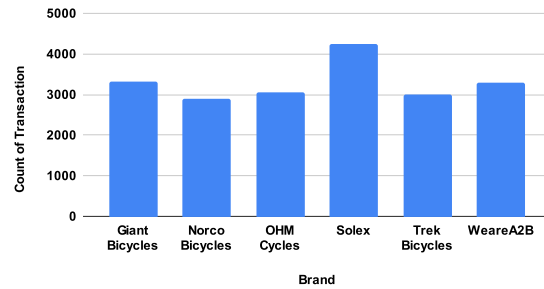
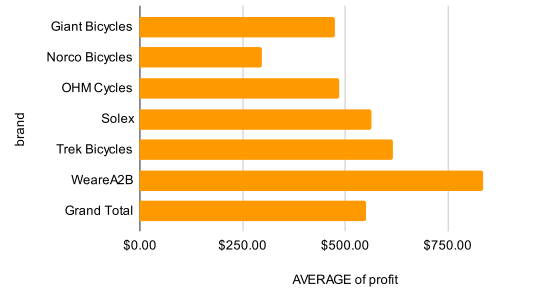


# SPROCKET CENTRAL

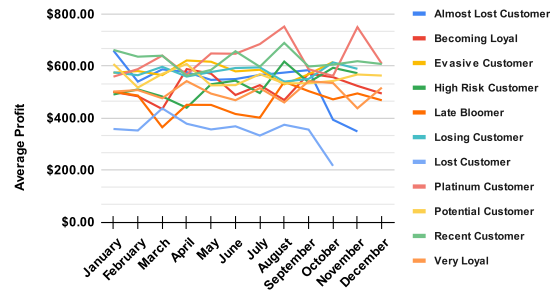
Best brands by number of times purchased



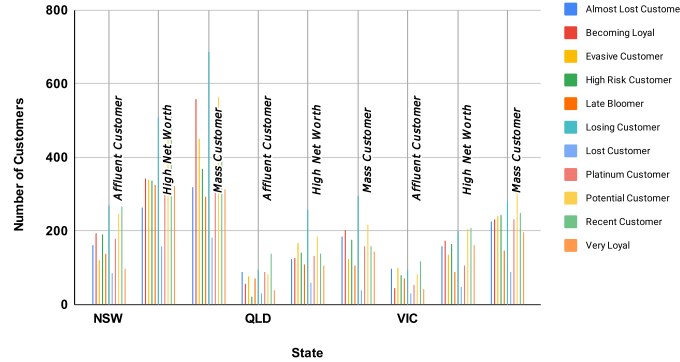
AVERAGE of profit vs. brand



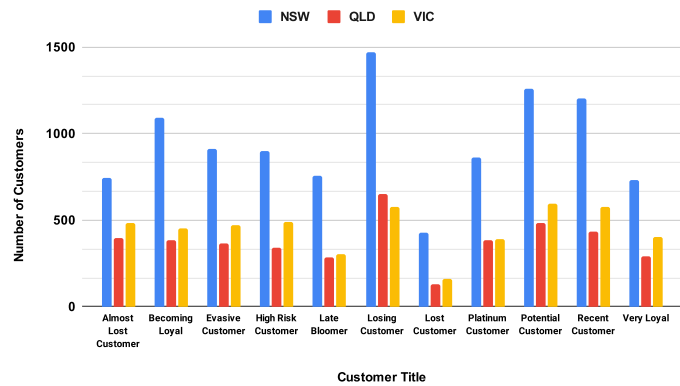
Average Profit by Month per Customer Classification



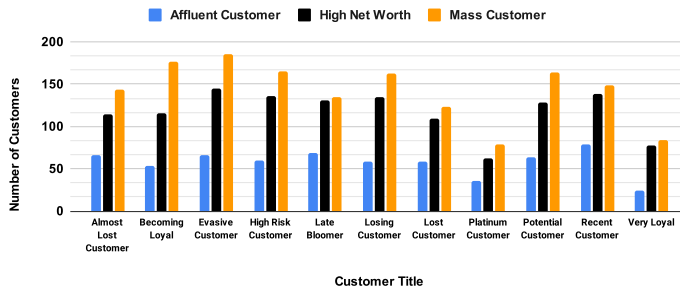
Customer Distribution by Wealth Segment State wise



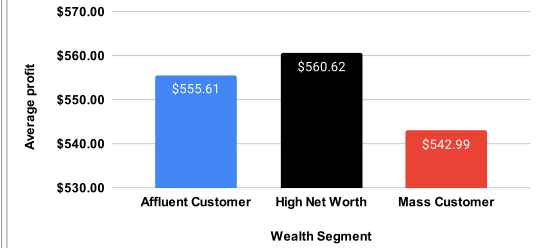
Customer Distribution by State



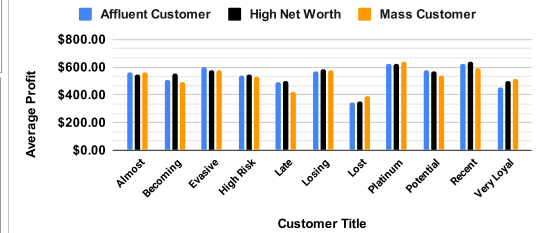
Customer Segment Distribution by Wealth Segment



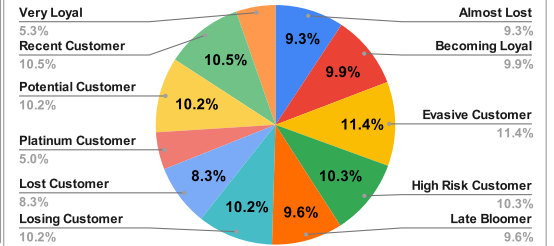
Average profit vs Wealth Segment



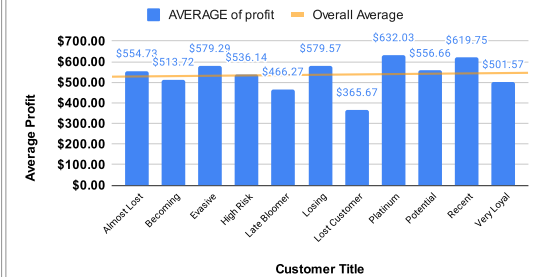
Average Profit of Customers by Classification and Wealth Segment



Distribution of Customers

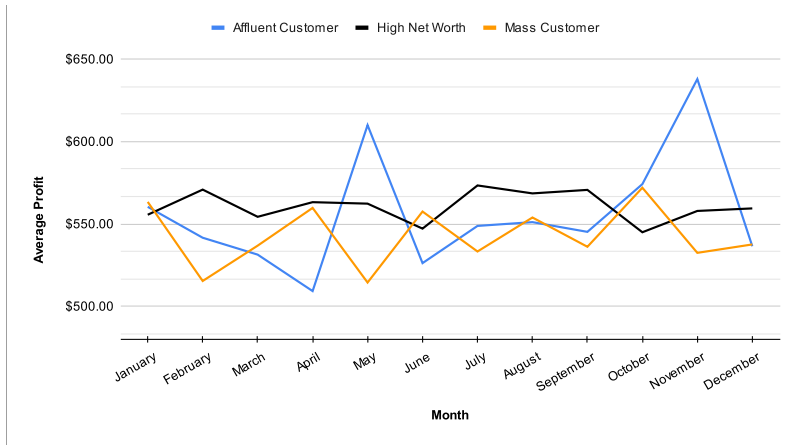


Average profit from each Customer Segment



Wealth Segment Average Profit Comparison

Top 20 Customers to Target



customer_id	first name	last name	address	postcode	state
25	Geoff	Assaf	28 5th Center	4413	QLD
37	Laurie	Dwerryhouse	54 Sage Plaza	4726	QLD
89	Benedicto	Hoxey	73042 Roth Cros	2100	NSW
91	Dylan	Meaker	2640 Manley Poi	2166	NSW
99	Reggie	Mulliner	079 Merry Park	2160	NSW
109	Cody	Blabey	41 Service Lane	2217	NSW
117	Nance	Suttlng	185 Pennsylvani	4226	QLD
151	Donnie	Brimson	34457 Springvie	2759	NSW
165	Aldon	Roelofs	22371 Miller Trail	2032	NSW
167	Nathalie	Tideswell	75612 Clarendon	4352	QLD
171	Halli	Davidoff	13950 Jackson A	2099	NSW
173	Ebba	Hanselmann	2 Randy Point	2766	NSW
174	Catie	Tosspell	6898 Redwing P	2148	NSW
200	Hube	Weald	7 Havey Point	4005	QLD
234	Mead	Alpes	816 Spohn Cent	2036	NSW
235	Leona	Phateplace	98 Service Court	2018	NSW
239	Wells	Pressman	95 Eliot Street	4514	QLD
298	Maurise	Lenglet	83 Brickson Park	3029	VIC
320	Aldous	Cubin	1108 Nevada Jur	4701	QLD