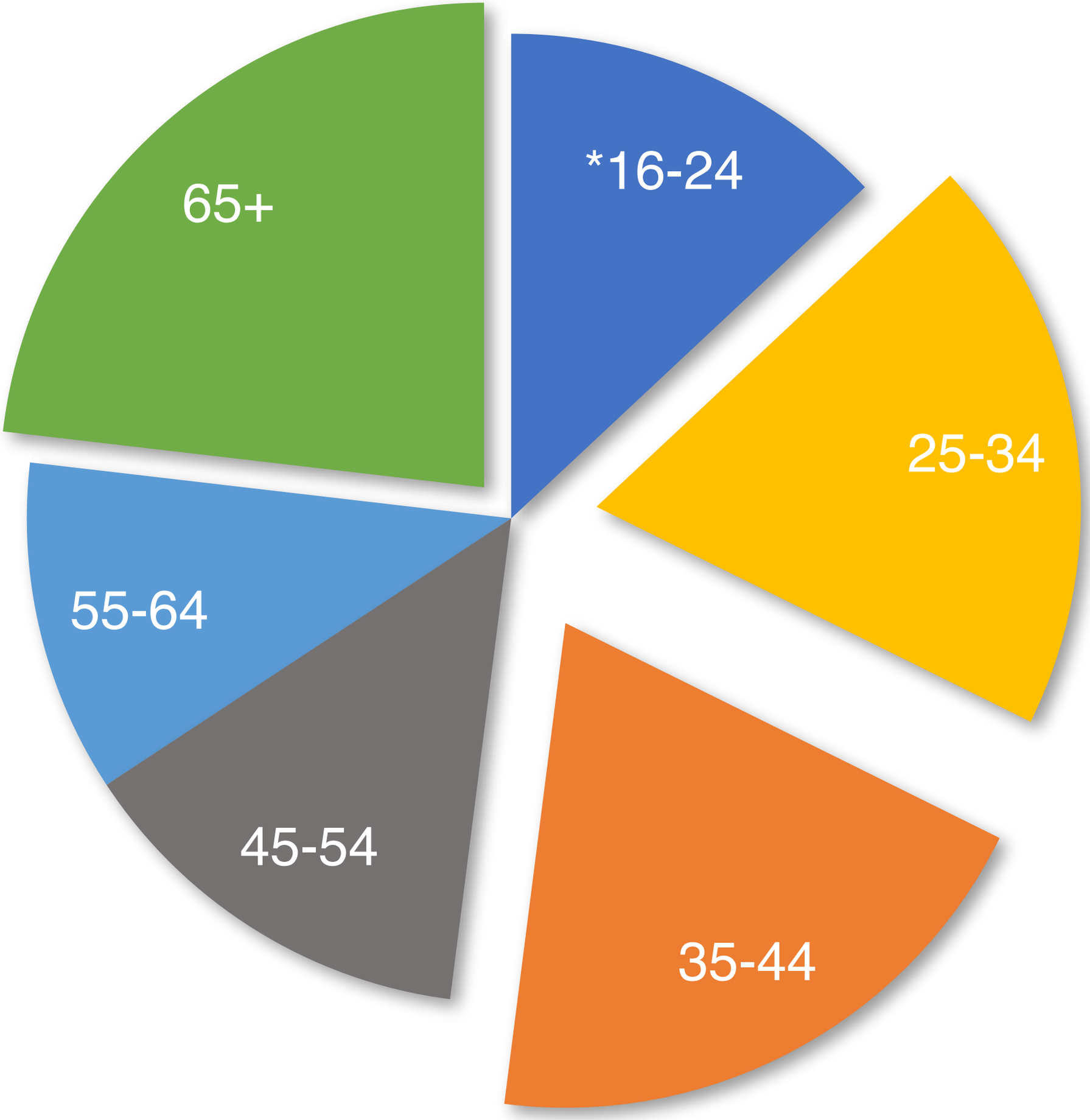
55-64


65+
*16-24
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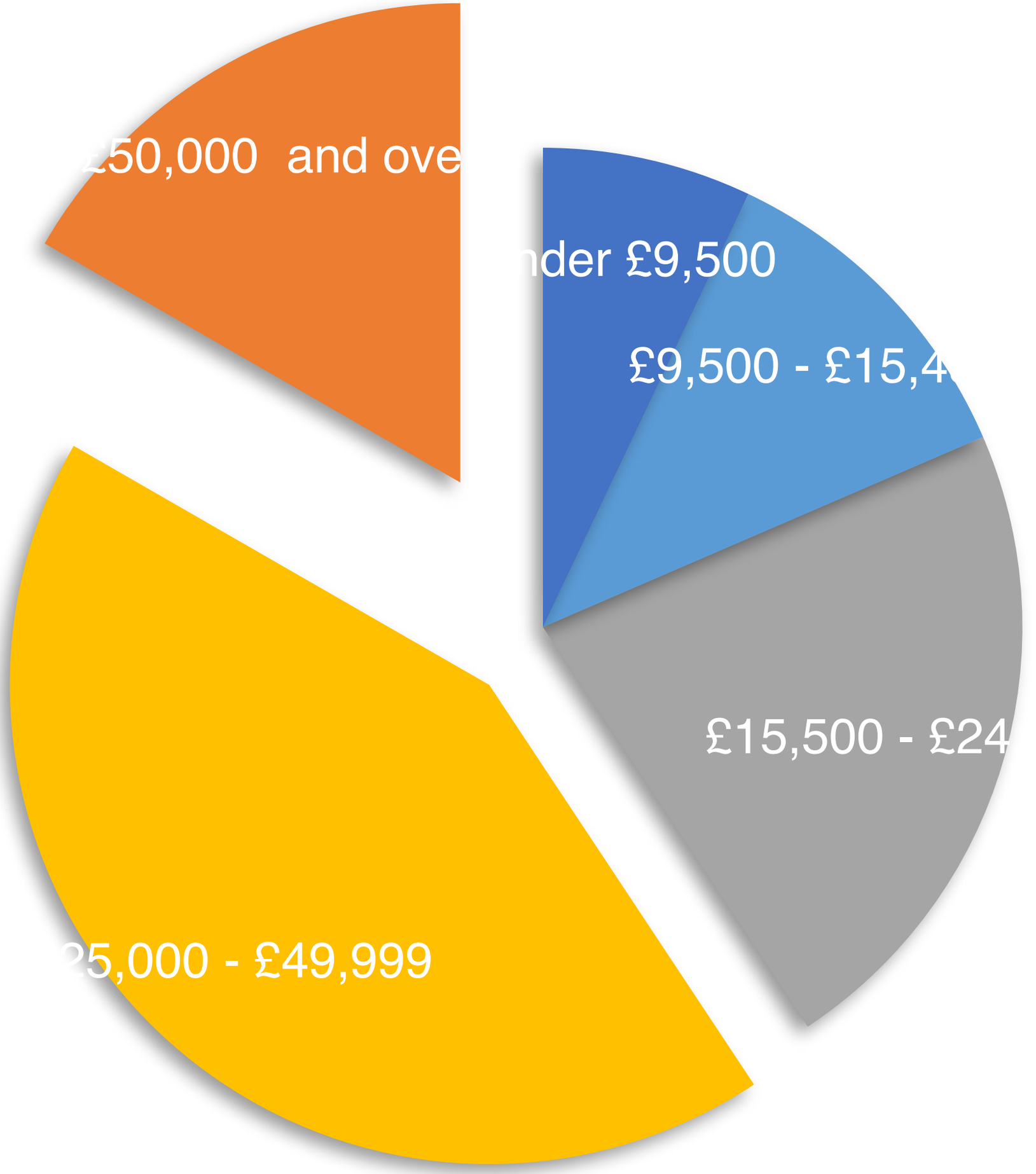
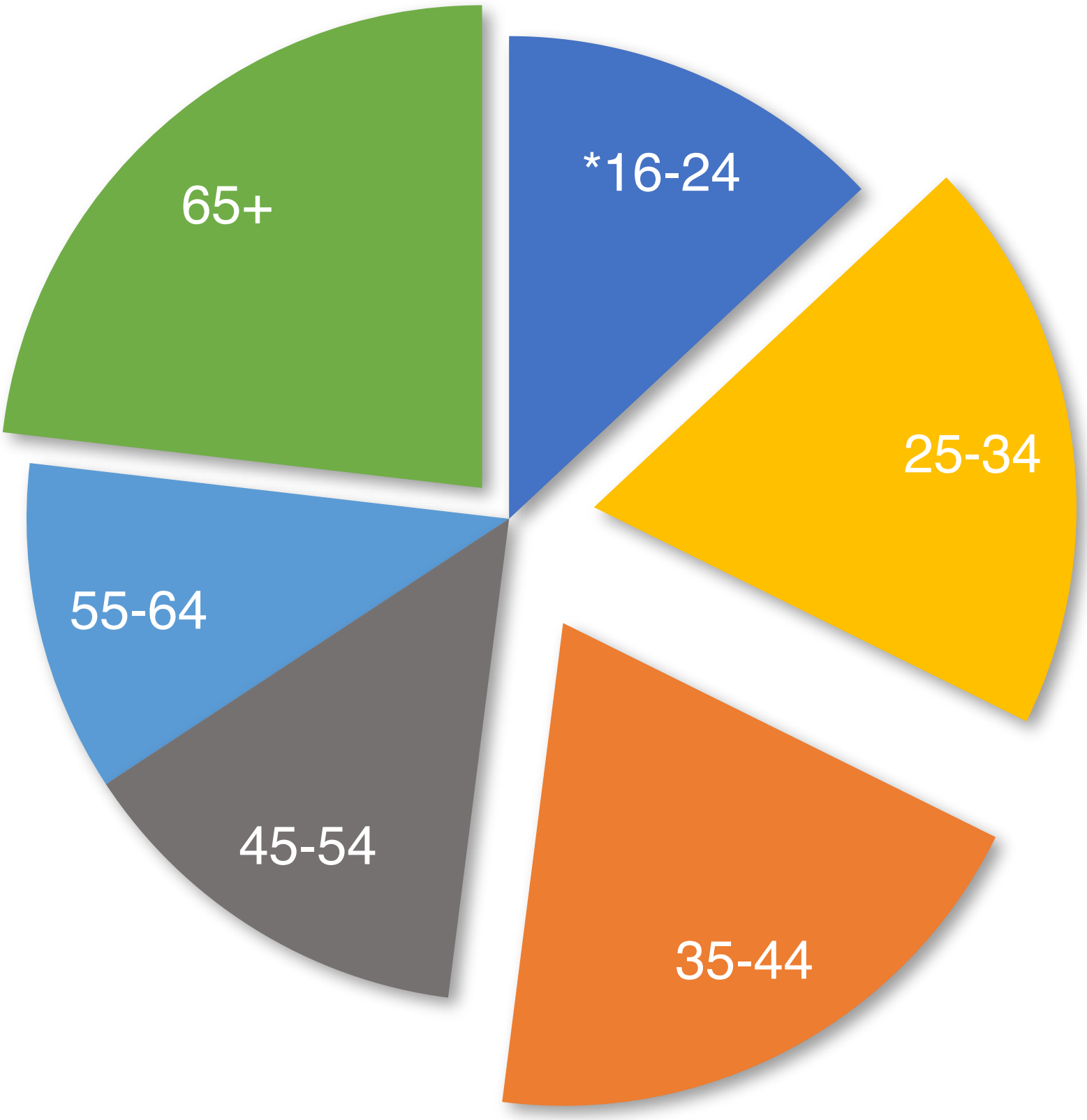
35-44

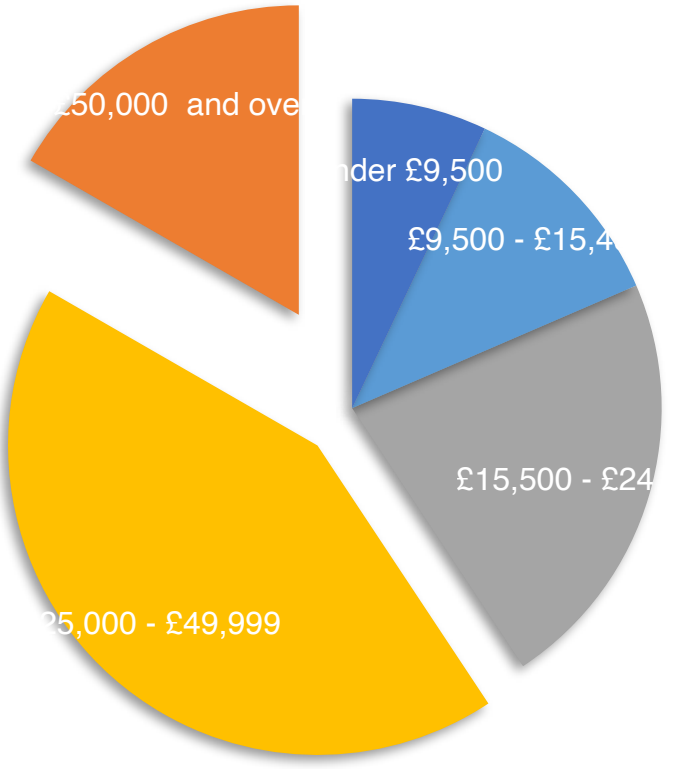
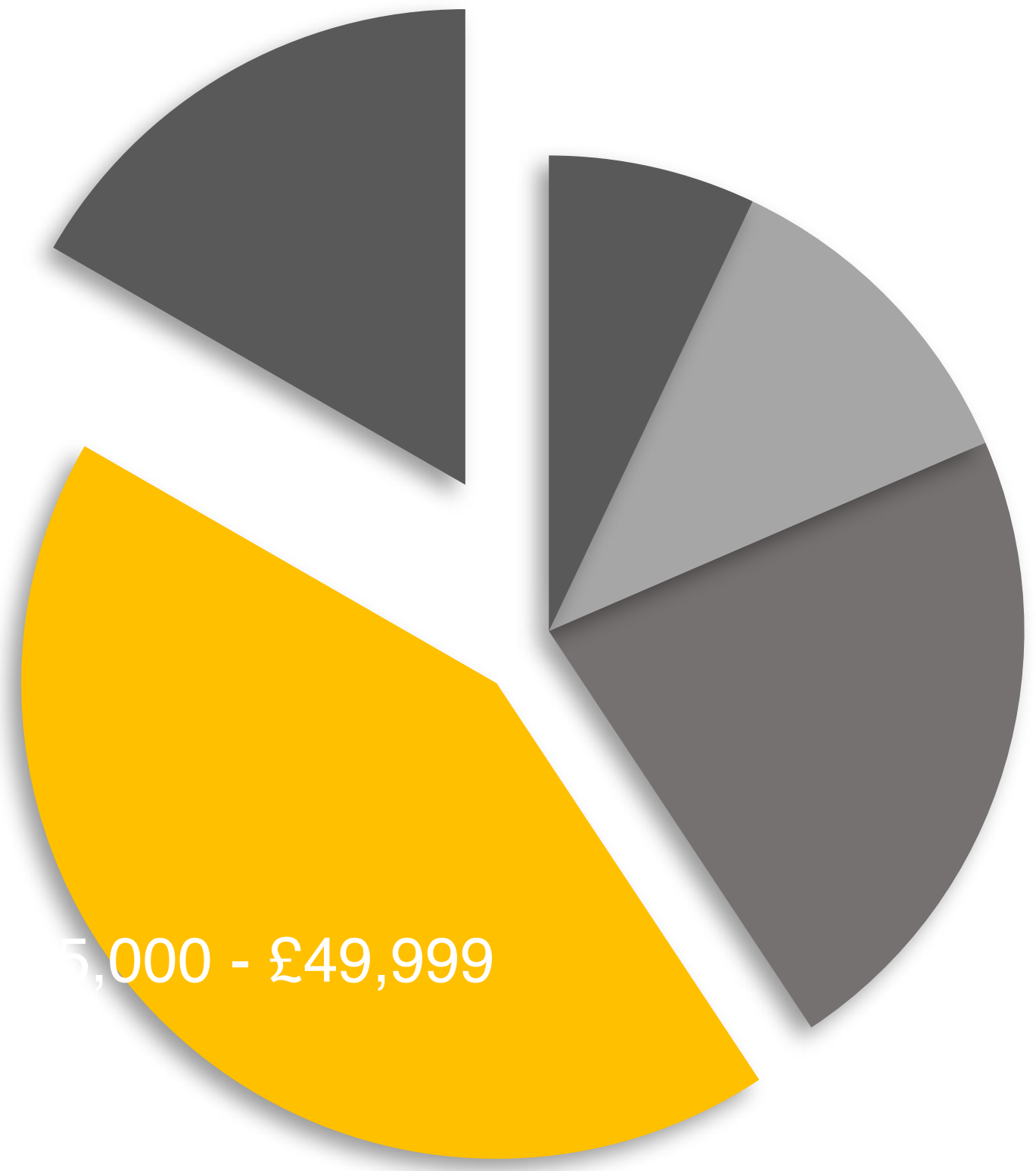

£50,000 and ove
nder £9,500
£9,500 - £15,4
£15,500 - £24
25,000 - £49,999

Customer base by Age



How value can we capture form existing customer base ? (income segment)

Customer Base by Income



Customer Base by Income