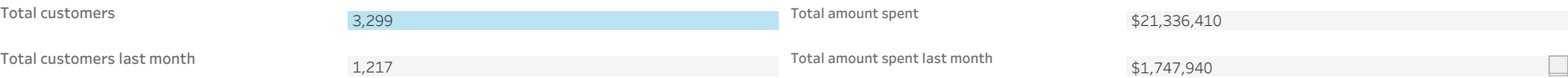
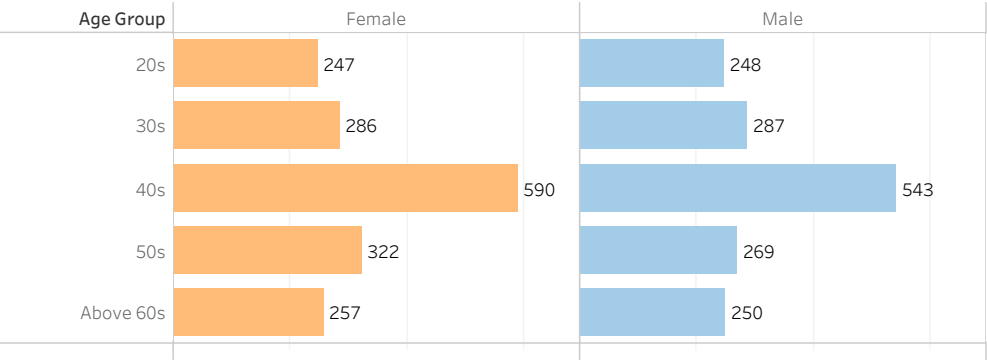


Overview	Product Insight	Customer Insight	Target Customers
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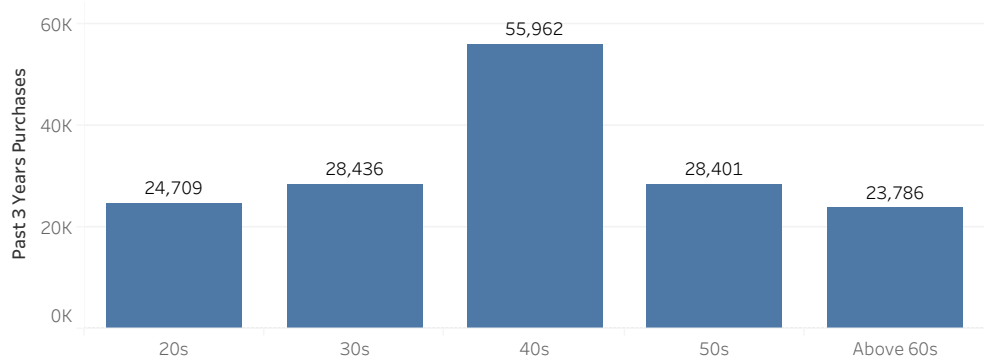
Data Insights



Customer Demographics



Customers in their 40s made the most bike purchases in the last 3 years.

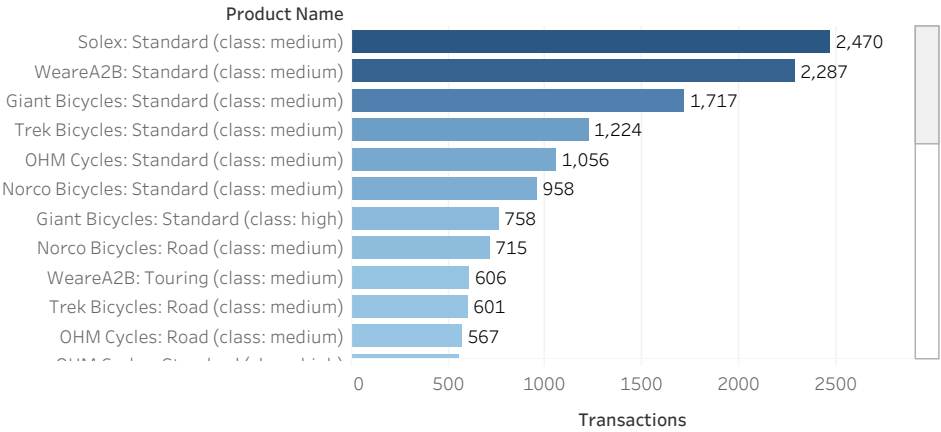


Overview	Product Insight	Customer Insight	Target Customers
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Data Insights

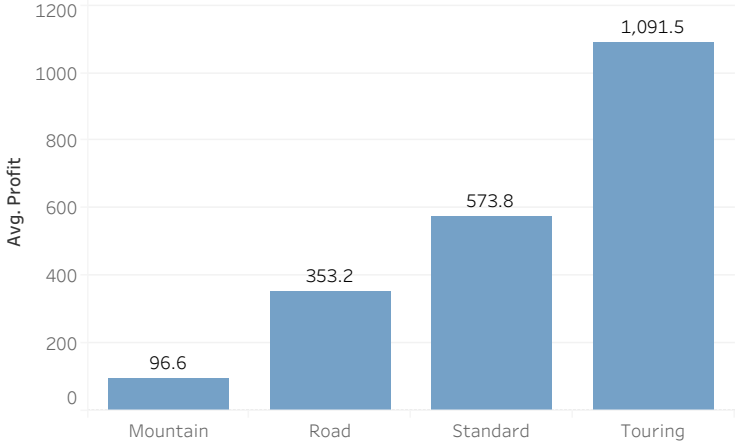
Top Selling Brands

Solex standard range is the best seller followed by WeareA2B and OHM Cycles.



Best Average Profit Margin

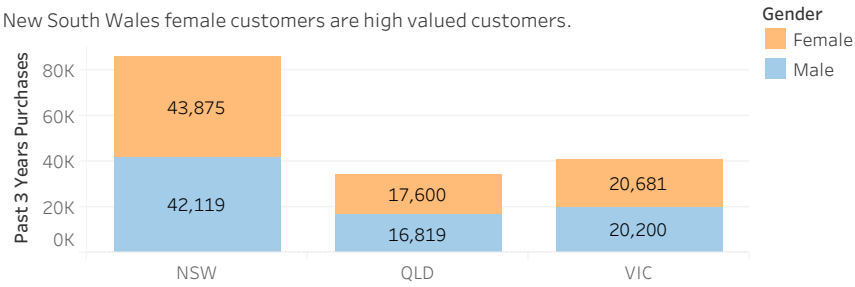
Touring bike has the best average profit margin but was sold less than standard bike.



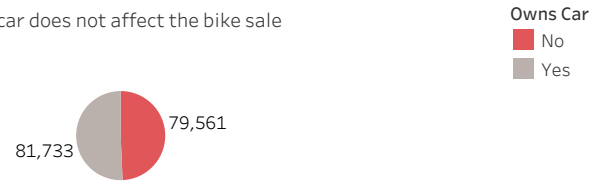
Data Insights



New South Wales female customers are high valued customers.



Customers with or without car does not affect the bike sale



Best customers (identified using RFM analysis) in Manufacturing, Financial Services and Health industry made the most purchases in the last 3 years.
Mass customer wealth segment should be targeted also.

Job Industry Category	Affluent Customer	High Net Worth	Mass Customer
Argiculture	3,280	9,054	32,754
Entertainment	6,669	7,169	29,765
Financial Services	64,573	81,226	109,261
Health	41,253	60,707	110,009
IT	13,878	12,328	16,294
Manufacturing	69,065	53,933	137,711
Property	24,830	28,100	58,348
Retail	32,094	26,206	49,106
Telecommunications	9,171	5,017	3,556

Data Insights



Target Customer Location



Target Customers

Name	Job Title	State	Address
MorlyGenery	Structural Engineer	NSW	14 Mcco
MelindaHadlee	Financial Analyst	NSW	115 Mor
RutledgeHallt	Compensation Analyst	NSW	7 Nevad
DuffKarlownic	Speech Pathologist	NSW	717 Wes
MelbaSpellacy	VP Marketing	NSW	0591 An
KarlyWillavize	Internal Auditor	NSW	193 Nor
OdiliaQuick	General Manager	NSW	1550 Ru
GastonDallaghan	Financial Analyst	NSW	656 Full
TeddieBurchill	Programmer I	NSW	321 Rav
TabbathaAverill	Quality Control Specialist	NSW	663 8th
DyaneBurwell	Engineer II	NSW	51 Hook