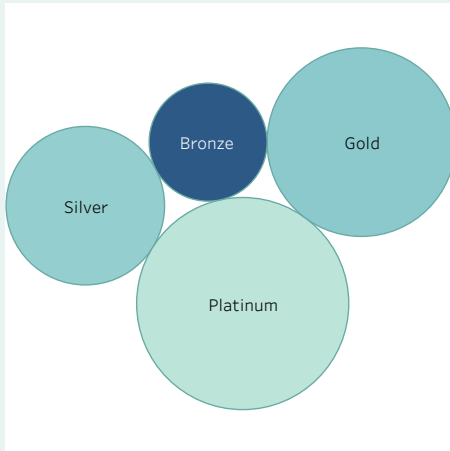
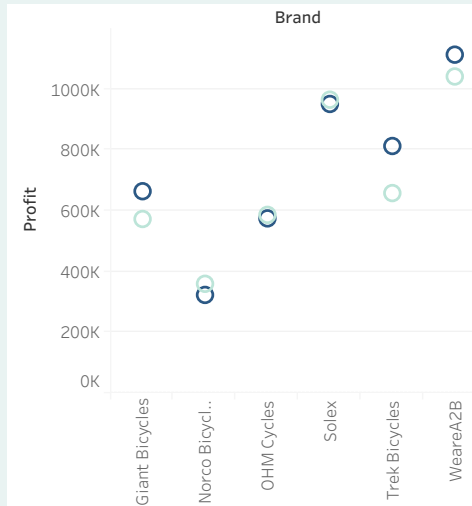


SPROCKET CENTRAL

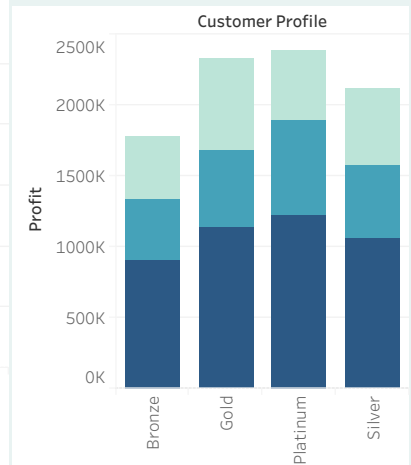
Customer Profile by RFM Score



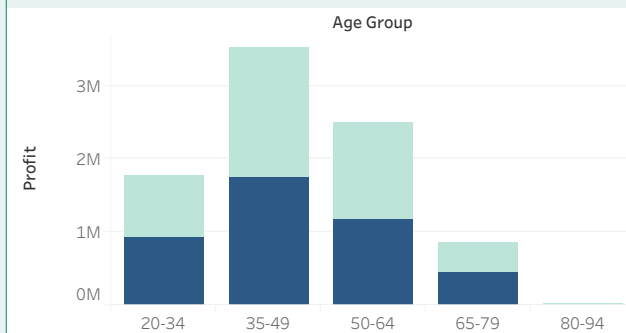
Profit by Brand/Owns Car



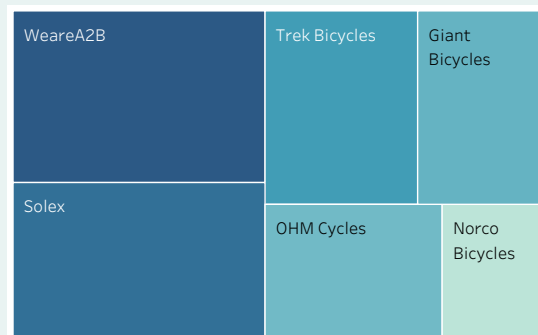
Profit by Wealth Segment/Customer Profile



Profit by Age Group/Gender



Profit by Brand



Potential Customers to target from the New Customers List Dataset.

customer_id	first_name	last_name	gender	DOB	job_industry_category	wealth_segment	owns_car	state
84	Gale	Dickow	Female	1977-05-14	Financial Services	Mass Customer	Yes	VIC
228	Daryl	Pauncefort	Female	1979-06-18	Financial Services	Mass Customer	Yes	NSW
289	Kateen	Amoutt	Female	1976-11-24	Manufacturing	Mass Customer	Yes	NSW
291	Janine	Siedler	Female	1975-02-25	Health	Mass Customer	Yes	NSW
327	Annabel	Nah	Female	1981-09-14	Financial Services	Mass Customer	Yes	NSW
411	Raye	Rao	Female	1976-03-07	Financial Services	Mass Customer	Yes	VIC
427	Bridie	Gorce	Female	1988-01-30	Financial Services	Mass Customer	Yes	NSW
458	Ajay	Worham	Female	1979-09-30	Manufacturing	Mass Customer	Yes	NSW
497	Leisha	McConway	Female	1975-10-31	Financial Services	Mass Customer	Yes	VIC
526	Dotti	Kiggel	Female	1980-08-15	Financial Services	Mass Customer	Yes	NSW
540	Satie	Calper	Female	1978-03-27	Health	Mass Customer	Yes	NSW
588	Alexina	Mabley	Female	1975-10-12	Manufacturing	Mass Customer	Yes	NSW
598	Emelia	Ackwood	Female	1988-09-30	Financial Services	Mass Customer	Yes	QLD
613	Bertine	Smalles	Female	1983-12-10	Financial Services	Mass Customer	Yes	VIC
698	Lillis	Eshmade	Female	1974-10-12	Financial Services	Mass Customer	Yes	QLD
707	Sibby	Skinner	Female	1981-05-05	Manufacturing	Mass Customer	Yes	QLD
748	Rosene	Beckey	Female	1974-05-21	Health	Mass Customer	Yes	NSW
795	Claudetta	Ricciardiello	Female	1974-04-30	Financial Services	Mass Customer	Yes	VIC

Profit by State and Job Industry Category

