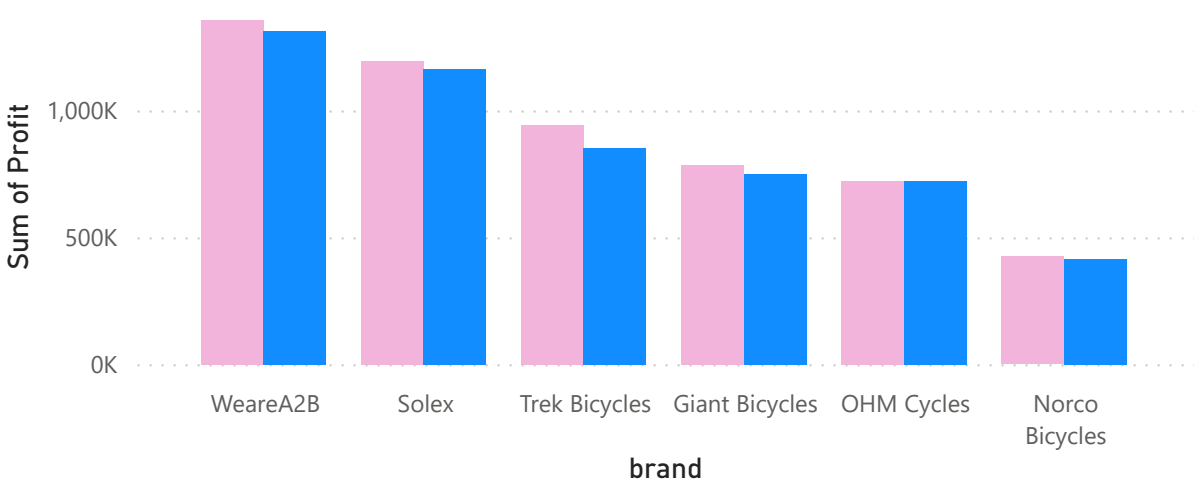


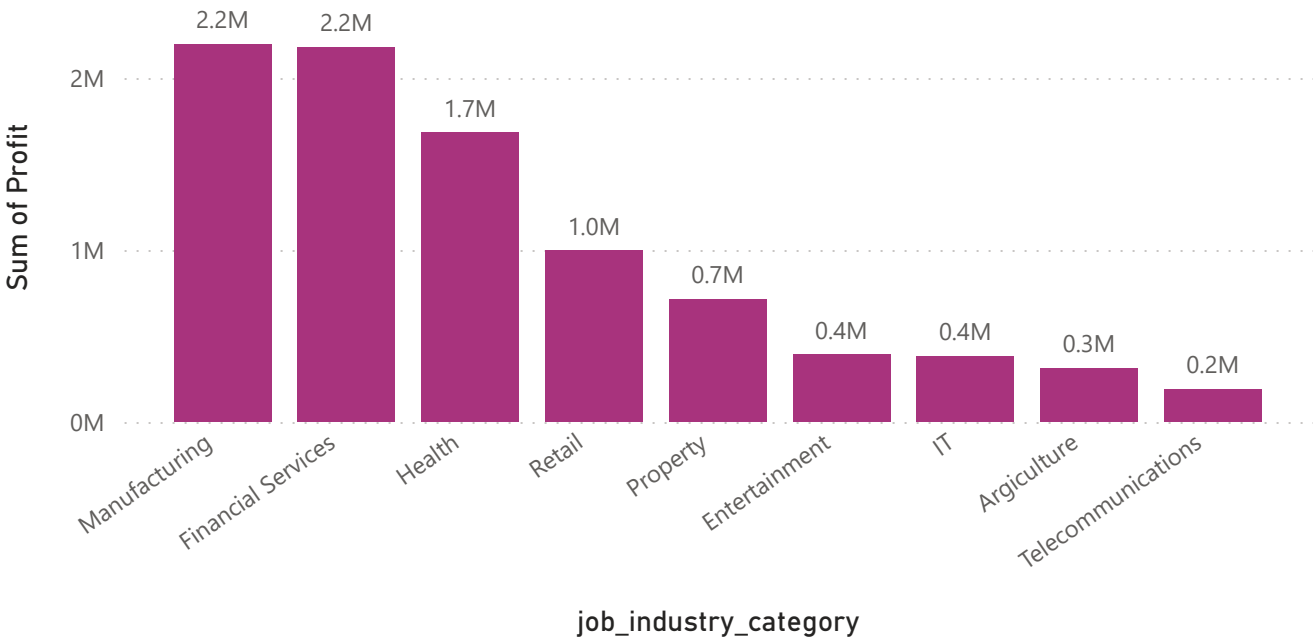


Sum of Profit by brand and gender

gender Female Male

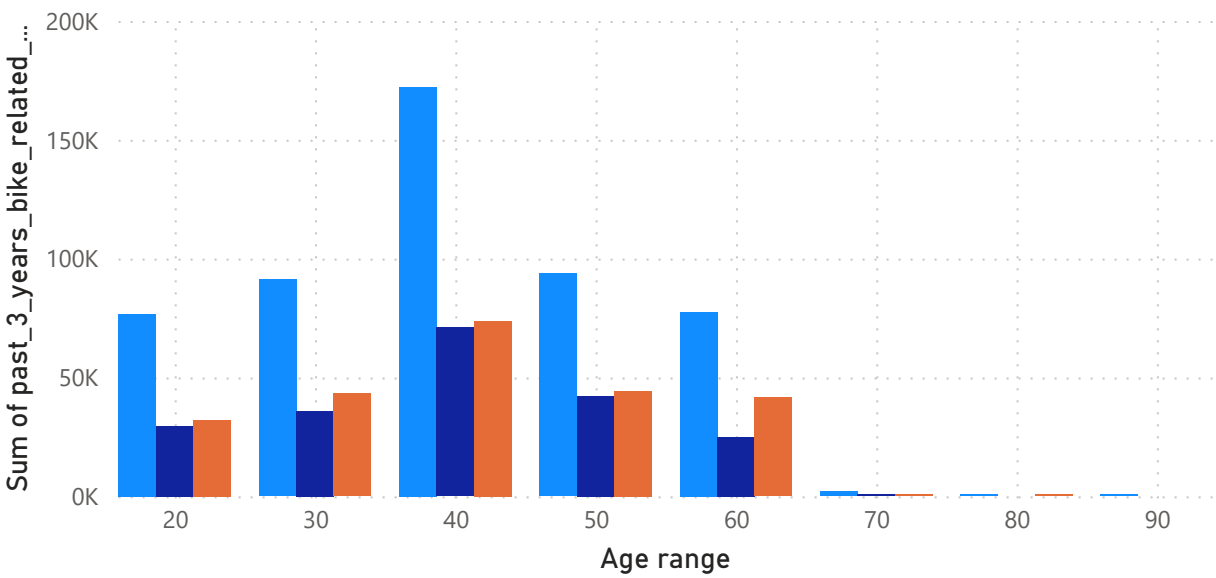


Sum of Profit by job_industry_category



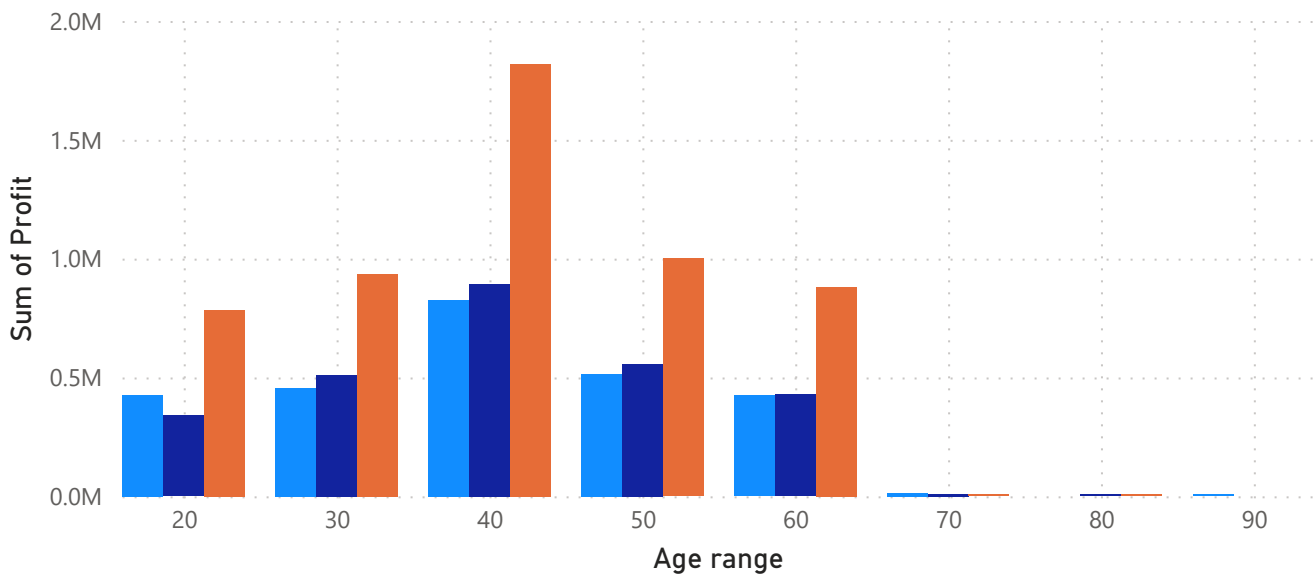
Sum of past_3_years_bike_related_purchases by Age range and state

state NSW QLD VIC



Sum of Profit by Age range and wealth_segment

wealth_segment Affluent Customer High Net Worth Mass Customer

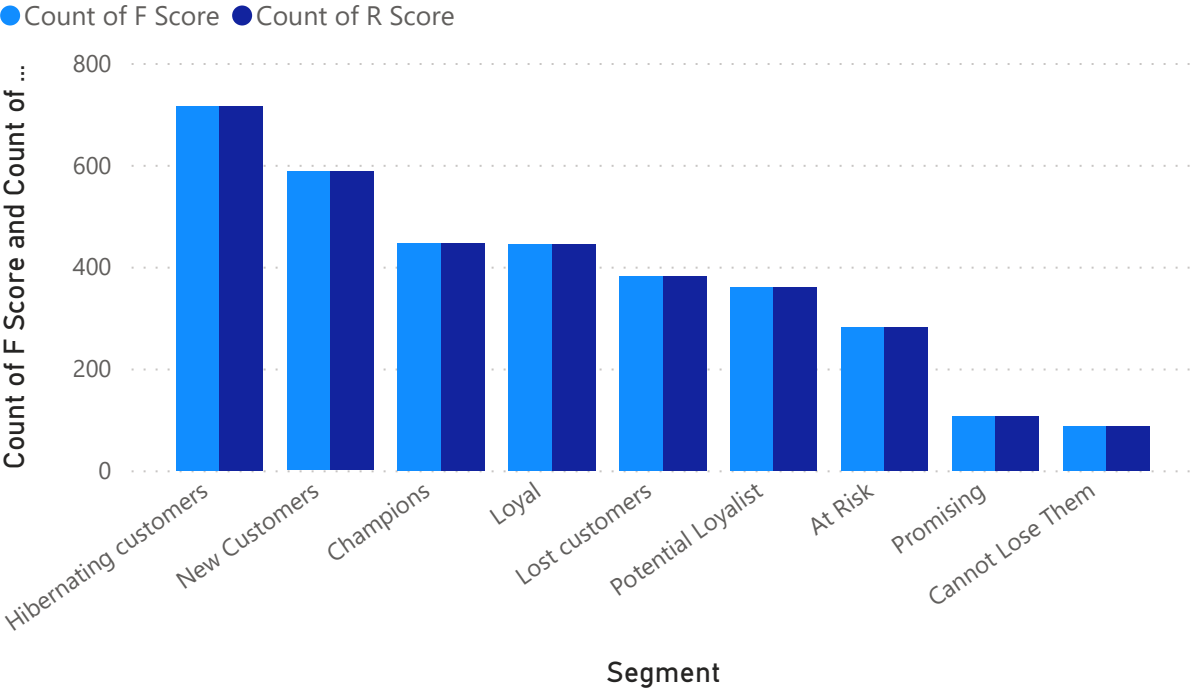




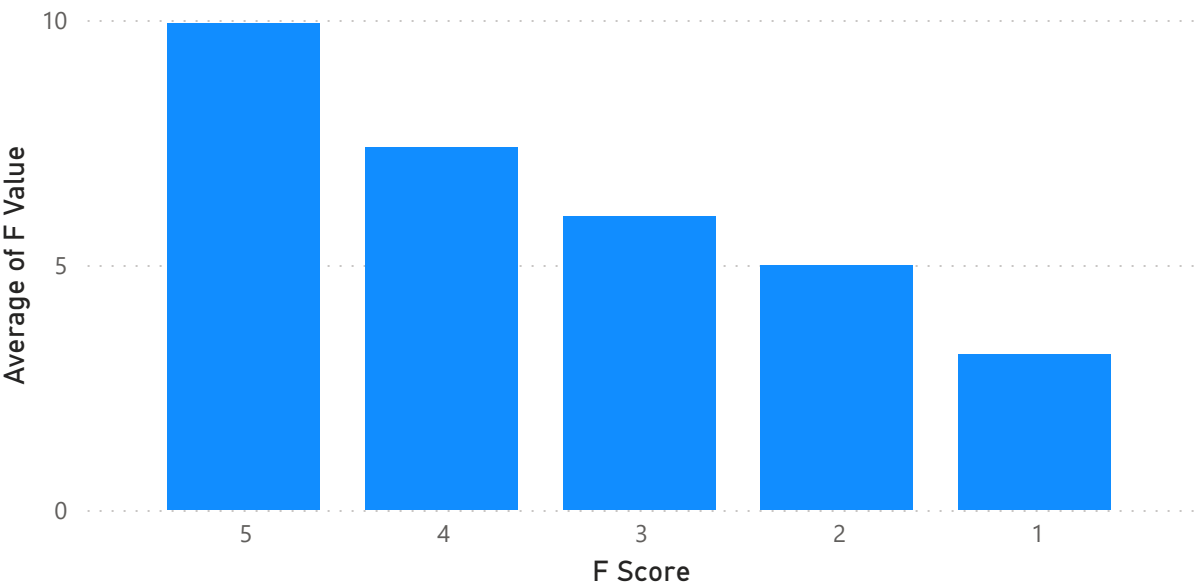
Count of customer_id by Segment



Count of F Score and Count of R Score by Segment



Average of F Value by F Score





customer_id	Age	gender	job_industry_category	state	Sum of Profit	R Score	F Score	M Score	RFM	Segment
3495	36	Female	Financial Services	NSW	3,847.65	5	4	4	544	Champions
3427	42	Male	Financial Services	NSW	3,921.00	5	4	4	544	Champions
3225	43	Male	Health	NSW	4,805.02	5	4	4	544	Champions
3060	41	Male	Financial Services	NSW	5,684.73	4	5	5	455	Champions
2986	43	Male	Financial Services	NSW	5,017.74	4	5	5	455	Champions
2914	40	Female	Health	NSW	6,835.96	5	5	5	555	Champions
2763	44	Female	Financial Services	VIC	2,910.20	4	5	5	455	Champions
2651	44	Male	Manufacturing	NSW	6,164.71	4	5	5	455	Champions
2574	43	Male	Manufacturing	NSW	6,276.37	4	5	5	455	Champions
2505	43	Female	Financial Services	NSW	3,340.35	5	5	5	555	Champions
2379	42	Female	Health	NSW	8,252.73	5	5	5	555	Champions
2210	37	Male	Health	VIC	4,888.71	4	5	5	455	Champions
2082	43	Female	Health	NSW	2,903.17	5	4	4	544	Champions
1970	41	Male	Manufacturing	VIC	3,660.48	5	4	4	544	Champions
1885	40	Male	Health	NSW	6,979.28	5	5	5	555	Champions
1830	38	Male	Manufacturing	NSW	6,114.74	5	4	4	544	Champions
1446	36	Male	Manufacturing	VIC	4,495.52	5	4	4	544	Champions
1407	43	Female	Manufacturing	VIC	3,796.53	5	5	5	555	Champions
1353	43	Female	Health	VIC	3,363.87	5	5	5	555	Champions
Total					146,482.80					