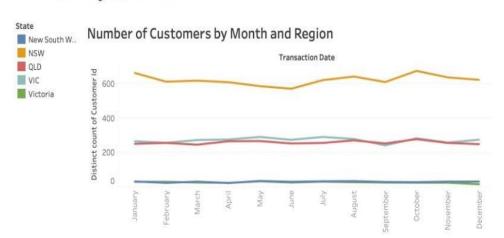
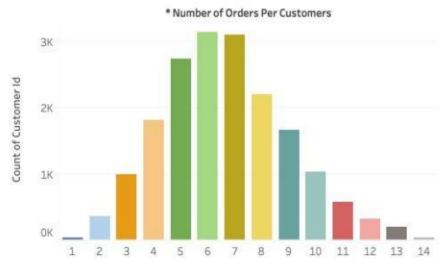


Total Bike Related Purchases Made by Male 42,247

Total Bike Related Purchases Made by Female 39,321

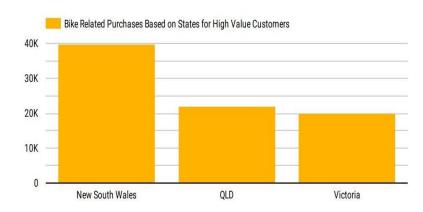


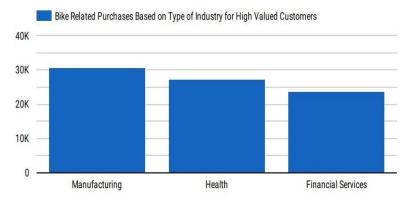
Number of Orders Per Customers



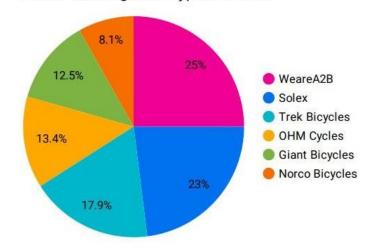
TRENDS







Profit Percentage w.r.t Type of Brands





. Z	Customer Id	Gender	State	Wealth Segment	Job Industry
	8	Male	NSW	Mass Customer	Others
	37	Female	QLD	High Net Worth	Health
	117	Female	QLD	Mass Customer	Manufacturing
	173	Female	NSW	Affluent Customer	Health
	174	Female	NSW	Mass Customer	Health
	195	Female	VIC	Mass Customer	Manufacturing
	198	Female	VIC	Mass Customer	Entertainment
	200	Male	QLD	Affluent Customer	Property
	204	Male	VIC	Mass Customer	Financial Services
	213	Male	QLD	High Net Worth	Financial Services
	254	Female	VIC	Mass Customer	Retail
	255	Female	VIC	Mass Customer	IT
	273	Male	VIC	Mass Customer	Others
	280	Male	NSW	Affluent Customer	Others
	299	Female	NSW	Mass Customer	Financial Services
	320	Male	QLD	Mass Customer	Health
	322	Female	QLD	Mass Customer	Financial Services
	346	Male	NSW	Mass Customer	Financial Services
	347	Male	NSW	Mass Customer	Financial Services
	1 - 1 - 1 - 1 - 1 - 1 - 1 - 1 - 1 - 1 -	Female	VIC	Mass Customer	Others
		Female	NSW	Mass Customer	Retail
	425	Female	NSW	Mass Customer	Retail
	426	Female	VIC	Affluent Customer	Manufacturing
	438	Male	VIC	High Net Worth	Property
	445	Male	VIC	Mass Customer	Financial Services
	473	Male	VIC	Mass Customer	Health