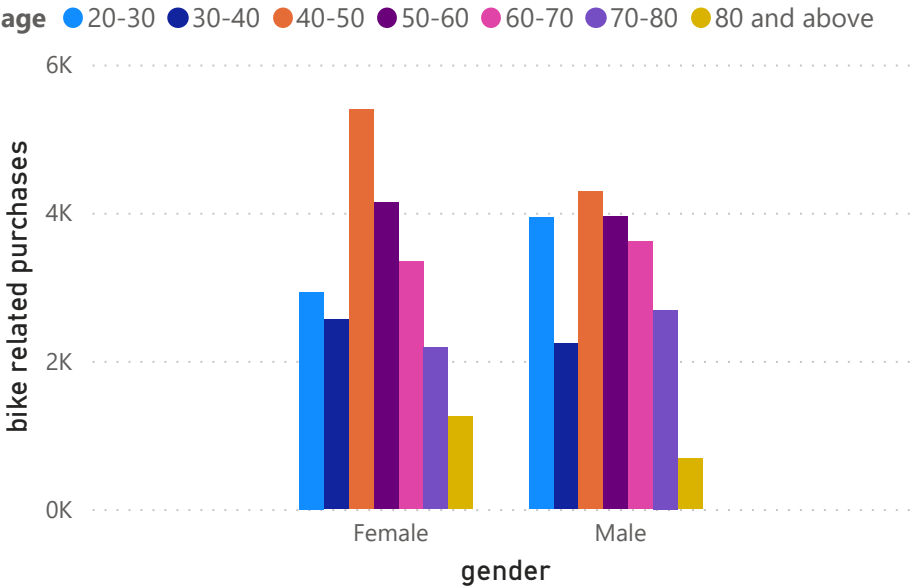
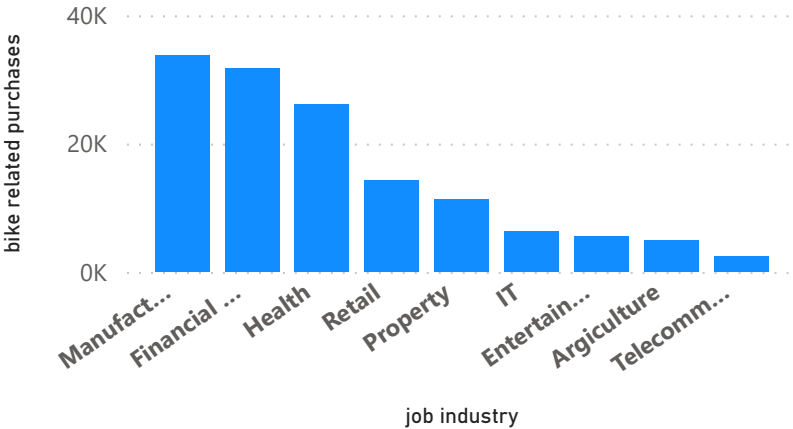


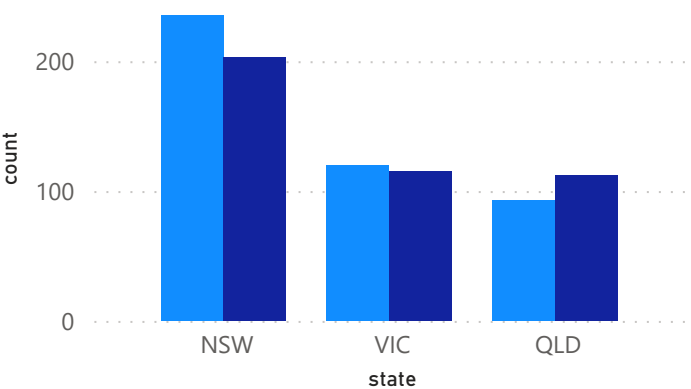
bike related purchases by gender and age



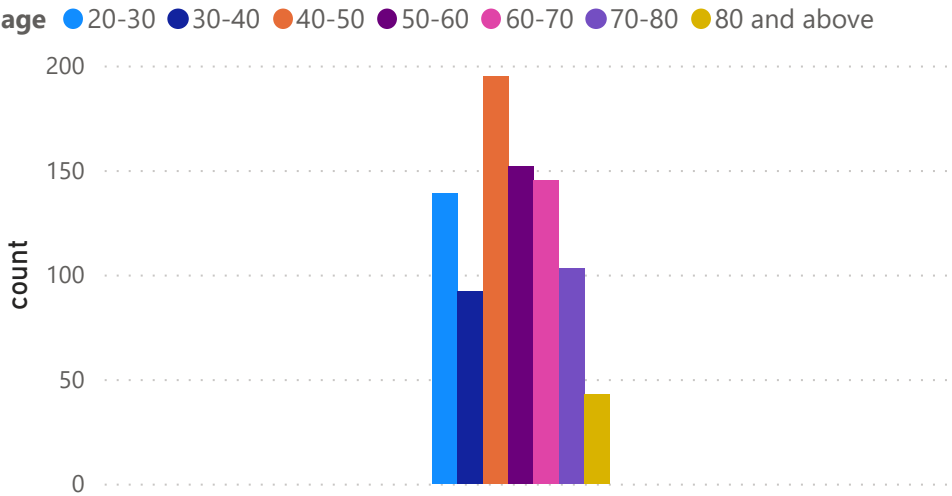
bike related purchases by job industry



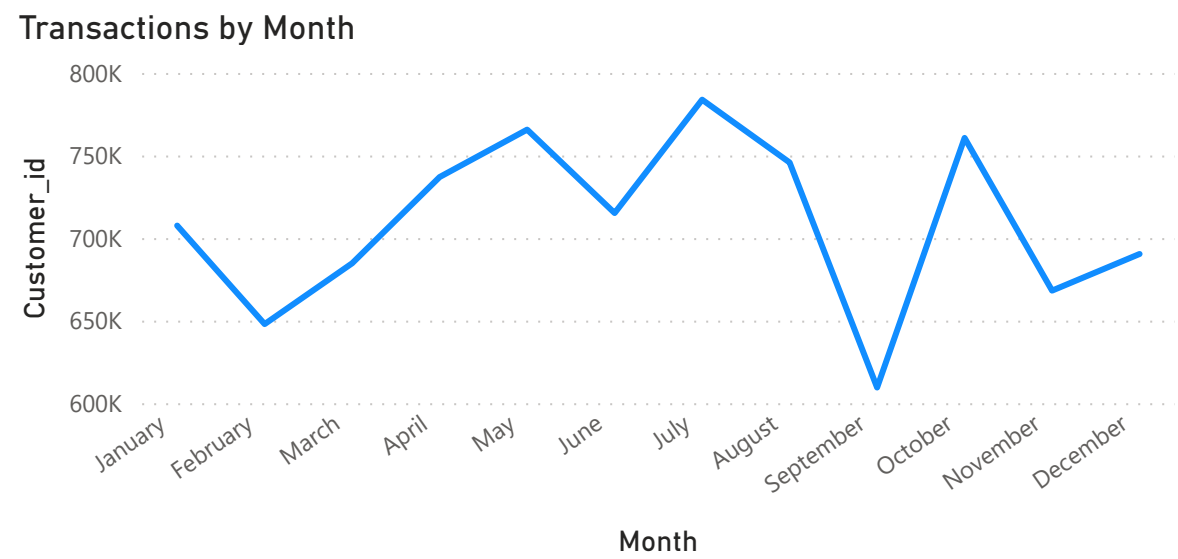
owns_car No Yes



count by age



c_id	age	job industry	gender	owns_car	bike related purchase	state
66	20	Argiculture	M	No	46	NSW
447	21	Argiculture	F	Yes	98	NSW
377	23	Argiculture	M	No	65	NSW
3494	23	Argiculture	M	No	72	NSW
3989	23	Argiculture	M	Yes	75	NSW
1432	24	Argiculture	M	Yes	70	NSW
1963	24	Argiculture	M	Yes	81	QLD
2365	24	Argiculture	F	Yes	2	QLD
1156	25	Argiculture	F	Yes	22	QLD
1295	25	Argiculture	M	Yes	66	QLD
1779	26	Argiculture	M	No	55	VIC
1841	27	Argiculture	M	No	63	NSW
2221	27	Argiculture	M	No	80	QLD
Total					136311	



This visual helps to determine transactions by month based on the primary key customer_id. The marketing team can organize suitable marketing strategy for each month and festival.

state

NSW

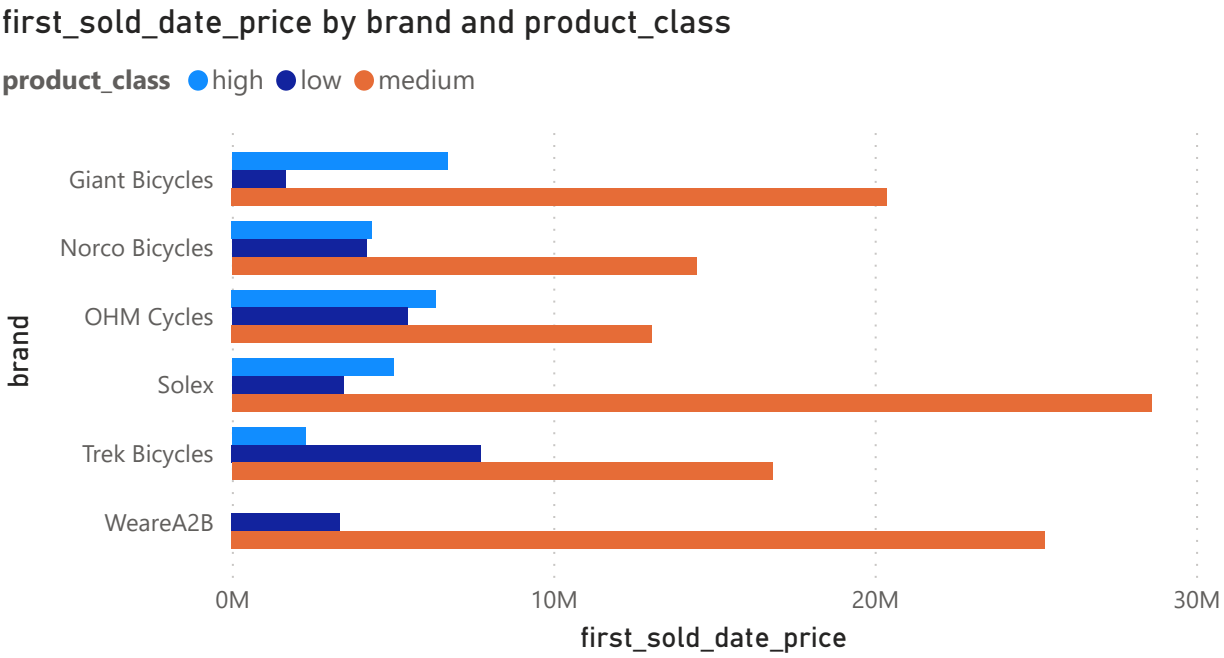
QLD

VIC

Victoria

▼

This visual helps to determine the first sold date value by brand and product class. This will help the marketing team to help strategize the marketing and sales for each individual brand and product class specifically.





21.53M

total expense

3999

number of customers

job industry	owns_car	bike related purchases	property valuation	Rank	gender	state
Financial Services	No	10	5	1	Female	VIC
Manufacturing	Yes	86	6	1	Male	QLD
Property	No	69	11	1	Male	NSW
Financial Services	No	34	9	4	Female	NSW
Manufacturing	Yes	64	1	4	Female	QLD
Entertainment	Yes	39	7	6	Female	QLD
Financial Services	No	23	7	6	Male	NSW
Manufacturing	Yes	50	10	8	Male	NSW
Retail	Yes	74	5	8	Female	QLD
IT	Yes	72	5	10	Male	QLD
Retail	No	94	6	10	Male	QLD
Manufacturing	No	48	8	12	Male	VIC
Telecommunications	No	60	11	13	Male	NSW
Health	No	32	8	14	Female	QLD

Here the visuals highlight the target customer based on:

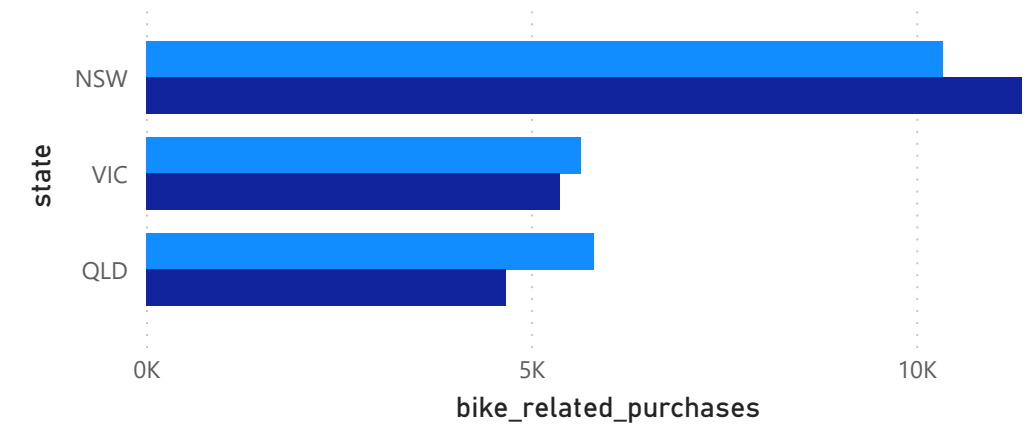
a) state

b) job industry they are employed at

c) property evaluation and rank - this gives us an idea of their assets and the amount of liability they can afford to take on. (For new customer list)

bike_related_purchases for high value customers based on state

gender ● Female ● Male



bike_related_purchases for high value customers based on job industry

gender ● F ● M

