

Business in 2017

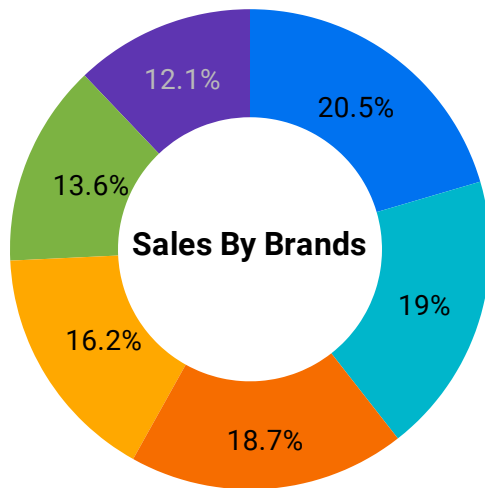
sales
21,954,197

customer_id
3,493

transaction_id
19,821

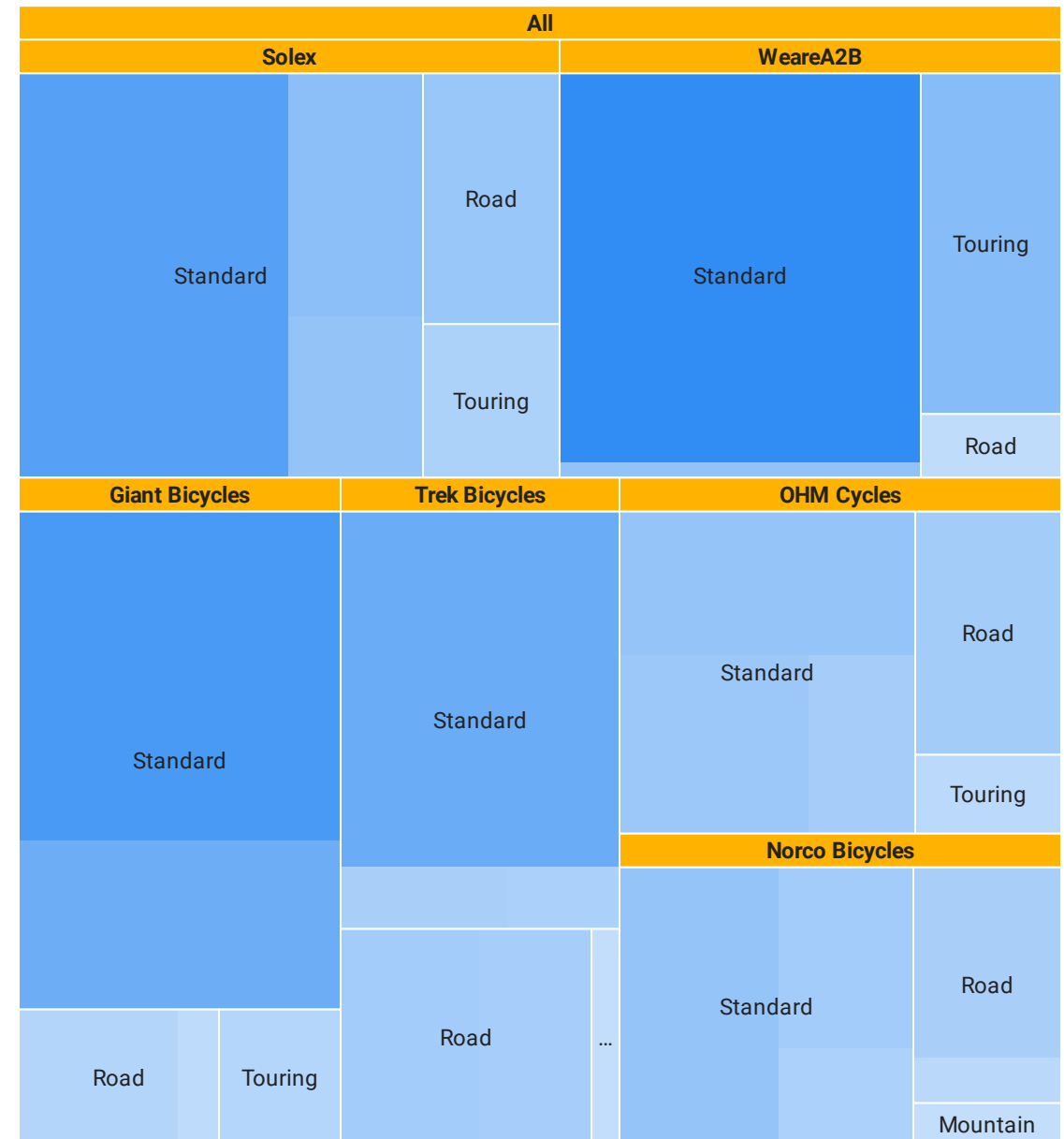
margin
316.36%

Select date range



Top 10 Product

	product_id	brand	product_line	sales ▾	Record Count
1.	3	Trek Bicycles	Standard	740.4K	354
2.	1	Giant Bicycles	Standard	378.9K	270
3.	83	Solex	Touring	331.3K	159
4.	57	WeareA2B	Touring	327K	173
5.	55	Trek Bicycles	Road	323.9K	171
6.	26	WeareA2B	Standard	306.9K	154
7.	51	OHM Cycles	Standard	286.8K	143
8.	48	WeareA2B	Standard	285.6K	162
9.	60	Giant Bicycles	Standard	284.7K	144
10.	54	WeareA2B	Standard	278.9K	195

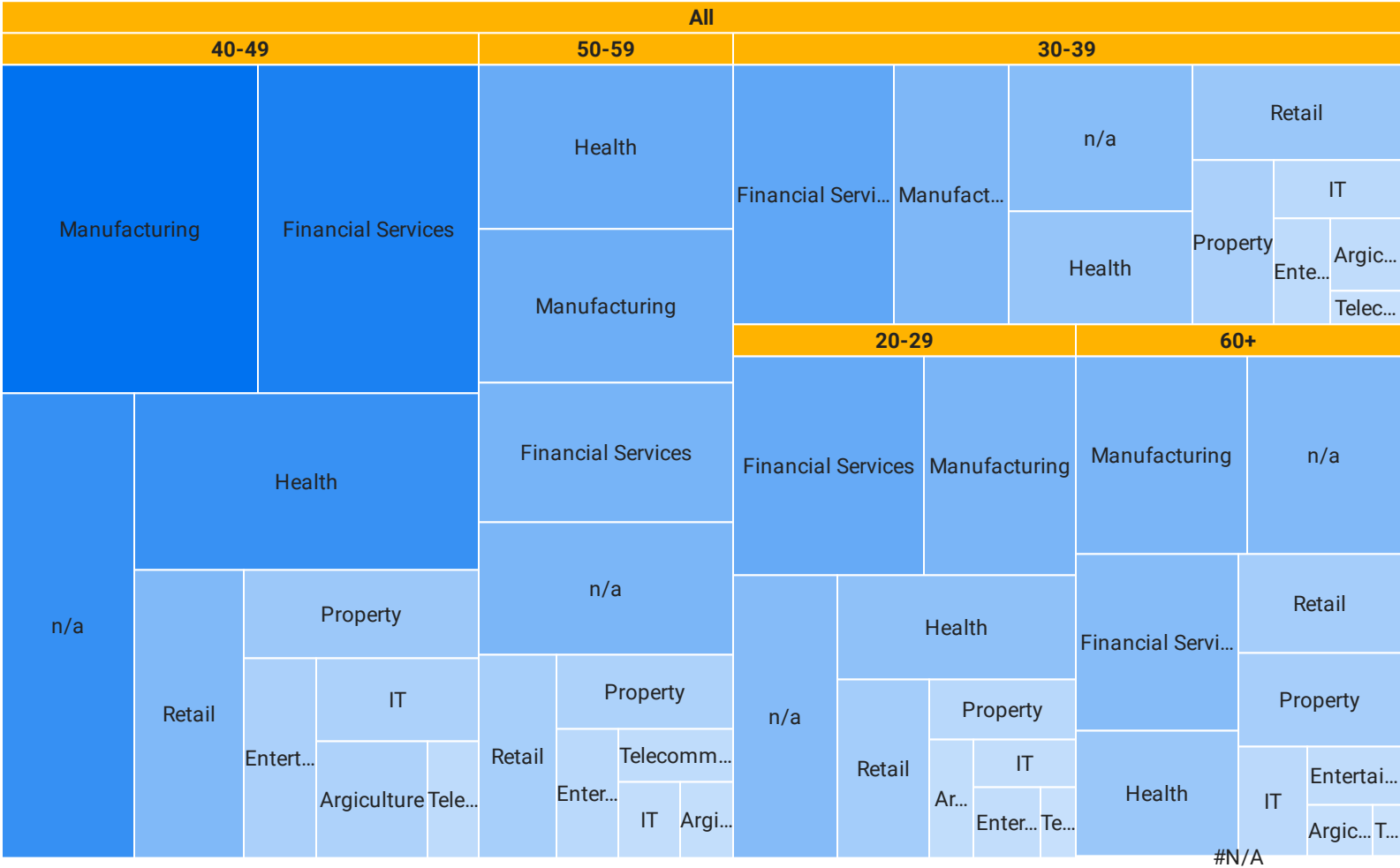


Sales By Customer Segment

sales	customer_id	transaction_id	margin	Select date range
21,954,197	3,493	19,821	316.36%	

Customer Profile based on profit:

- Most Profitable RM score group
 - 22
 - 33
 - 43
 - 32
- recency and monetary might be low but the headcount is high
- Mass Customer are the biggest wealth group at 50% of the total
- Majority of customers are 30-50 yr.
- 3 biggest industries they work in are
 - Manufacturing
 - Financial Service



Customer Filter

sales
21,954,197customer_id
3,493transaction_id
19,821

customer_M_eng

Equals

Enter a value

customer_R_eng

Equals

Enter a value

From 2,2 and up

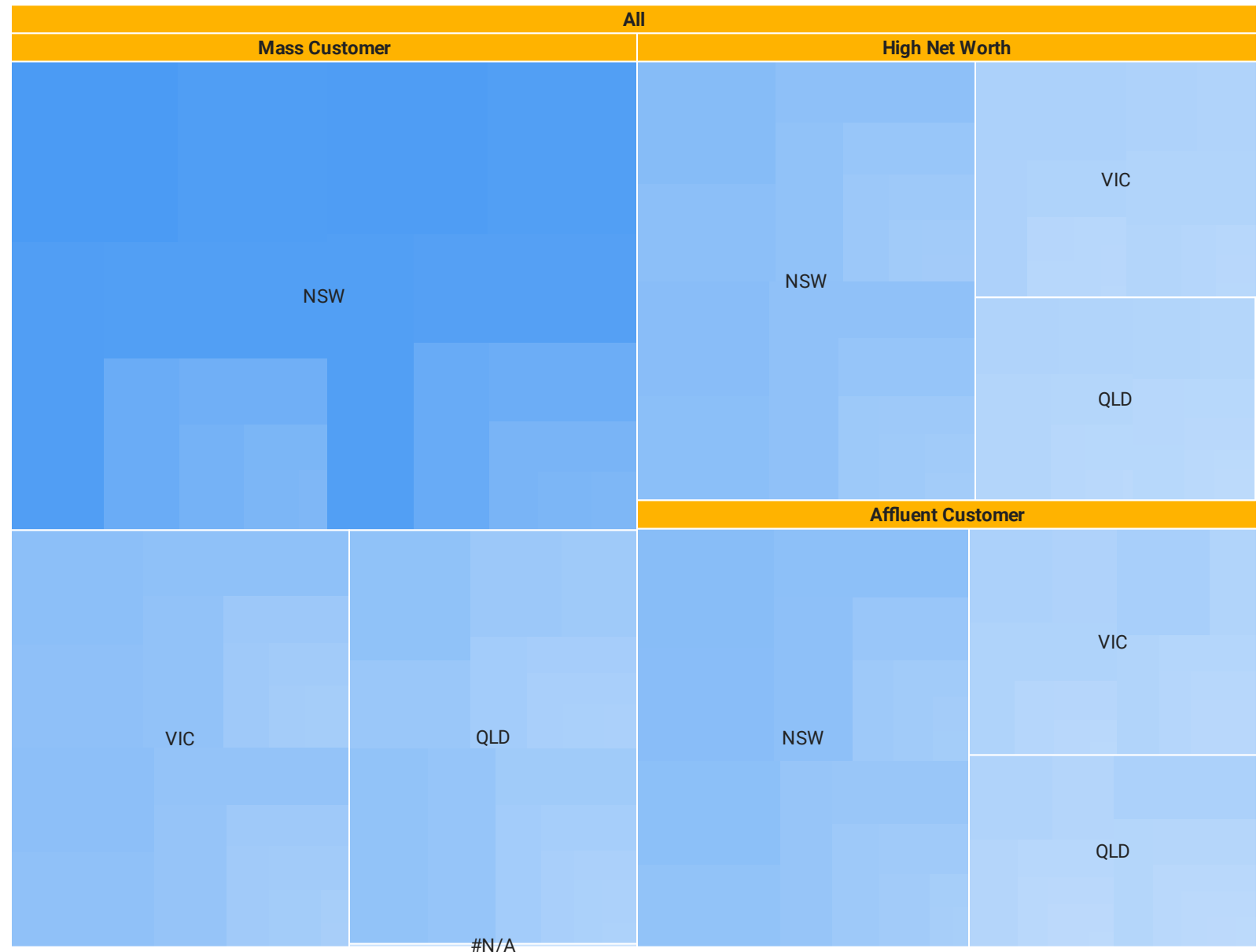
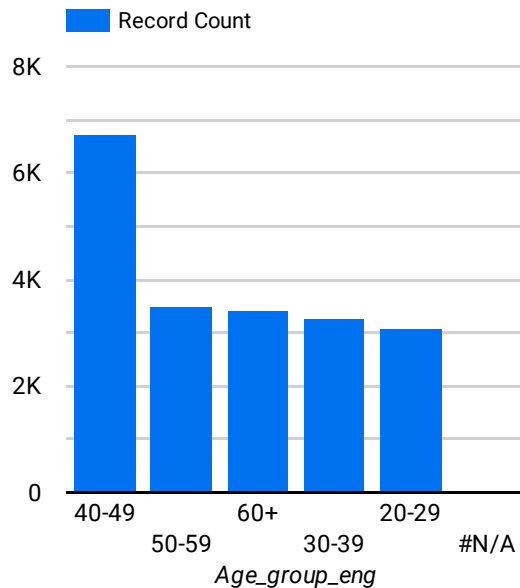
- Majority of them are 40-49 yr. living in New South Wales

- Property Value 7 - 10 owner

- Mass Customer are the biggest wealth group at 50% of the total

- 3 biggest industries they work in are

- Manufacturing
- Financial Service
- Health



Identifying prospect | Age : 40-49

Occupation : Finance/Manufacturing/Health

Wealth Segment : Mass Customer

Residence : NSW with property value between 7-10

	first_name	last_name	gend...	age_group_eng	job_indu...	wealth_segment	state	past_3_years_bike_related_p...	property_...
1.	Theresa	Cowper	Female	40-49	Manufactu...	Mass Customer	NSW	99	10
2.	Sunny	Christescu	Female	40-49	Financial S...	Mass Customer	NSW	90	10
3.	Darleen	Shalcras	Female	40-49	Health	Mass Customer	NSW	77	10
4.	Olia	O' Mullan	Female	40-49	Health	Mass Customer	NSW	77	7
5.	Alexina	Mabley	Female	40-49	Manufactu...	Mass Customer	NSW	72	9
6.	Sinclair	Wark	Male	40-49	Financial S...	Mass Customer	NSW	68	9
7.	Kort	Disley	Male	40-49	Health	Mass Customer	NSW	66	9
8.	Katleen	Arnoult	Female	40-49	Manufactu...	Mass Customer	NSW	6	9
9.	Robert	Corkill	Male	40-49	Health	Mass Customer	NSW	55	10
10.	Martelle	Tuppeny	Female	40-49	Manufactu...	Mass Customer	NSW	52	10
11.	Gothart	Artus	Male	40-49	Health	Mass Customer	NSW	52	10
12.	Aleece	Feige	Female	40-49	Manufactu...	Mass Customer	NSW	49	10
13.	Jammie	Seldner	Female	40-49	Health	Mass Customer	NSW	42	10
14.	Inglebert	Aspinal	Male	40-49	Financial S...	Mass Customer	NSW	4	8
15.	Melba	Spellacy	Female	40-49	Health	Mass Customer	NSW	38	10
16.	Harlin	Mazin	Male	40-49	Manufactu...	Mass Customer	NSW	34	7
17.	Patricia	Everix	Female	40-49	Health	Mass Customer	NSW	34	7
18.	Therese	Brotherhood	Female	40-49	Health	Mass Customer	NSW	30	10
19.	Aldin	Newsome	Male	40-49	Financial S...	Mass Customer	NSW	24	9

Sales By Customer Segment

sales
21,954,197

customer_id
3,493

transaction_id
19,821

customer_M_eng

Equals

customer_R_eng

Equals

Segment favorite product:

- Target customer group prefer
 - Standard Bicycle
- Their top 3 brand are
 - Solex
 - Giant Bicycle
 - WeareA2B

