SPROCKET CENTRAL

BIKE SALES REPORT

Sales by Brand

Brand	Sales
Solex	4.4M
WeareA2B	4.1M
Giant Bicycles	4.0M
Trek Bicycles	3.5M
OHM Cycles	2.9M
Norco Bicycles	2.6M

Sales by Age Bracket

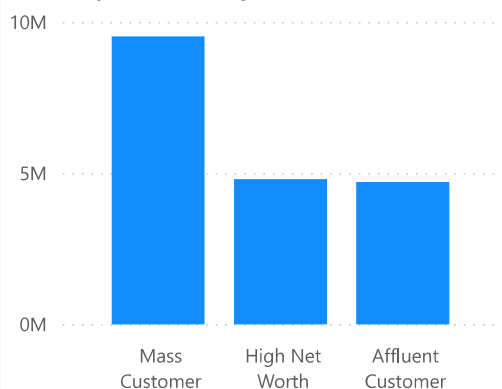| Age Bracket	Sales
Gen X	
Millennials	
Boomers II	
Gen Z	
Boomers I	
Post War	
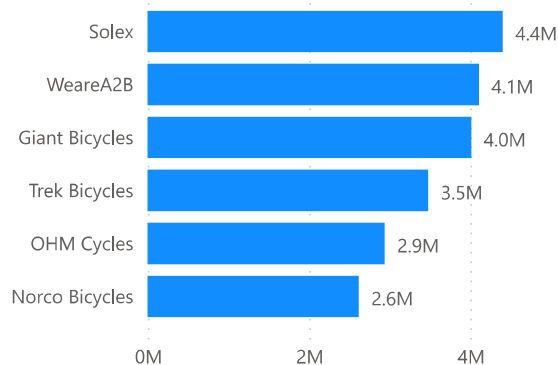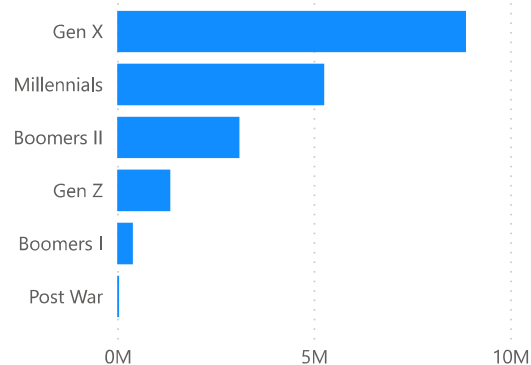
Sales by job_industry_category

Category	Sales
Manufacturing	3.83M
Financial Services	3.80M
Health	3.04M
Retail	1.64M
Property	1.22M
IT	1.03M
Entertainment	0.70M
Agriculture	

Sales by wealth_segment

- Mass Customer
- High Net Worth
- Affluent Customer

Sales by State

- NSW
- VIC
- QLD
- NSH
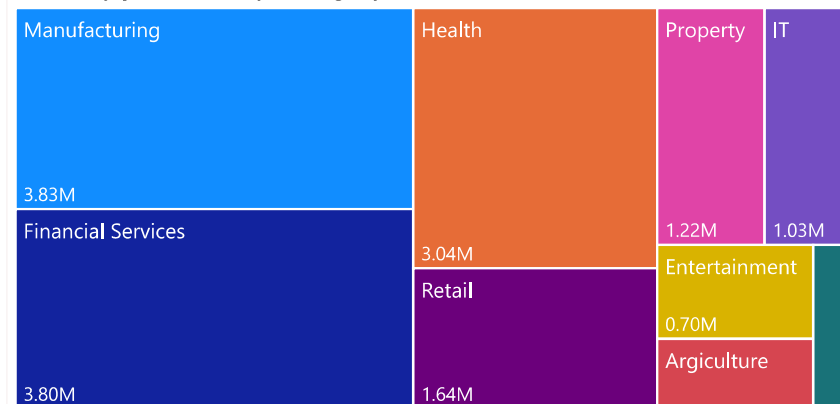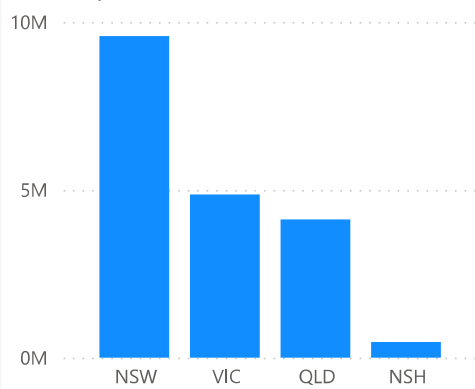
past_3_years_bike_related_purchases by gender

- 83K (49.1%)
- 86K (50.9%)

gender
- Female
- Male
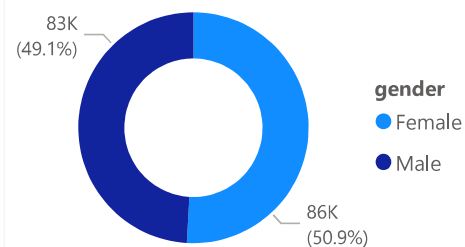
past_3_years_bike_related_purchases by owns_car

- 85K (49.4%)
- 87K (50.6%)

owns_car
- Yes
- No