

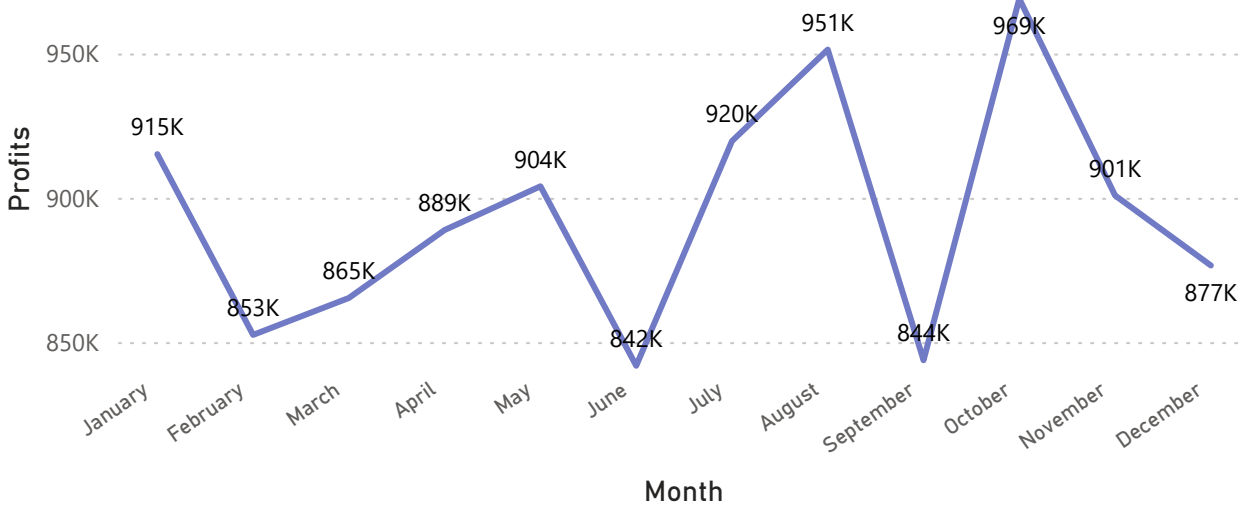
Total of Orders

19445

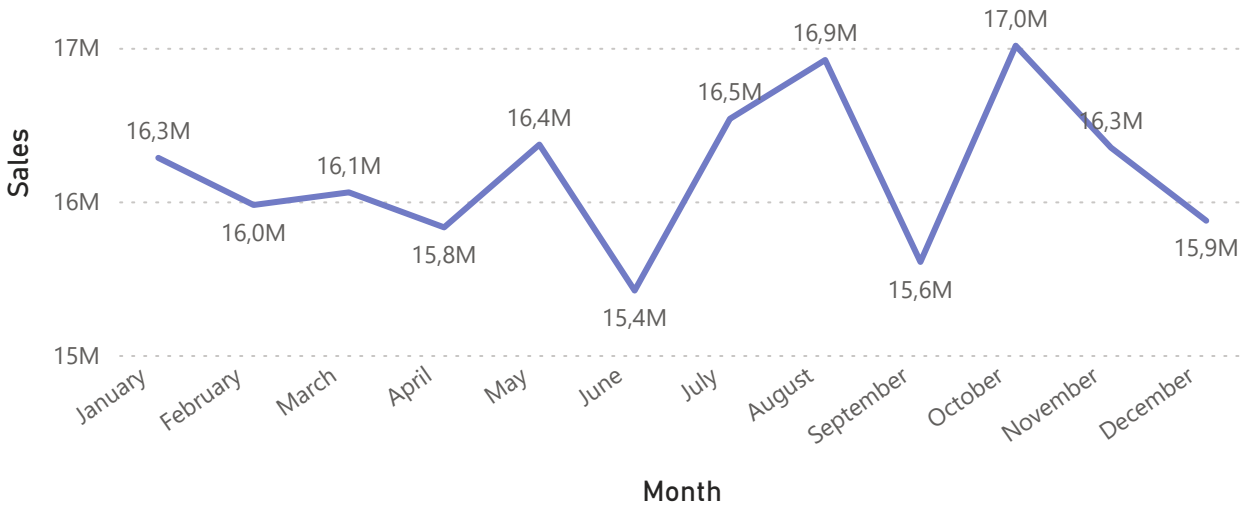
Total of Profits

10,73M

Profits by Month



Sales by Month



Date

01/01/2017 30/12/2017

Status Orders

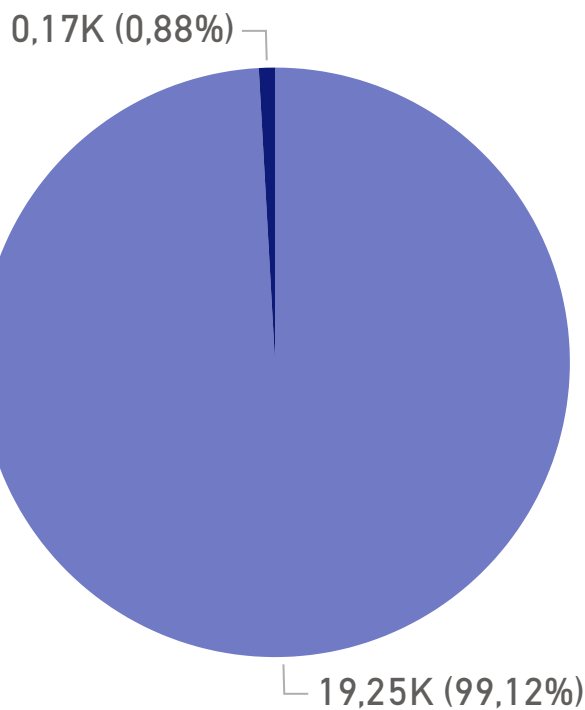
All

State

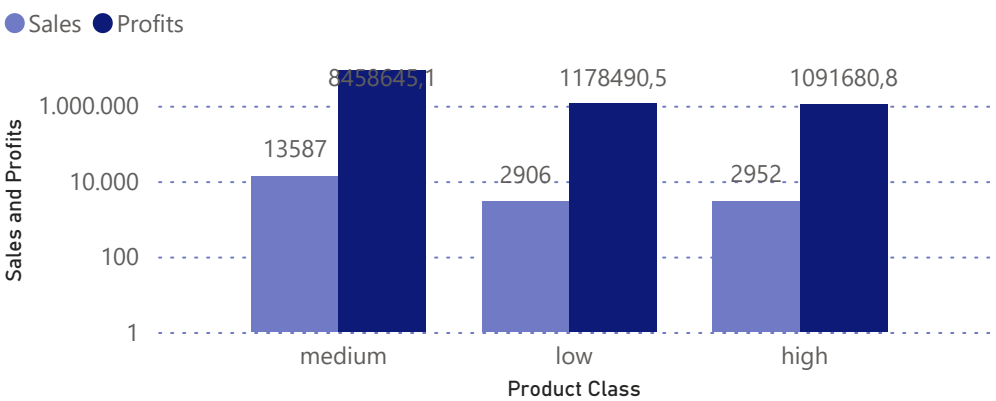
All

Percentage of Order Status

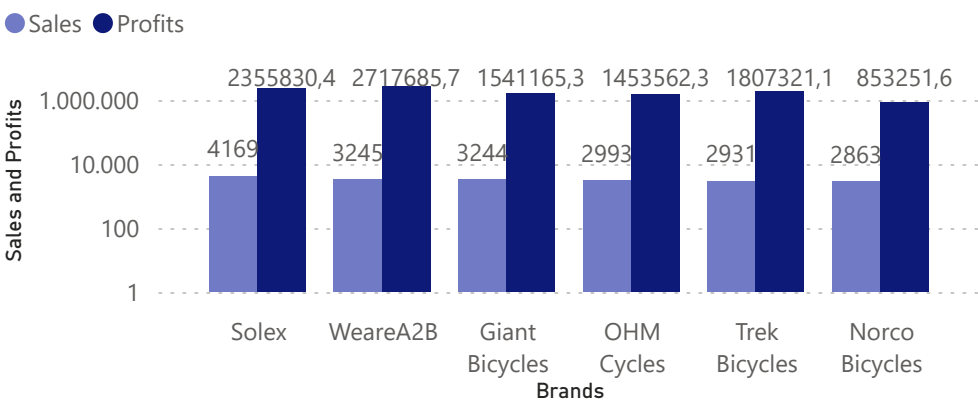
Approved Cancelled



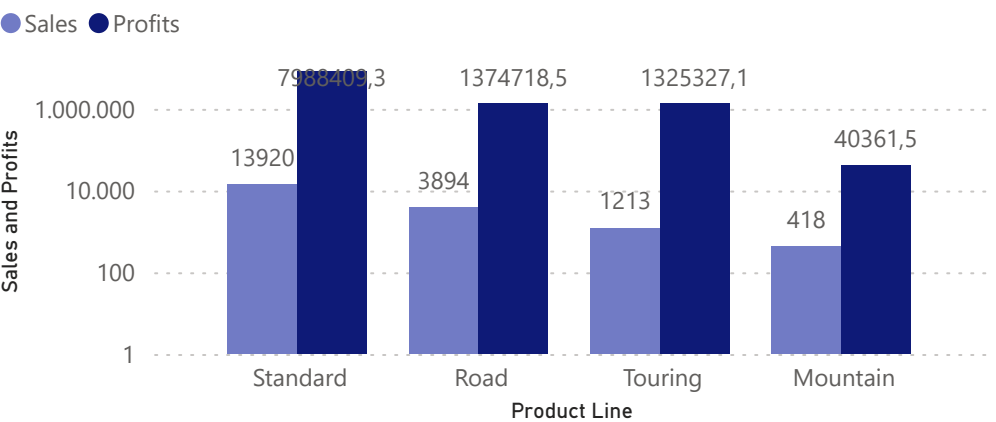
Sales and Profits by Product Class



Sales and Profits by Brands



Sales and Profits by Product Line



Sales and Profits by State



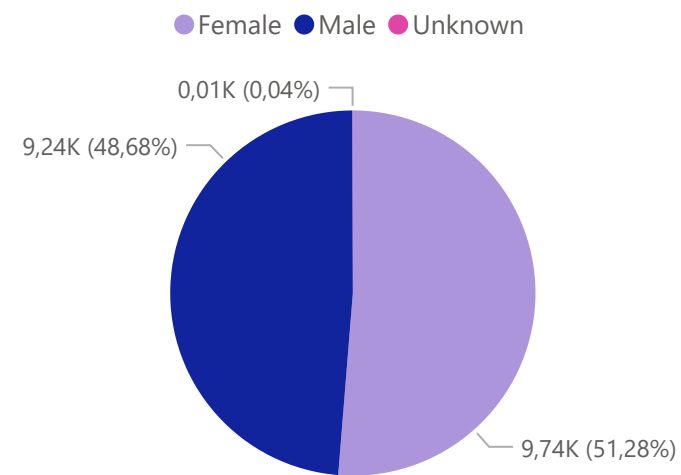
Total Customers

3492

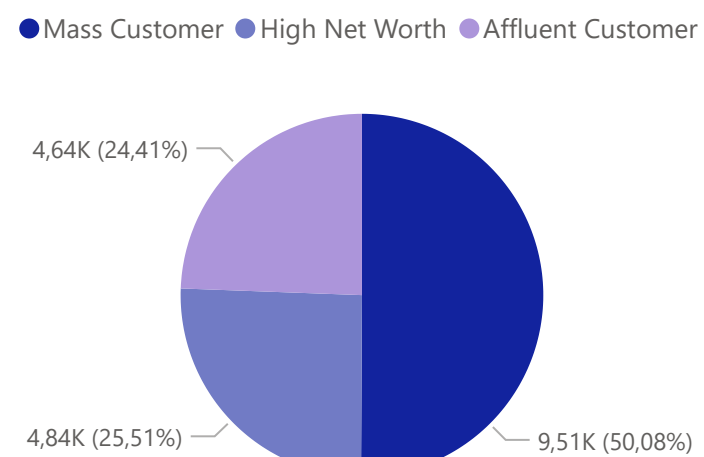
Average of Age

46

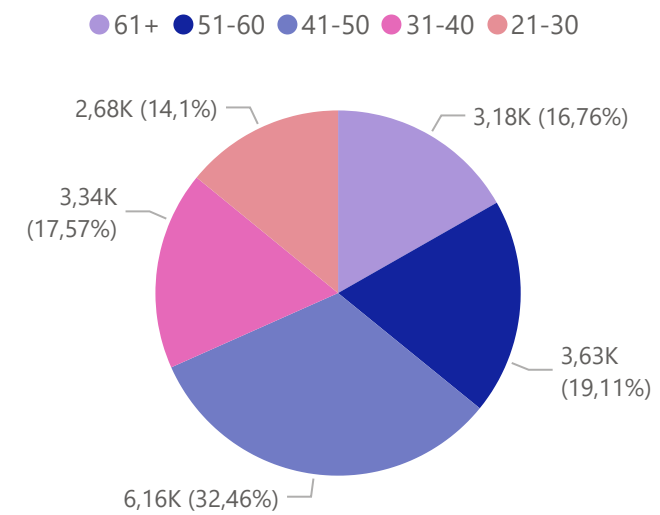
Gender Comparison



Wealth Segmentation



Age Category



Date

01/01/2017

30/12/2017



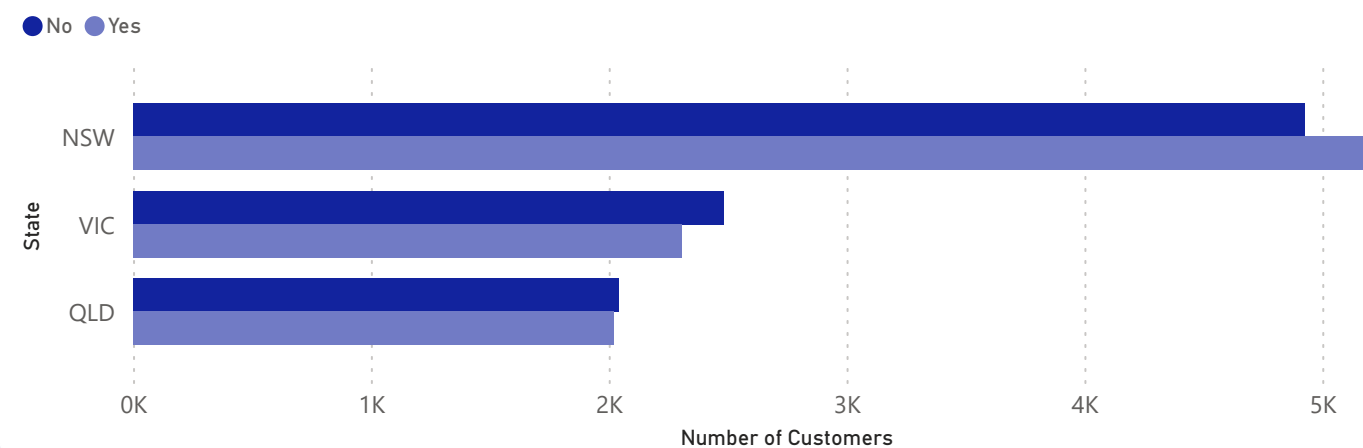
Wealth Segmentation

All

state

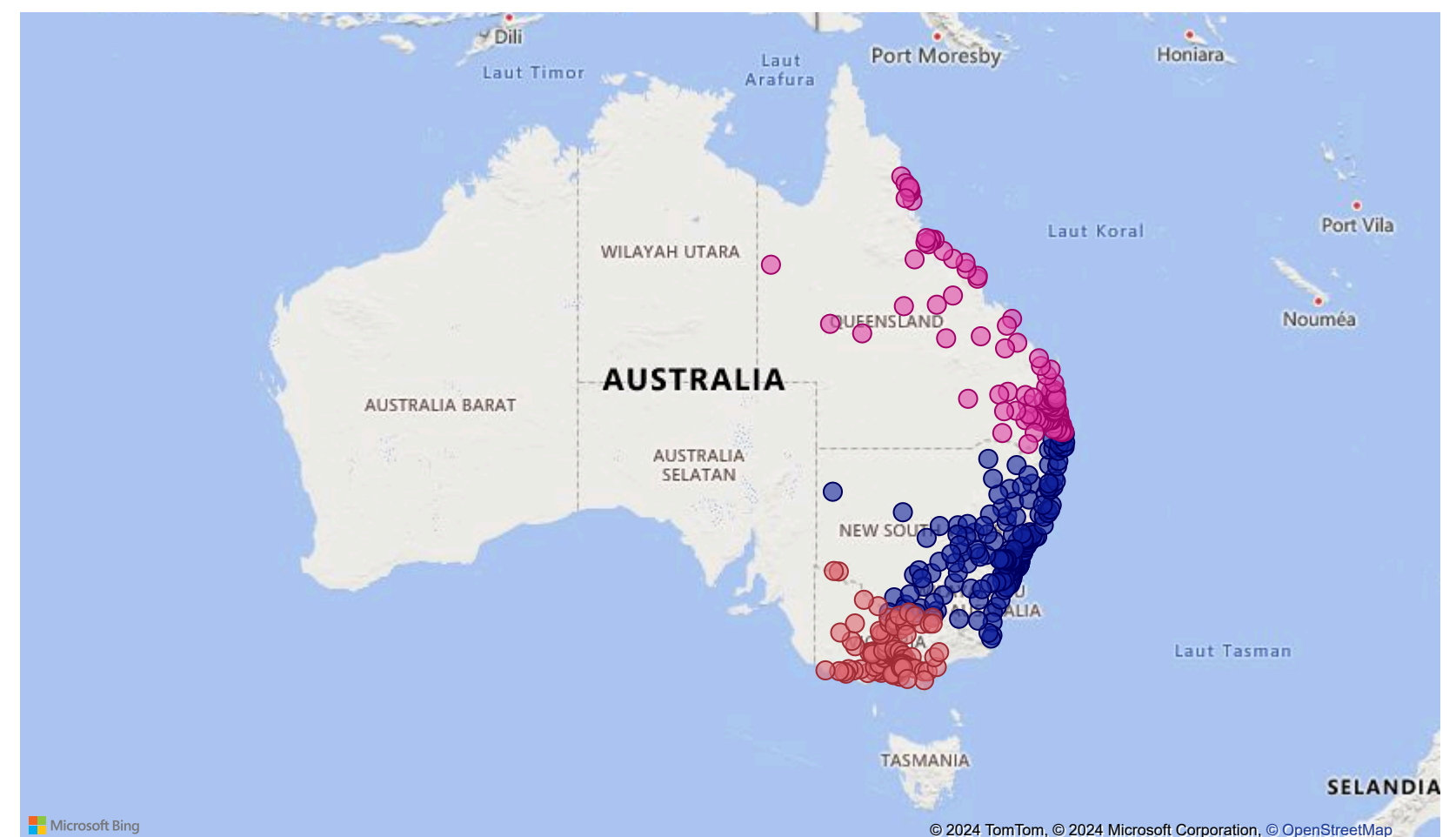
All

Car Ownership Distribution

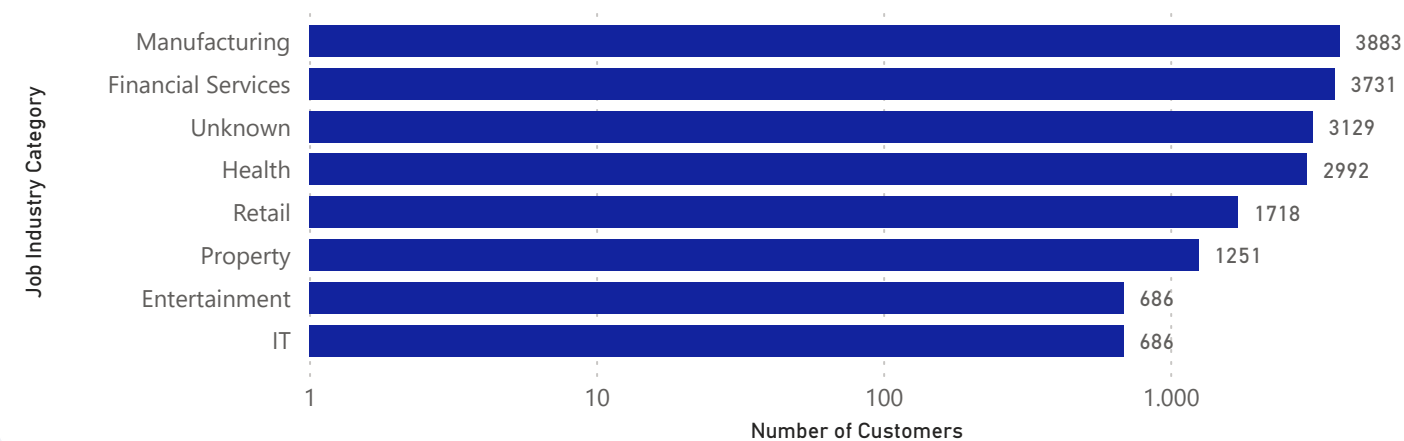


Geographic Distribution

State NSW QLD VIC



Customers by Job Industry



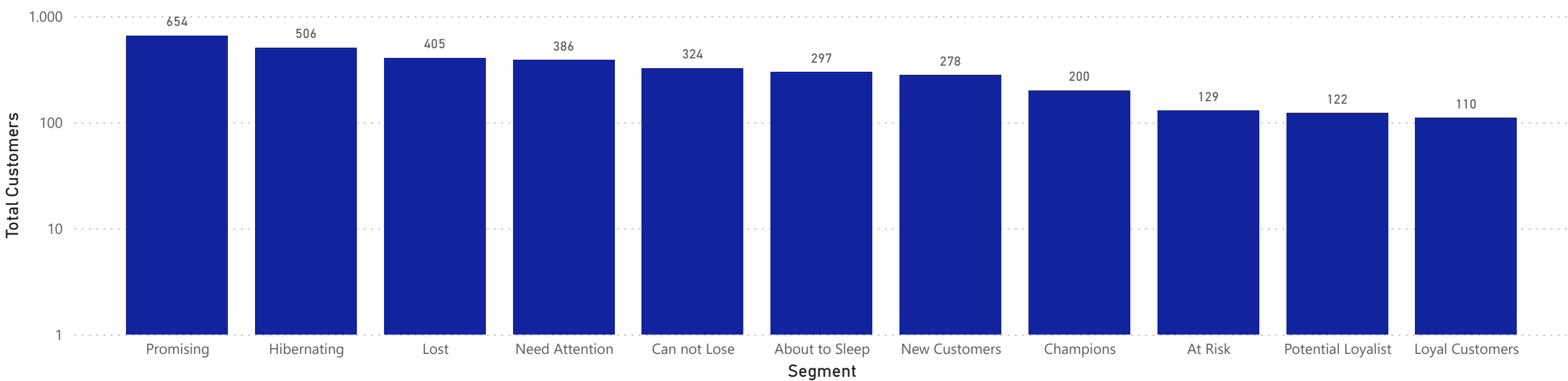
Age Group
41 - 50

Job Industries
Manufacturing, Financial Services, Health

Wealth Segment
Mass Customers

State
NSW, VIC

Customers Segmentation



Date

01/01/2017

30/12/2017

rank

All

segment

All

Targeted New Customers

First Name	Age	Age Category	Gender	Job Industry Category	Car Ownership	State	Wealth Segment	3 Years Bike Related Purchases
Katy	46	41-50	Female	Health	No	NSW	Mass Customer	0
Sonia	48	41-50	Female	Financial Services	No	NSW	Mass Customer	0
Wyndham	44	41-50	Male	Manufacturing	No	VIC	Mass Customer	1
Leisha	48	41-50	Female	Financial Services	Yes	VIC	Mass Customer	3
Dodi	43	41-50	Female	Financial Services	Yes	NSW	Mass Customer	5
Katleen	46	41-50	Female	Manufacturing	Yes	NSW	Mass Customer	6
Brendis	45	41-50	Male	Manufacturing	No	NSW	Mass Customer	12
Daryl	44	41-50	Female	Financial Services	Yes	NSW	Mass Customer	12
Ricki	48	41-50	Male	Manufacturing	Yes	NSW	Mass Customer	13
Esther	42	41-50	Female	Financial Services	No	NSW	Mass Customer	14
Shepperd	42	41-50	Male	Manufacturing	Yes	NSW	Mass Customer	17
Martino	48	41-50	Male	Financial Services	No	VIC	Mass Customer	18
Candy	45	41-50	Female	Financial Services	No	VIC	Mass Customer	23
Rutledge	47	41-50	Male	Financial Services	No	NSW	Mass Customer	23
Aldin	42	41-50	Male	Financial Services	No	NSW	Mass Customer	24
Fitzgerald	44	41-50	Male	Health	Yes	VIC	Mass Customer	25
Rosene	49	41-50	Female	Health	Yes	NSW	Mass Customer	25
Roldan	47	41-50	Male	Financial Services	No	VIC	Mass Customer	27
Therese	42	41-50	Female	Health	No	NSW	Mass Customer	30
Harlin	49	41-50	Male	Manufacturing	Yes	NSW	Mass Customer	34
Patricia	45	41-50	Female	Health	No	NSW	Mass Customer	34

List of Existing Customers Based on RFM Scores

Customer ID	RFM Scores	Segment	Rank
1	555	Champions	1
25	555	Champions	1
37	555	Champions	1
89	555	Champions	1
109	555	Champions	1
117	555	Champions	1
142	555	Champions	1
144	555	Champions	1
165	555	Champions	1
167	555	Champions	1
174	555	Champions	1
200	555	Champions	1
234	555	Champions	1
235	555	Champions	1
239	555	Champions	1
260	555	Champions	1
298	555	Champions	1
320	555	Champions	1
322	555	Champions	1
344	555	Champions	1
...