



Total Profit

\$10.93M

Total bike purchases

196K

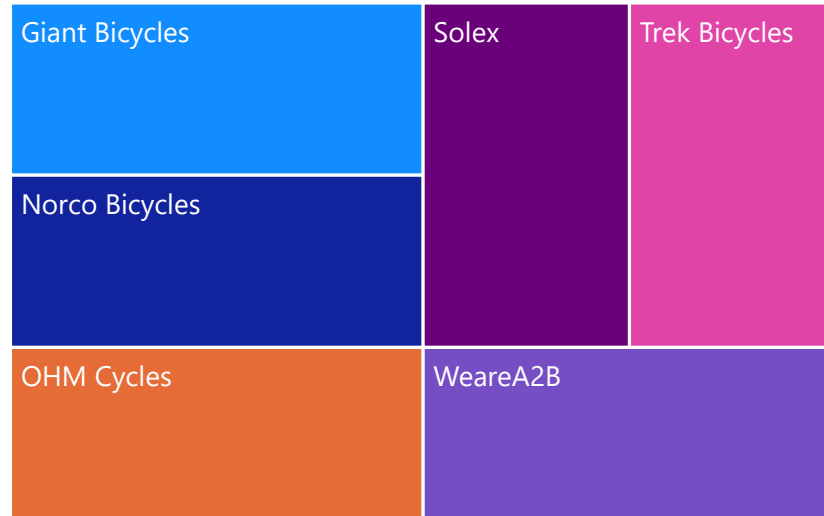
Top brand by profit

WeareA2B

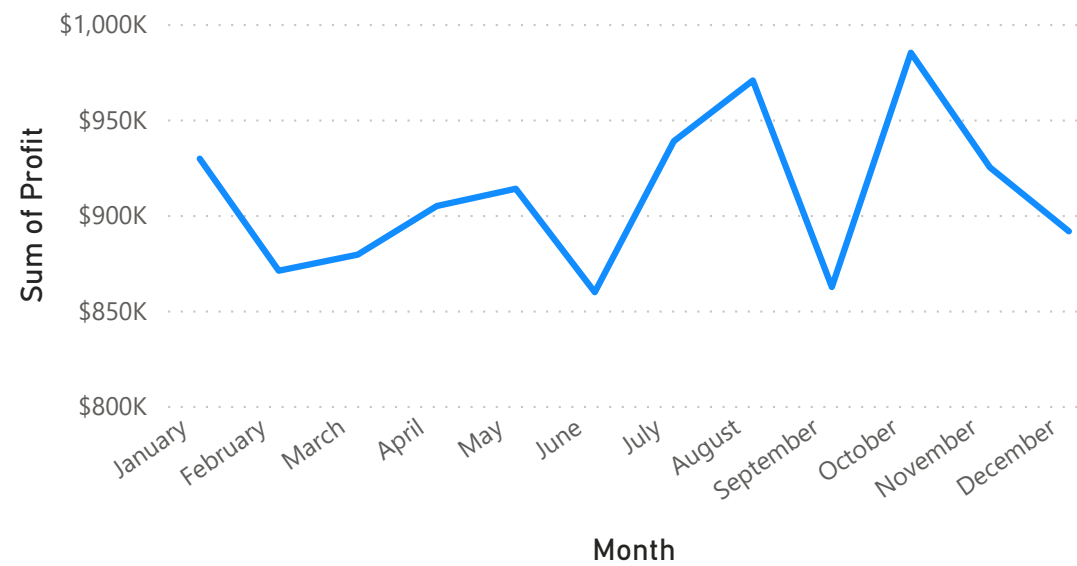
Top brand by sales

Solex

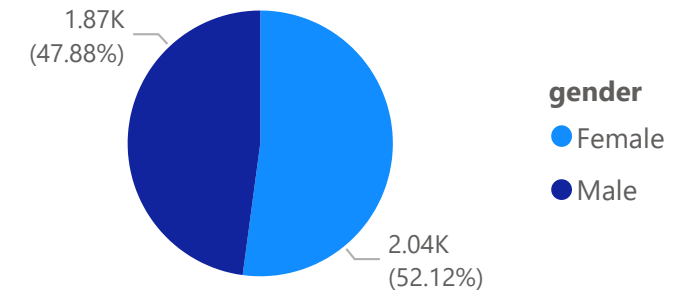
Average sales and profit by brand



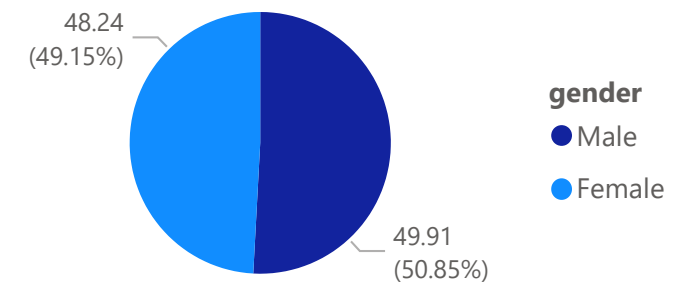
Profit by Month



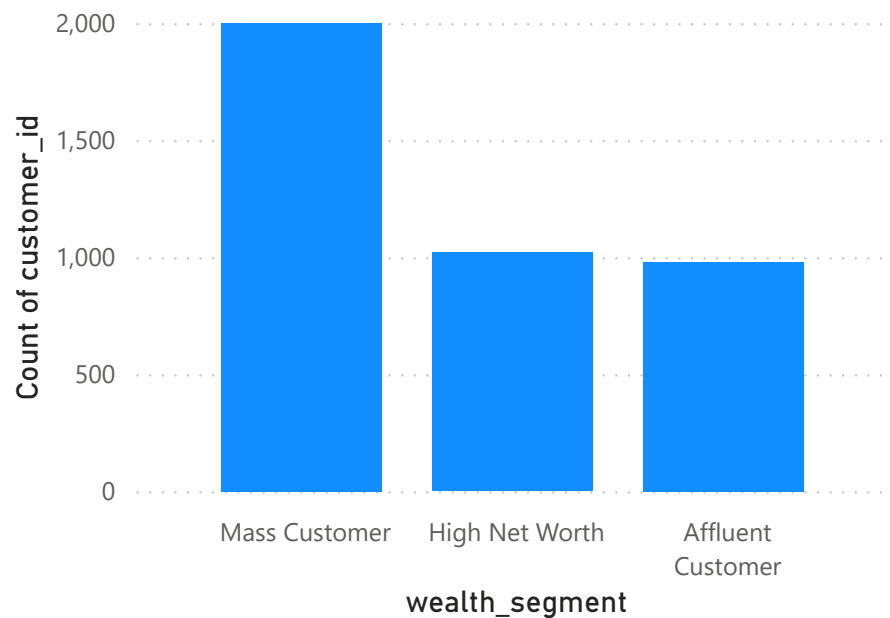
Owns car by gender



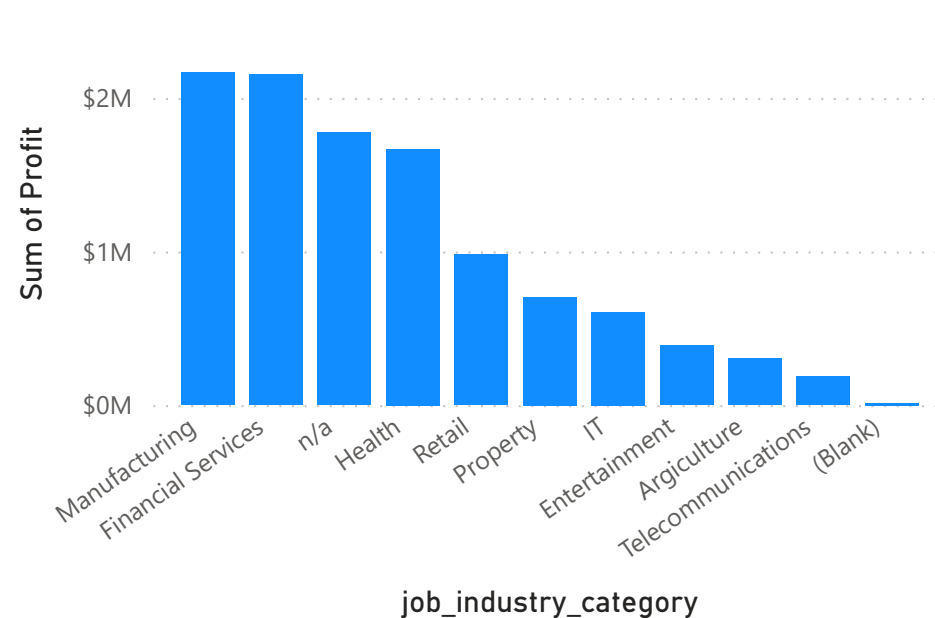
Bike Purchases by Gender



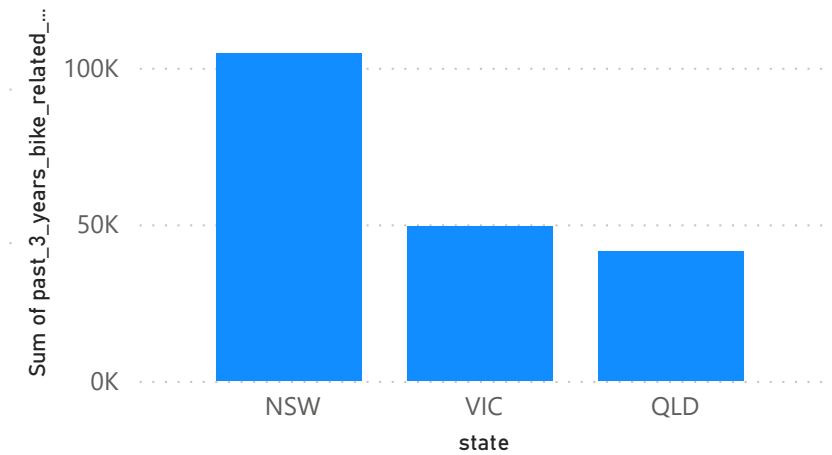
Customers by wealth segment



Profit by Job industry



Bike purchases by State



brand	product_size	wealth_segment	job_industry_category	Average of Profit
Trek Bicycles	large	Affluent Customer	Financial Services	\$1,380.99
WeareA2B	large	Affluent Customer	Financial Services	\$1,380.99
Giant Bicycles	medium	Affluent Customer	Financial Services	\$1,380.99
OHM Cycles	medium	Affluent Customer	Financial Services	\$1,380.99
Solex	medium	Affluent Customer	Financial Services	\$1,380.99
WeareA2B	medium	Affluent Customer	Financial Services	\$1,380.99
Giant Bicycles	large	High Net Worth	Financial Services	\$1,325.244
Solex	large	High Net Worth	Financial Services	\$1,325.244
Trek Bicycles	large	High Net Worth	Financial Services	\$1,325.244
WeareA2B	large	High Net Worth	Financial Services	\$1,325.244
Giant Bicycles	medium	High Net Worth	Financial Services	\$1,325.244
OHM Cycles	medium	High Net Worth	Financial Services	\$1,325.244
Solex	medium	High Net Worth	Financial Services	\$1,325.244
WeareA2B	medium	High Net Worth	Financial Services	\$1,325.244
Trek Bicycles	large	Mass Customer	Financial Services	\$1,261.656
WeareA2B	large	Mass Customer	Financial Services	\$1,261.656
Trek Bicycles	medium	Mass Customer	Financial Services	\$1,261.656
WeareA2B	medium	Mass Customer	Financial Services	\$1,261.656
				\$1,322.2075
Solex	large	Affluent Customer	Health	\$1,322.2075
Trek Bicycles	large	Affluent Customer	Health	\$1,322.2075
OHM Cycles	medium	Affluent Customer	Health	\$1,322.2075
Solex	medium	Affluent Customer	Health	\$1,322.2075
Solex	large	Mass Customer	Health	\$1,488.3267
Trek Bicycles	large	Mass Customer	Health	\$1,488.3267
OHM Cycles	medium	Mass Customer	Health	\$1,488.3267
WeareA2B	medium	Mass Customer	Health	\$1,488.3267
Total				\$1,372.6395

