SPROCKET DASHBOARD

SPROCKET CENTRAL

Ask a question about your data

Try one of these to get started

- maximum customer id
- show the maximum customer id
- compare updated cust data tenure versus age

Status
- N
- Y

Gender
- Female
- Male

Past 3 Yrs Purchases
196K

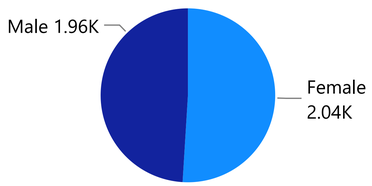
Avg. Tenure
10.66

Avg. Property Valuation
7.51

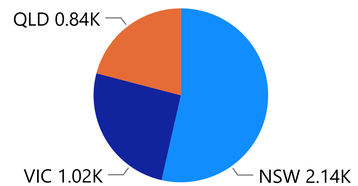
Target Customers

Customer ID	Gender	Age	Tenure	Job Title	Job Industry	Property Valuation	Wealth Segment	Dwelling Structure	Household Composition	Household Type	State
36	Female	44	22	VP Quality Control	Manufacturing	8	Affluent Customer	Row or Terrace House	Family	Own	NSW
39	Male	42	22	Assistant Media Planner	Entertainment	10	Mass Customer	Other	Family	Own	NSW
62	Female	42	22	Business Systems Development Analyst	IT	8	Mass Customer	Apartment	Family	Own	NSW
260	Female	42	22	Senior Quality Engineer	Health	2	High Net Worth	Row or Terrace House	Family	Own	QLD
276	Female	31	22	Business Systems Development Analyst	Financial Services	8	Mass Customer	Row or Terrace House	Family	Rent	VIC
387	Male	45	22	Administrative Officer	Financial Services	10	Mass Customer	Apartment	Family	Own	NSW
402	Male	44	22	Desktop Support Technician	Retail	1	Affluent Customer	Row or Terrace House	Family	Own	NSW
484	Male	47	22	Programmer IV	Manufacturing	9	Mass Customer	Other	Family	Rent	NSW
595	Male	48	22	VP Marketing	Financial Services	4	Mass Customer	Apartment	Single	Mortgage	QLD
762	Male	41	22	Environmental Specialist	Manufacturing	8	Mass Customer	Row or Terrace House	Single	Own	NSW
764	Male	44	22	Environmental Tech	Financial Services	1	Mass Customer	Apartment	Single	Rent	QLD
Total		**153778**	**37338**			**26253**					

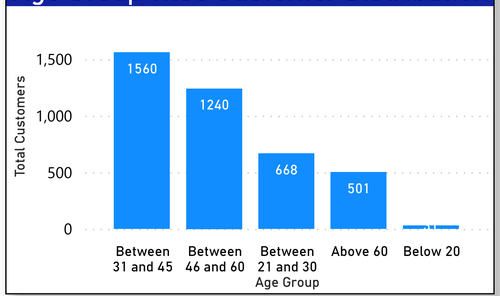
Gender Wise Distribution



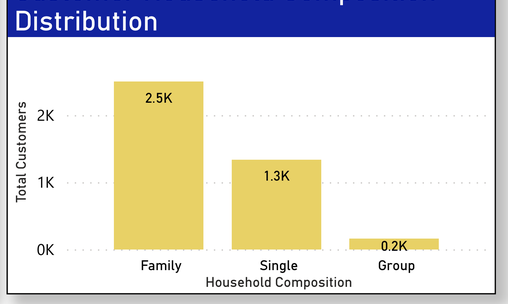
State Wise Distribution



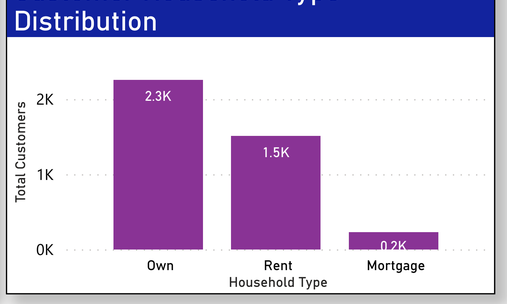
Age Group Wise Customer Distribution



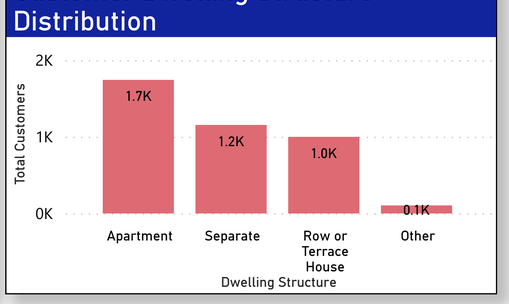
Customer Household Composition Distribution



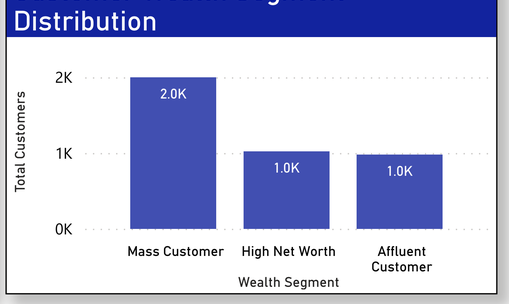
Customer Household Type Distribution



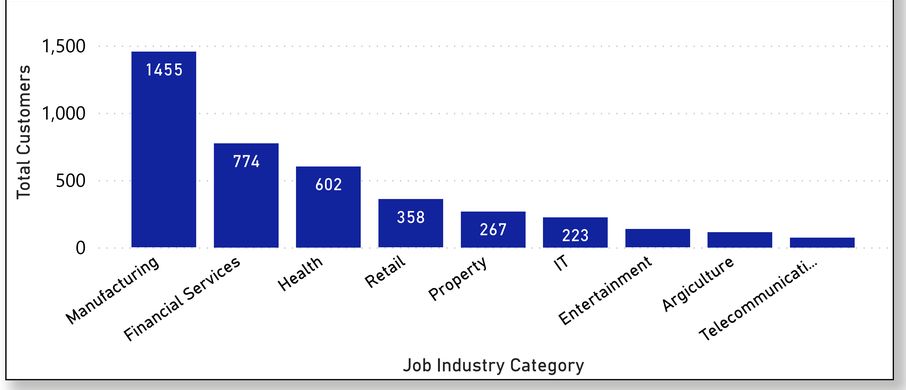
Customer Dwelling Structure Distribution



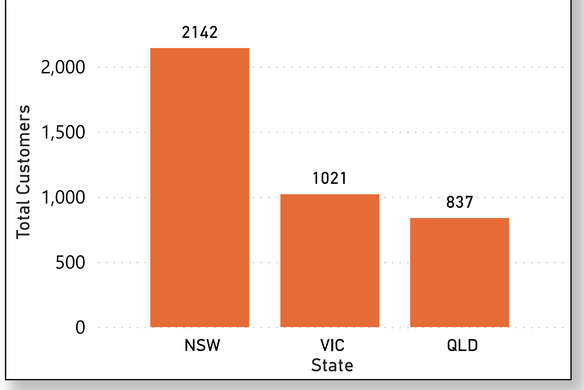
Customer Wealth Segment Distribution



Job Industry Category Wise Customer Distribution



State Wise Customer Distribution



Job Title Wise Customer Distribution

SPROCKET DASHBOARD

SPROCKET CENTRAL

Ask a question about your data

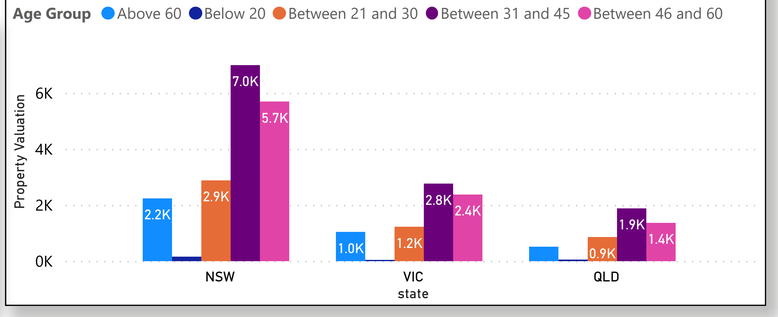
Try one of these to get started

maximum customer id

show the maximum customer id

Show all suggestions

State - Age Group Wise Customer Distribution



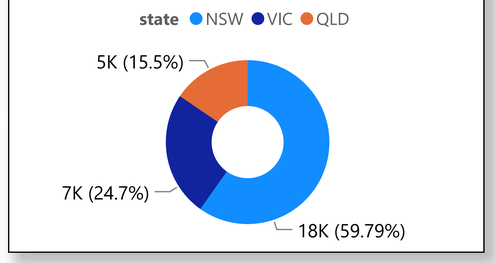
Status

- N
- Y

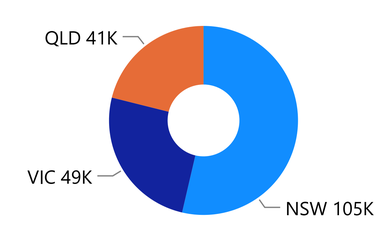
Gender

- Female
- Male

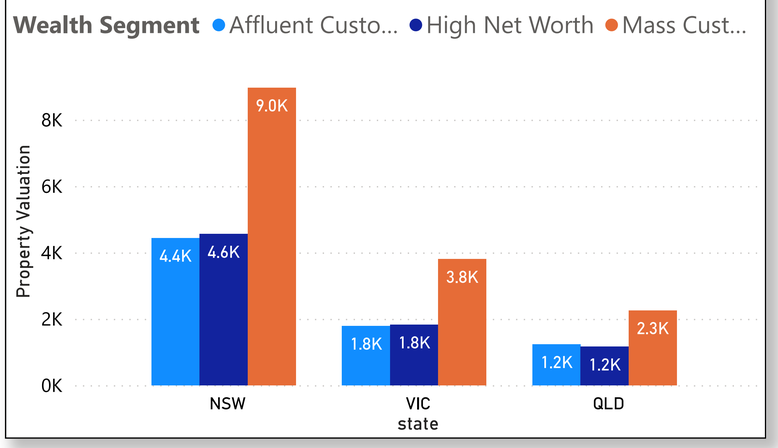
State Wise Property Valuation Distribution



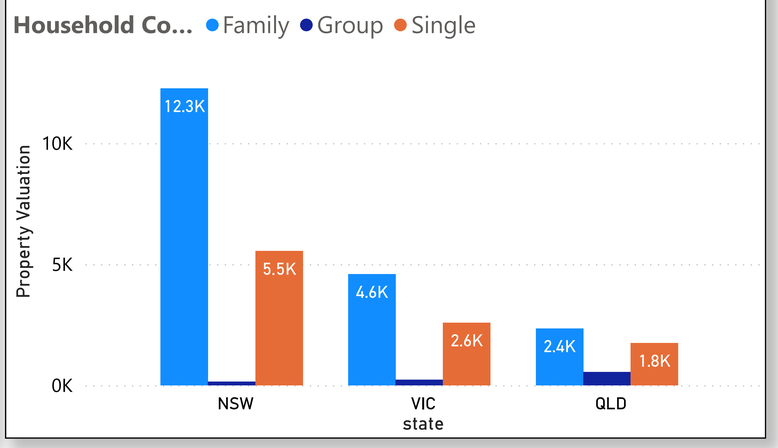
Previous 3 Years Bike Related Purchase Distribution (State-wise)



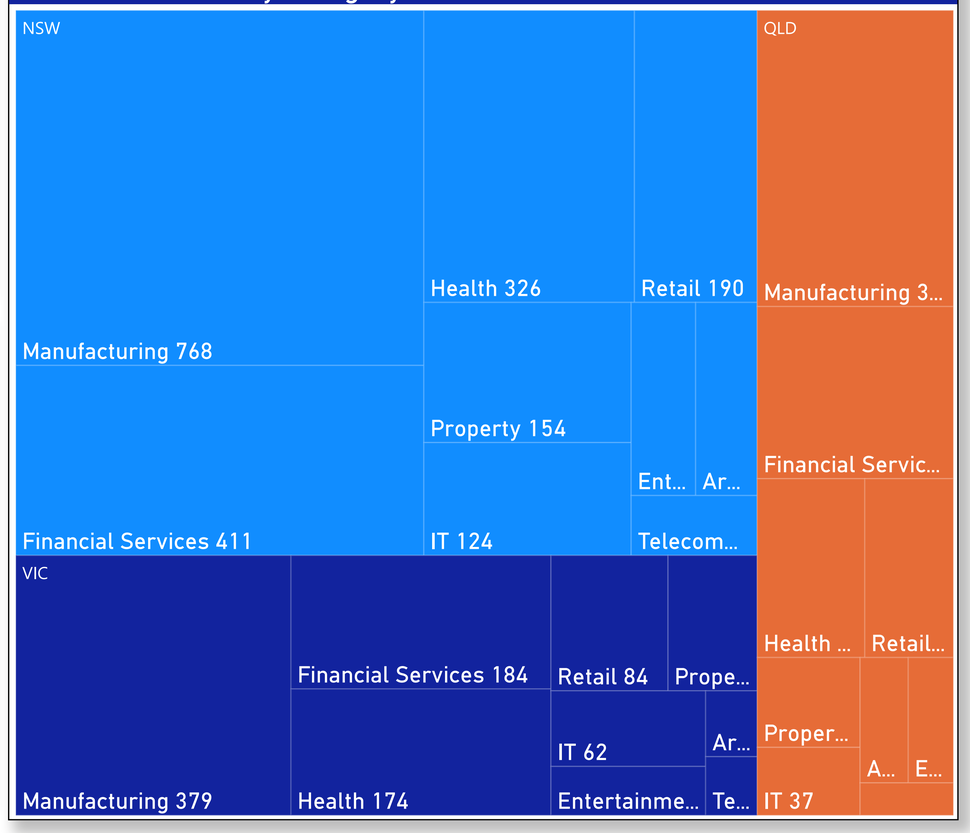
State - Wealth Segment Wise Customer Distribution



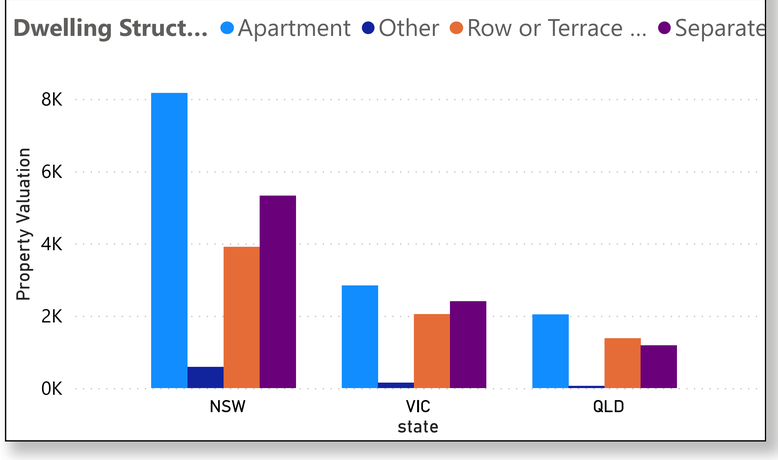
State - Household Composition Wise Customer Distribution



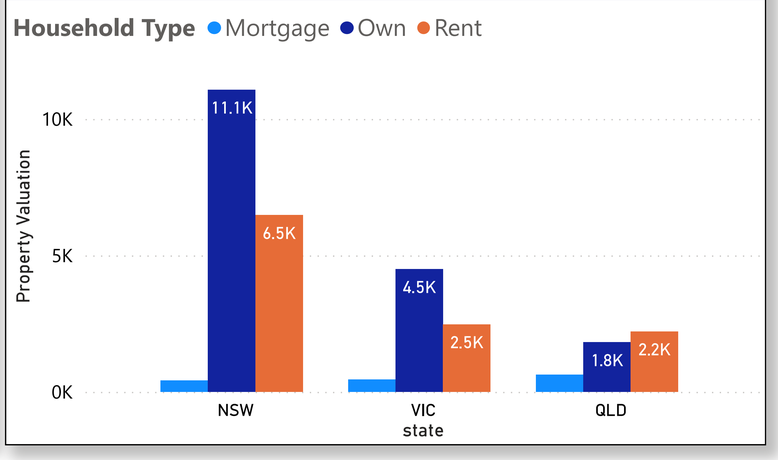
State - Job Industry Category Wise Customer Distribution



State - Dwelling Structure Wise Customer Distribution



State - Household Type Wise Customer Distribution



SPROCKET DASHBOARD

SPROCKET CENTRAL

Car Ownership Status
- [ ] No
- [ ] Yes

Internet Accessibility Status
- [ ] No
- [ ] Yes

Status
- [ ] N
- [ ] Y

Gender
- [ ] Female
- [ ] Male

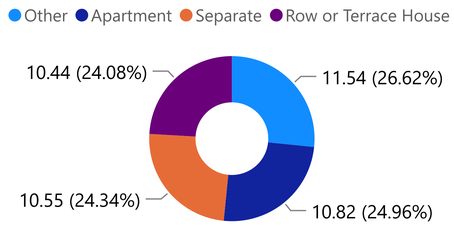
Ask a question about your data

Try one of these to get started

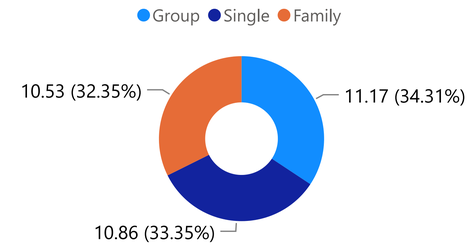
- maximum customer id
- show the maximum customer id
- compare updated cust data tenure versus age

Show all suggestions

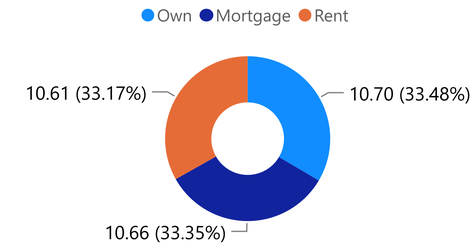
Dwelling Structure Wise Avg. Tenure Distribution



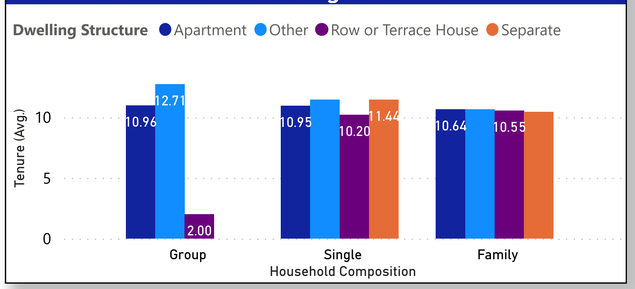
Household Composition Wise Avg. Tenure Distribution



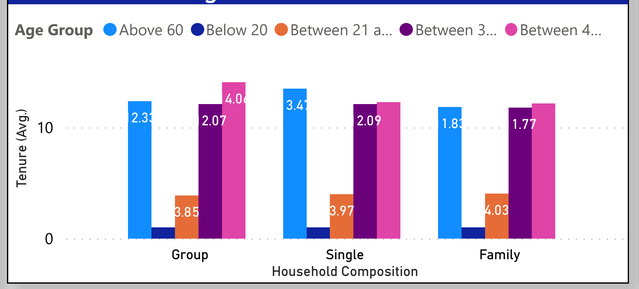
Household Type Wise Avg. Tenure Distribution



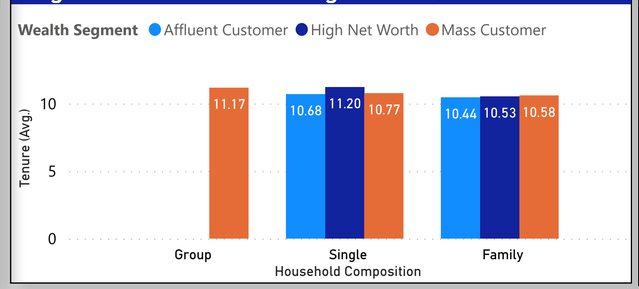
Household Composition & Type - Dwelling Structure Distribution (Avg. Tenure)



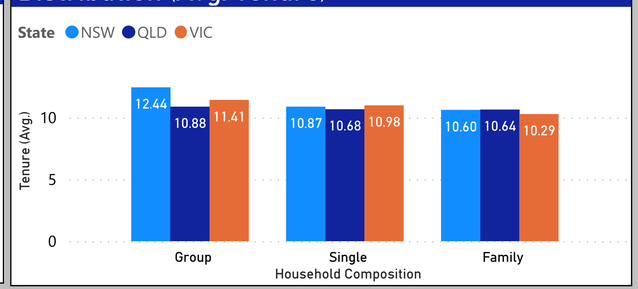
Household Composition & Type - Age Group Distribution (Avg. Tenure)



Household Composition & Type - Wealth Segment Distribution (Avg. Tenure)



Household Composition & Type - State-wise Distribution (Avg. Tenure)



State - Job Industry Wise Wise Customer Distribution

State	NSW				QLD				VIC	
Job Industry Category	Prev. 3 Yrs Bike Related Purchase	Property Valuation (Avg.)	Tenure (Avg.)	Total Customers	Prev. 3 Yrs Bike Related Purchase	Property Valuation (Avg.)	Tenure (Avg.)	Total Customers	Prev. 3 Yrs Bike Related Purchase	Property Val
Argiculture	3408 ▲	8.48	10.83	63	1556 ▼	5.41	9.69	32	981 ▲	
Entertainment	2863 ▲	9.03	11.47	66	1461 ▼	5.23	11.90	30	1996 ▬	
Financial Services	20025 ▲	8.43	10.75	411	8816 ▼	5.46	10.91	179	8652 ▬	
Health	16469 ▲	8.41	10.52	326	5218 ▼	5.60	10.91	102	8367 ▬	
IT	5977 ▲	7.99	11.35	124	1773 ▼	5.78	10.65	37	2721 ▬	
Manufacturing	37305 ▲	8.47	10.44	768	15198 ▼	5.69	10.43	308	18935 ▬	
Property	7556 ▲	8.31	11.94	154	2511 ▼	5.39	10.65	49	3227 ▬	
Retail	9343 ▲	8.04	10.11	190	3993 ▼	5.69	10.55	84	3965 ▬	
Telecommunications	1959 ▲	8.28	11.48	40	744 ▼	4.69	12.38	16	541 ▬	
Total	**104905**	**8.39**	**10.70**	**2142**	**41270**	**5.57**	**10.69**	**837**	**49385**	