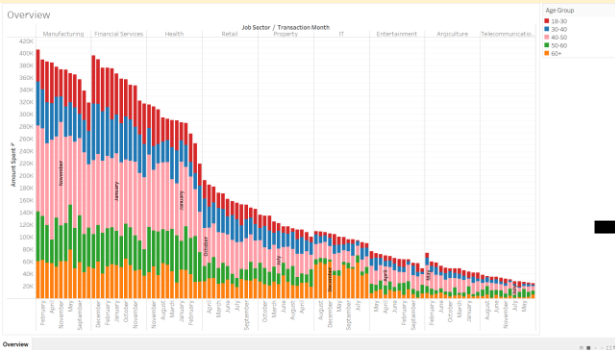
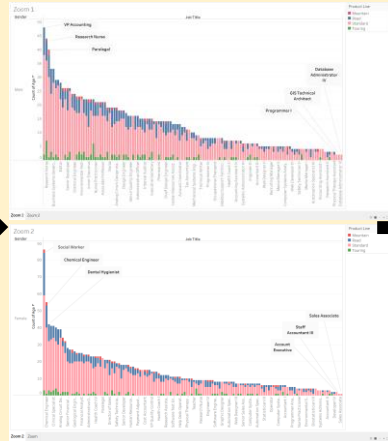


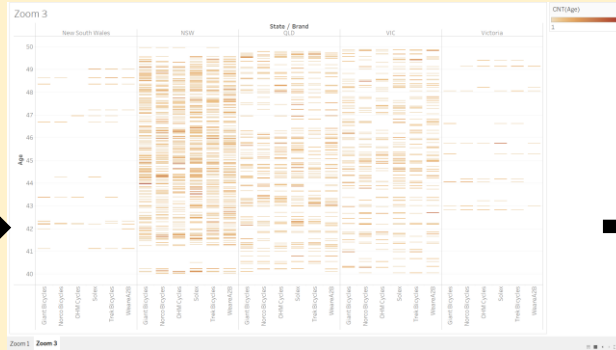
Data Story of Cycle Sales in Australia



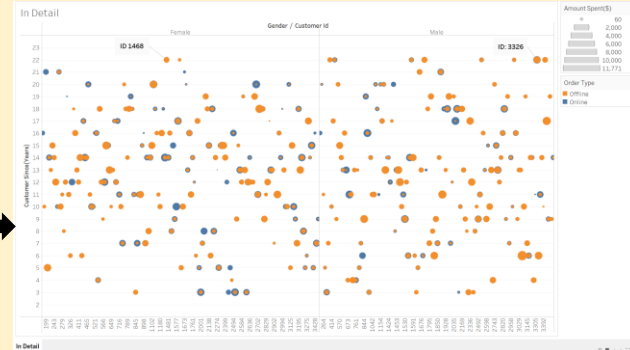
The overview visual provides a multivariate statistical representation of cycle sales in Australia. In this visual, total amount spent by each job sector is plotted against transaction months. Furthermore, it also provides which age group have spent the most. The bar plot is organized by most amount spent throughout the year. The month highlighted shows the most amount spent by a particular age group. From this, we can conclude that, the Manufacturing, Financial Services and Health are Job Sectors which spends most while 40-50 is specific age group which spends most.



The Zoom 1, Zoom 2 provides the visual of job titles amongst Males and Females in the age group of 40-50 from Manufacturing, Financial Services and Health sectors which spends most and least. Furthermore, the plots also help in understanding which product line of cycles is most preferred. From this we can say that, Standard product line of cycles is most preferred. The job titles with most and least spending are highlighted in the visual.



The Zoom 3 provides the representation of state wise purchase of different brands of cycles in the age group of 40-50. It also shows which age in particular spends most. We can identify that, NSW is the state which spends most in cycles while 43 is the exact age of customers who spends most in cycles.



The In Detail visual helps us knowing that which customer in particular is the oldest customer for the company. Furthermore, it also helps us knowing the amount spent by the customer and whether the transaction was online or offline. From this, we can say that, Female have more transactions than Male and most of the orders are offline. The oldest customers are from 22 years with Female ID 1468 and Mail ID 3326 spending most amongst the old customers.