

SPROCKET CUSTOMER'S ANALYSIS

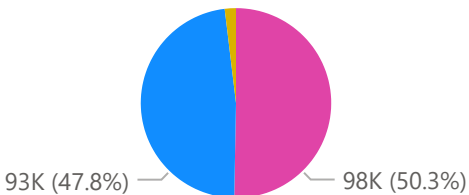


Gender

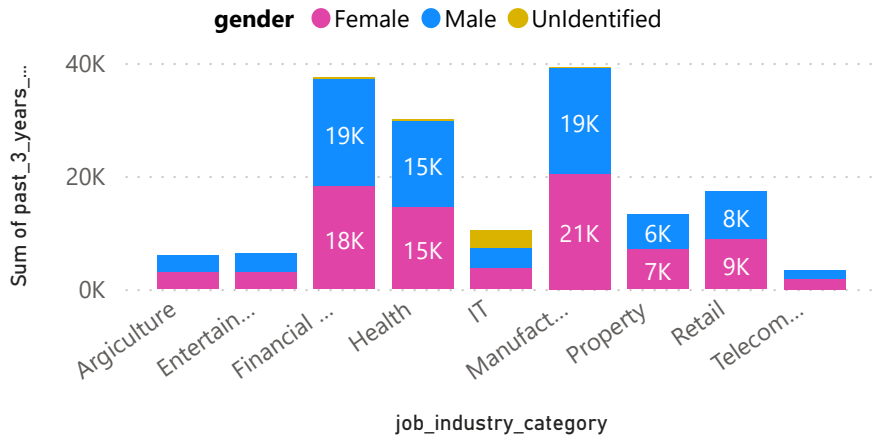
All

Customers Ratio's

Gender Female Male Unidentified



Bike Related Purchase of different Job Industries of Customer

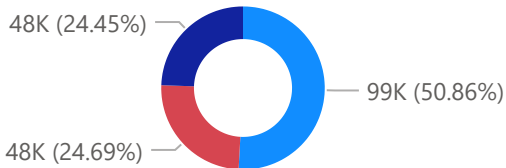


Wealth Segment

All

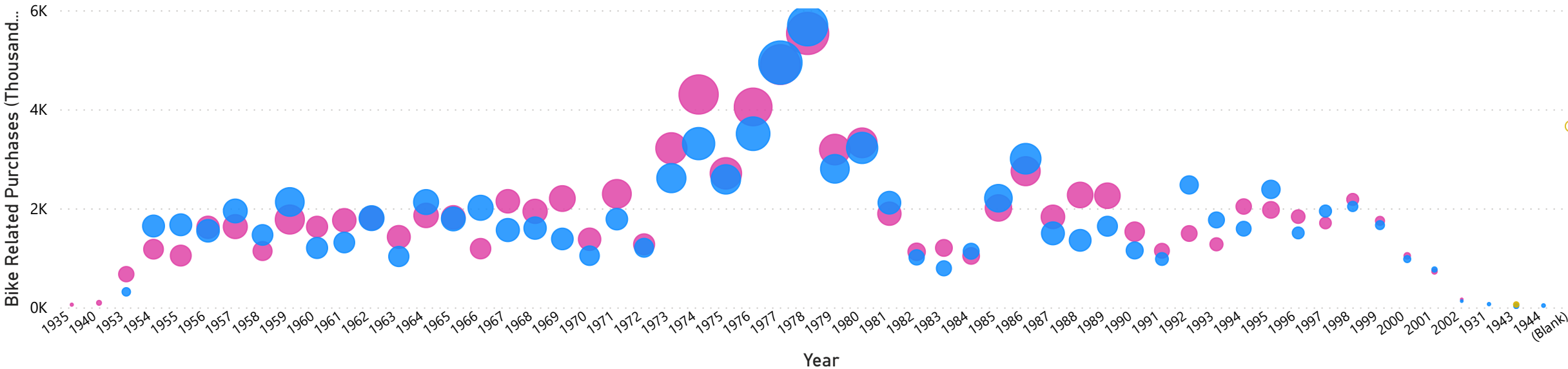
Wealth Segment of Customers wrt Bike Related Purachases

wealth_segment Mass Customer High Net Worth Affluent Custo...



Bike Related Purchases of Male/Female Customers with Different Age Group and Bubble size denoting their Tenures with Company

Gender Female Male Unidentified

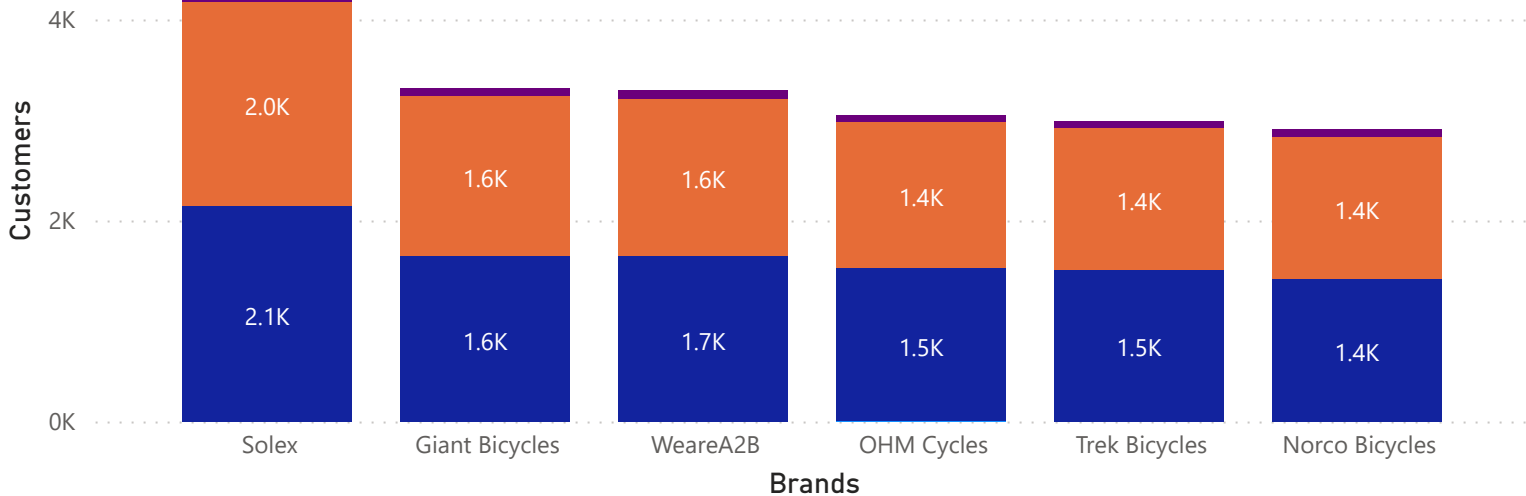


Analysis of Transaction made by Customers at Sprocket Central



Choice of Brands by Customers

gender ● Female ● Male ● UnIdentified

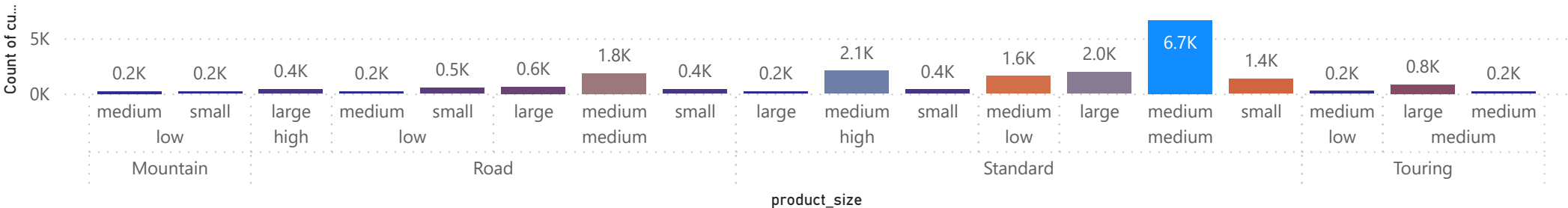


Top Customers

first_name	Sum of standard_cost	Sum of list_price	gender
Corabelle	18,186.56	38,099.08	Female
Cleveland	15,278.55	28,637.58	Male
Tobe	14,818.34	31,059.05	Male
Gar	14,611.77	29,728.05	Male
Curran	14,241.62	25,811.17	Male
Keeley	13,481.21	27,760.84	Female
Ebba	13,125.50	24,145.07	Female
Caesar	12,894.11	18,910.44	Male
Jillie	12,558.02	19,071.32	Female
Nicko	12,524.21	25,778.88	Male
Angelo	12,445.19	25,384.34	Male
Total	1,10,11,397.78	2,19,41,681.74	

Count of customer_id by product_line, product_class and product_size

Count of product_line 0.00K 1.50K 2.50K



product_line

All

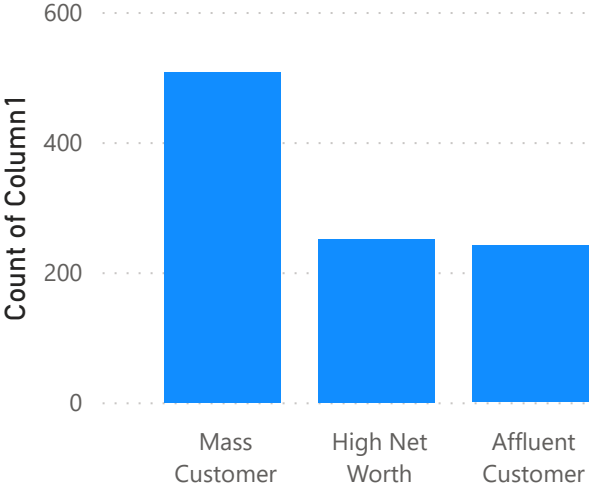
product_class

All

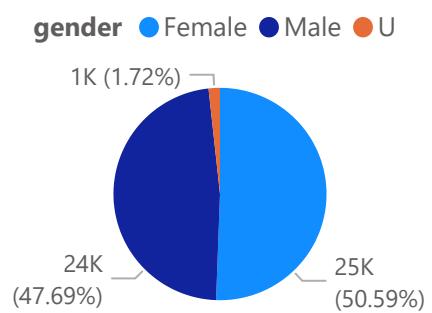
product_size

All

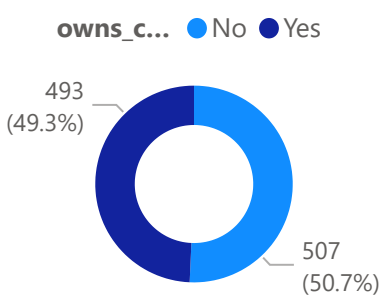
Wealth Segment of New Customers



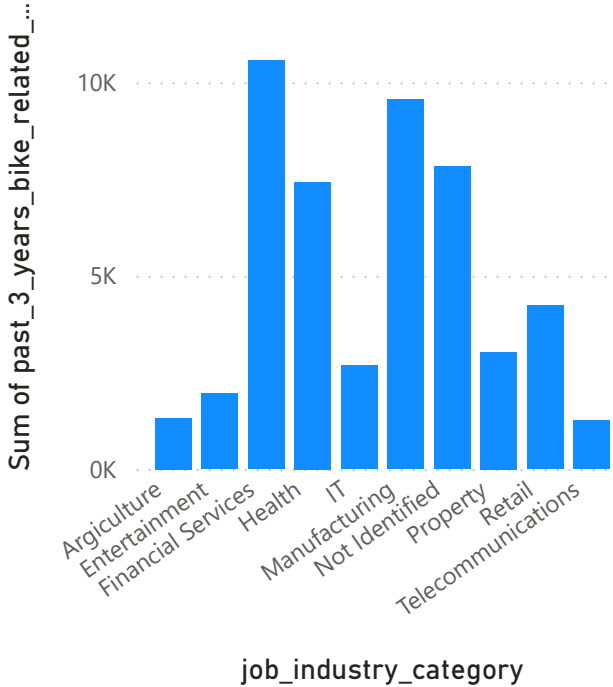
Past 3 year Purchase wrt gender



Customer Who Owns Car



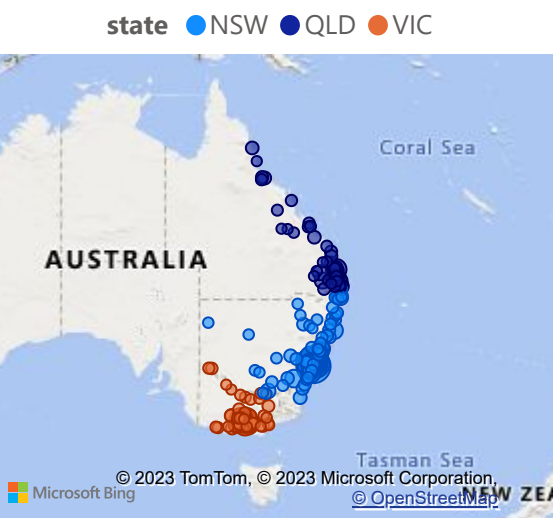
Bike Purchased by Different Job Industry Category



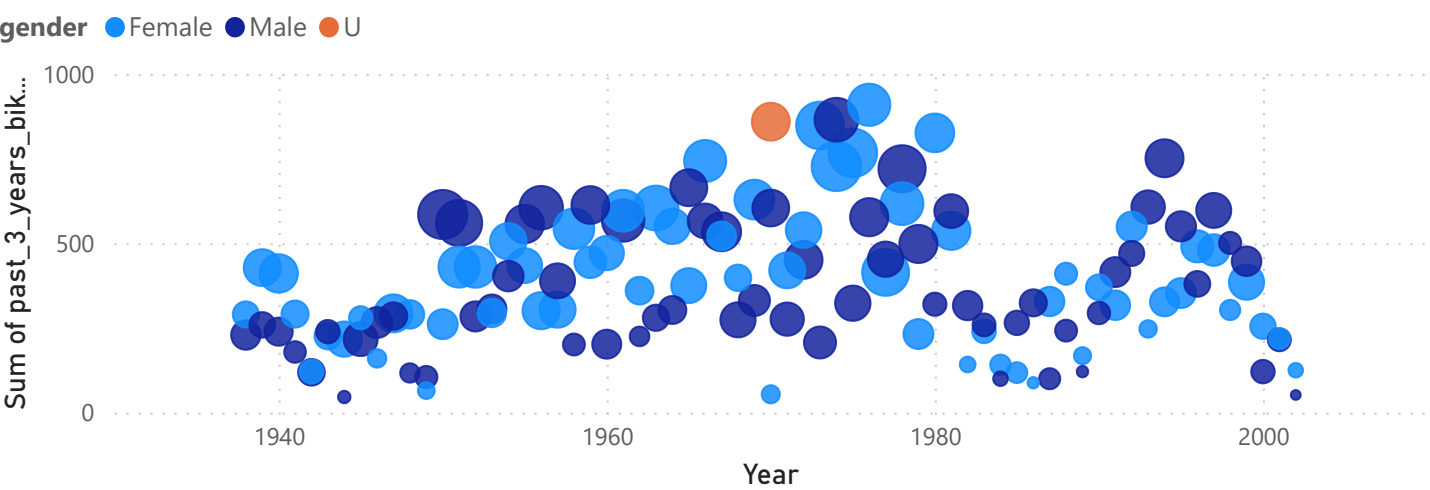
Target Customer

Gender

Country and Post Code of Customers



Bike Related Purchases of Customer wrt Gender wrt Tenures with Company



Customers To Target

first_name	last_name	gender	job_industry_category	job_title
Alon		Male	Not Identified	Accountant IV
Amabel		Female	Financial Services	Chief Design Engineer
Antoinette		Female	Financial Services	Structural Analysis Engin
Ashleigh		Female	Not Identified	Budget/Accounting Ana
Bill		Female	Property	Human Resources Assis
Blondie		Female	Financial Services	Actuary
Candy		Female	Financial Services	Not Identified
Cariotta		Female	Entertainment	Assistant Media Planner
Darb		Male	Health	Food Chemist
Dmitri		Male	Financial Services	Not Identified