

Created an interactive Dashboard using Tableau to explore the trends underlying the customer bike purchase

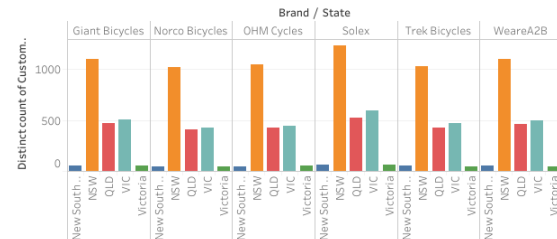
Customer Wealth Segmentation by State

Wealth Segment	New South Wales	NSW	QLD	VIC	Victoria
Affluent Customer	28	424	189	187	23
High Net Worth	16	454	188	208	18
Mass Customer	42	892	366	403	41

Brand by Wealth Segment

Wealth Segment	Giant Bicycles	Norco Bicycles	OHM Cycles	Solex	Trek Bicycles	WeareA2B
Affluent Customer	827	652	750	1,040	764	777
High Net Worth	873	777	750	1,070	732	838
Mass Customer	1,608	1,476	1,539	2,138	1,487	1,676

Bike Purchases by State



Brand Purchased by Wealth Segment



Below is the link to the dashboard

https://public.tableau.com/app/profile/phyllis7663/viz/SprocketDashboard_16758840452380/Dashboard1?publish=yes