# Customer Trends and Behaviour

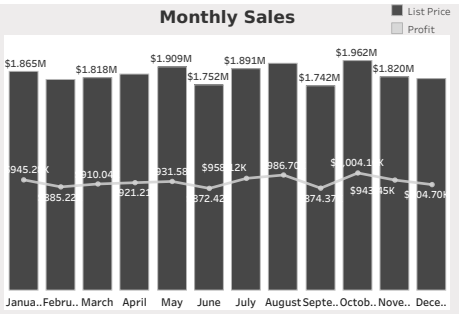
SPROCKET CENTRAL

Insights | Target customers

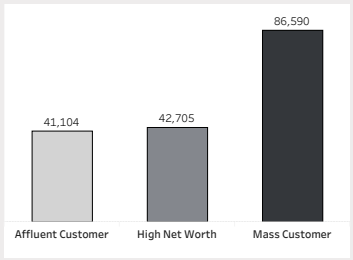
## *Customer data insights*

| Customers | Revenue | Profit | Gross Margin | Orders | Bike purchases by Men | Bike purchases by Women |
|---|---|---|---|---|---|---|
| 3,492 | $22.143M | $11.137M | 50.30% | 19,989 | 93,392 | 98,277 |

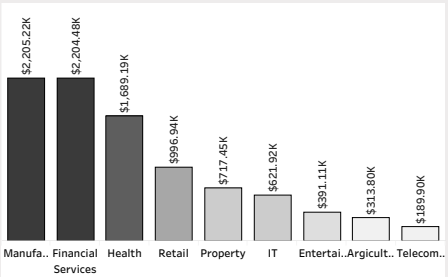
### Monthly Sales



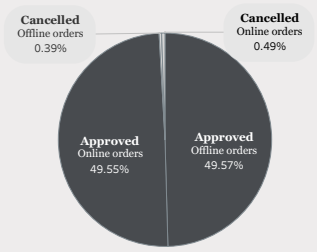

### Bike purchases over wealth segments




### Profit across Job Industries

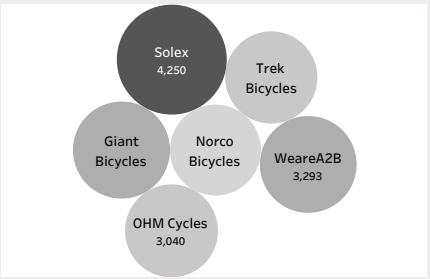



### Order Status

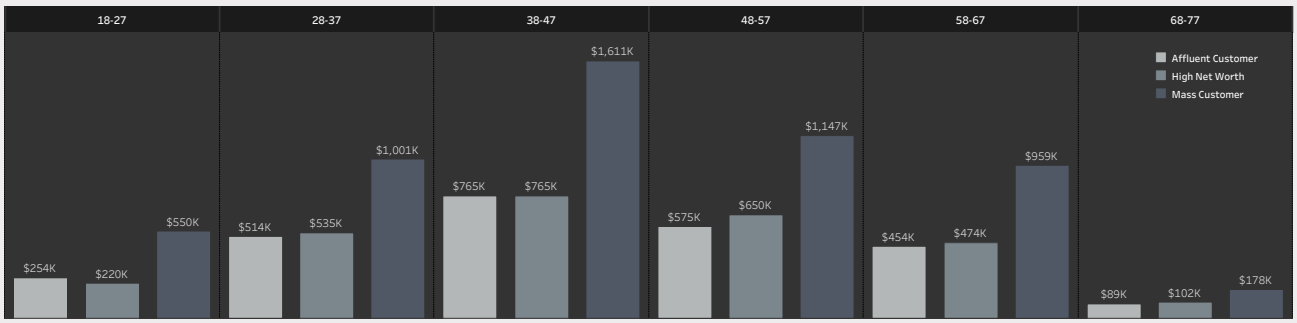



### Customers owning a car

### Top bike brands




### Profit across Wealth Segments by Age groups




- Data shows on average, women have made more bike-related purchases in the last 3 years compared to men. Women have had 1.92 % higher bike-related purchases as compared to men.

- The Top 3 Industries sector bringing in the highest profit are: Financial Services, Health & Manufacturing.
  These can be obvious as most of these industry sectors are based within the city or on the outskirts of the city therefore consumers prefer bikes for commuting.
  Most of the Industry Sectors have returned less than $1,000,000 in profits.

- Overall, the Mass Customer Segmentation makes the highest profit across the different age clusters.
  Mass Customer aged 38–47 are likely to bring more profit for the company to other age clusters.
  This also indicates a trend of buying power, as the buying power increases over time till 47 and then see's a decline in buying power.

- NSW and VIC could be potential market opportunities for the company.
  NSW has the highest potential as the number of people that own car is almost equal to the number of people who don't own cars which shows an opportunity to find valuable customers there.