BRAND ANALYST

Transaction by Brand

| Brand	Count of Transaction
Giant Bicycles	2707
Norco Bicycles	2380
OHM Cycles	2475
Solex	3499
Trek Bicycles	2434
Total	**16143**

Transaction by Brand over time

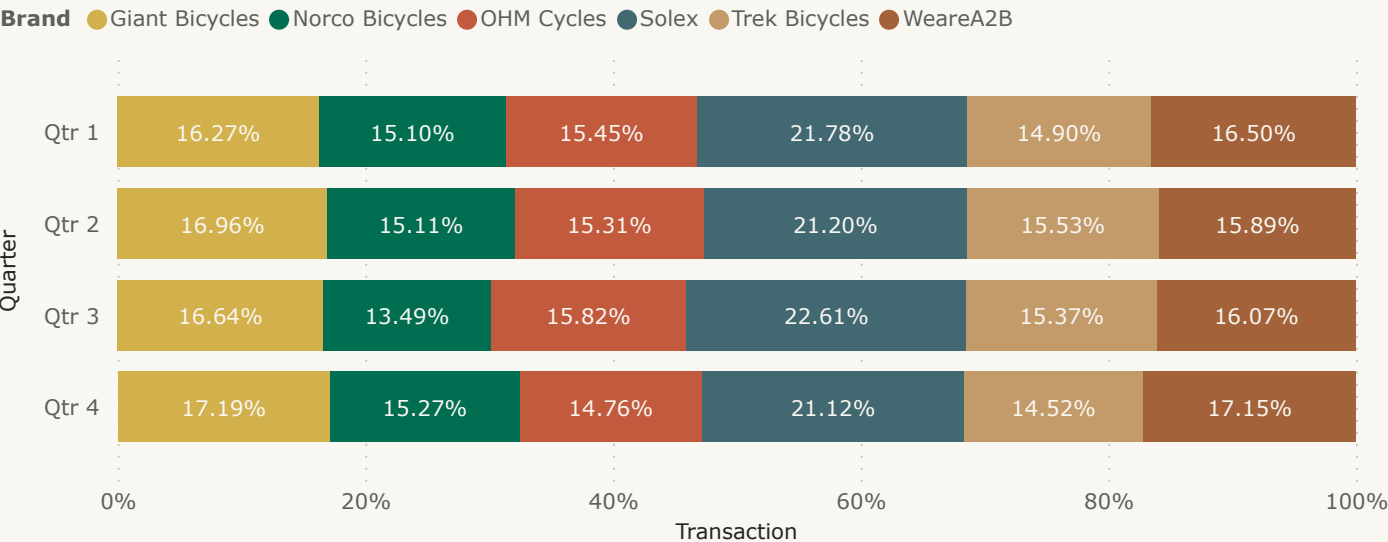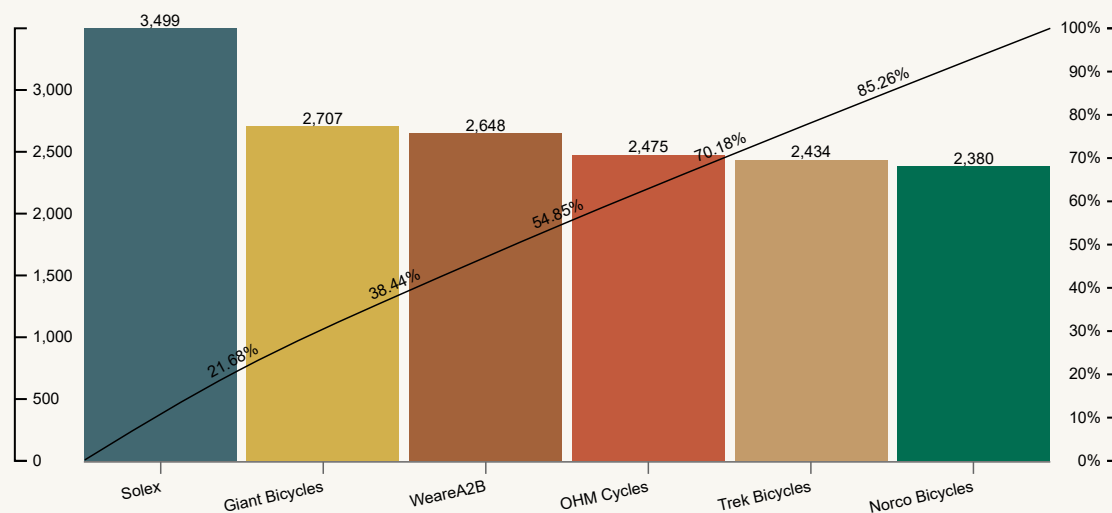| Quarter Brand	Qtr 1 Transaction	% Transaction	Qtr 2 Transaction	% Transaction	Qtr 3 Transaction	% Transaction	Qtr 4 Transaction	% Trans
Giant Bicycles	653	16.27%	677	16.96%	671	16.64%	706	1
Norco Bicycles	606	15.10%	603	15.11%	544	13.49%	627	1
OHM Cycles	620	15.45%	611	15.31%	638	15.82%	606	1
Solex	874	21.78%	846	21.20%	912	22.61%	867	2
Total	**4013**	**100.00%**	**3991**	**100.00%**	**4033**	**100.00%**	**4106**	**100**

Transaction by Brand

Transaction by Brand

Transaction by Brand over time
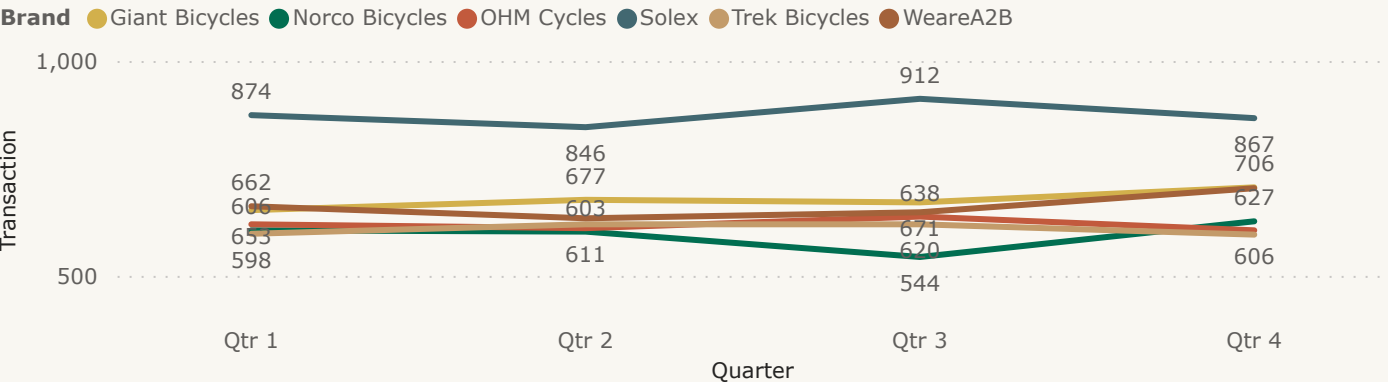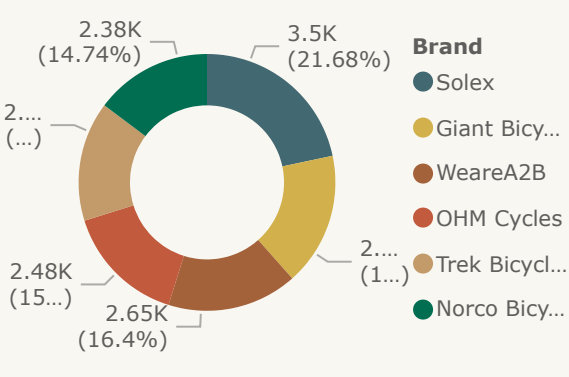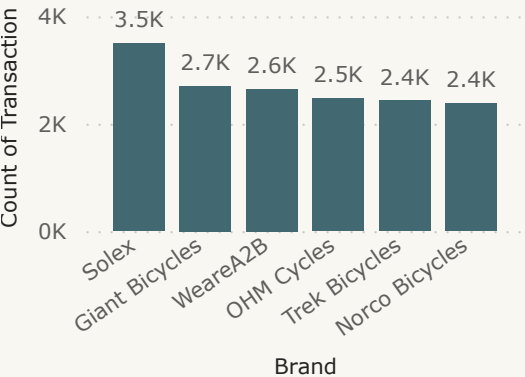
Transaction by Brand

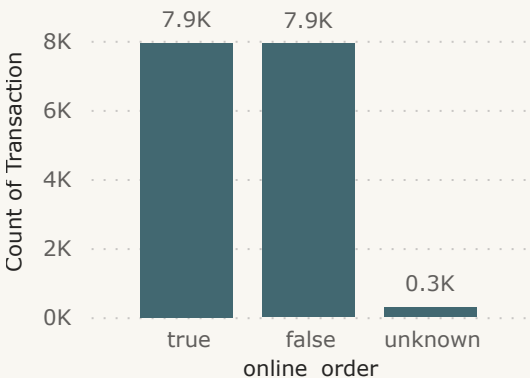## Transaction by Brand over time

CHANNEL ANALYST (ONLINE OR NOT)

Transaction by Online Order

online_order	Transaction	% Transaction
false	7919	49.06%
true	7938	49.17%
unknown	286	1.77%
Total	**16143**	**100.00%**

Transaction by Online Order over time

Quarter online_order	Qtr 1 Transaction	% Transaction	Qtr 2 Transaction	% Transaction	Qtr 3 Transaction	% Transaction	Qtr 4 Transaction	% Transacti
false	1989	49.56%	1957	49.04%	2002	49.64%	1971	48.0(
true	1953	48.67%	1967	49.29%	1961	48.62%	2057	50.1(
unknown	71	1.77%	67	1.68%	70	1.74%	78	1.9(
Total	**4013**	**100.00%**	**3991**	**100.00%**	**4033**	**100.00%**	**4106**	**100.0(**

Transaction by Online Order

Transaction by Online Order

online_order ● true ● false ● unknown

Transaction by Online Order over time

online_order ● false ● true ● unknown

Transaction by Online Order

Transaction by Online Order over time

online_order ● false ● true ● unknown
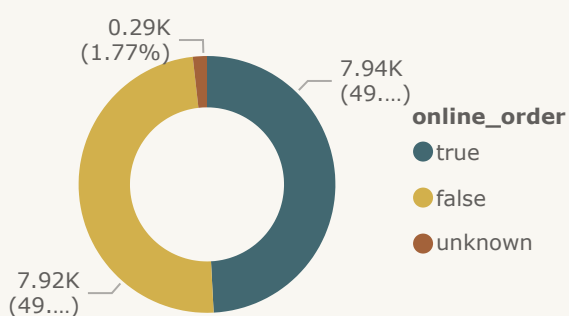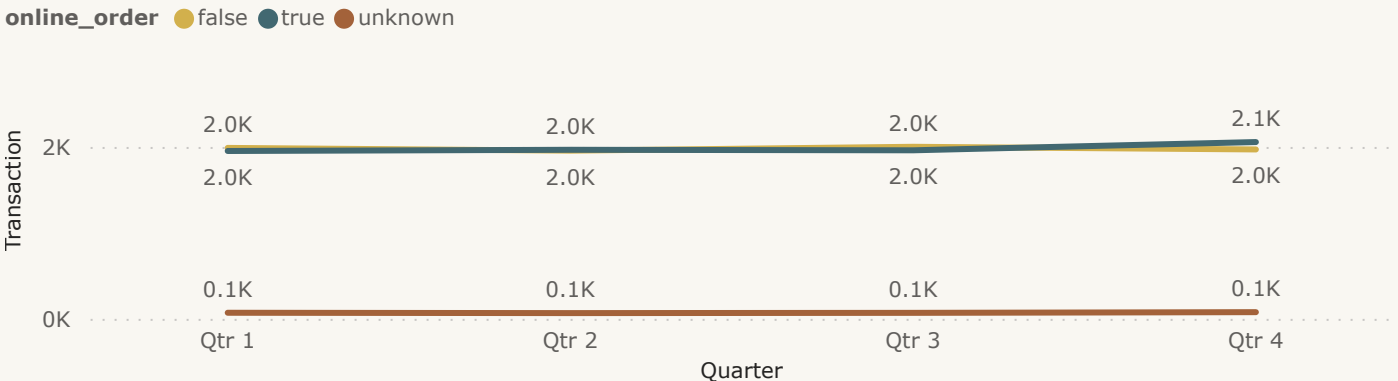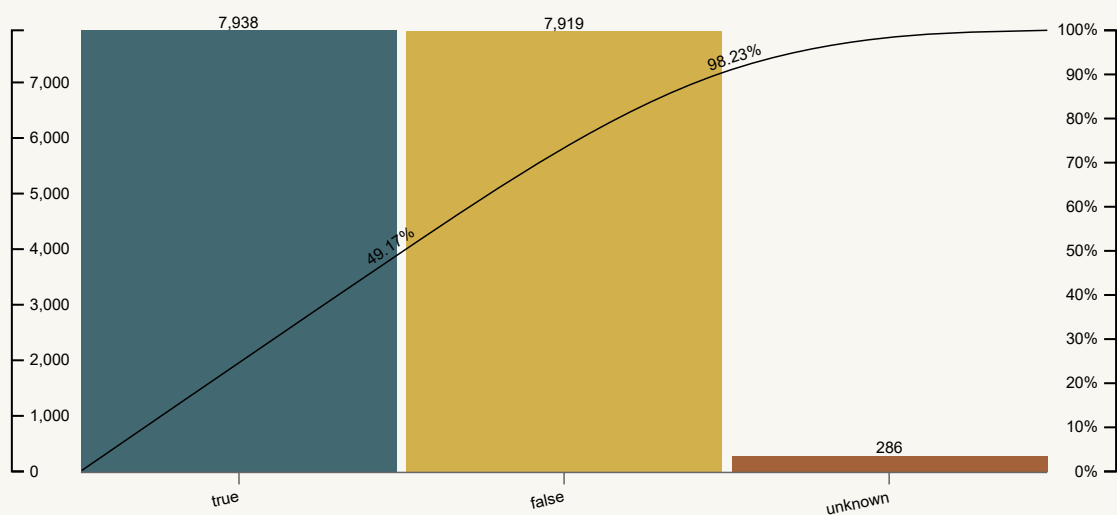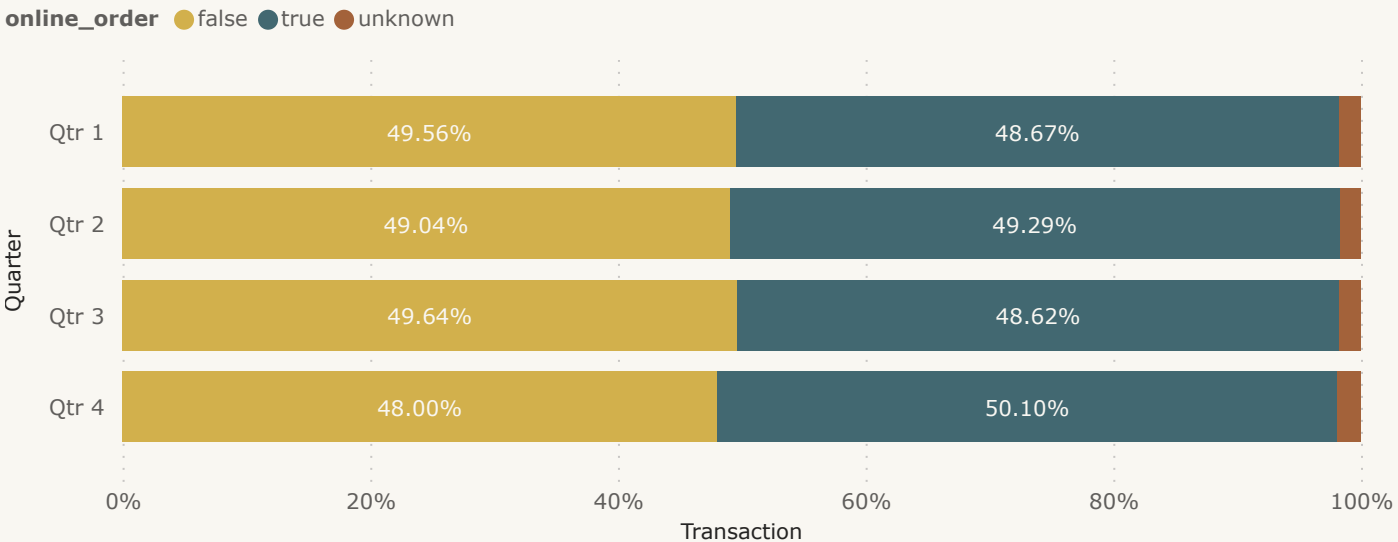
ORDER STATUS ANALYST

Transaction by Order Status

order_status	Transaction	% Transaction
Approved	15991	99.06%
Cancelled	152	0.94%
Total	**16143**	**100.00%**

Transaction by Order Status over time

Quarter order_status	Qtr 1 Transaction	% Transaction	Qtr 2 Transaction	% Transaction	Qtr 3 Transaction	% Transaction	Qtr 4 Transaction	% Transacti
Approved	3989	99.40%	3943	98.80%	3993	99.01%	4066	99.0:
Cancelled	24	0.60%	48	1.20%	40	0.99%	40	0.9:
Total	**4013**	**100.00%**	**3991**	**100.00%**	**4033**	**100.00%**	**4106**	**100.0C**

Transaction by Order Status
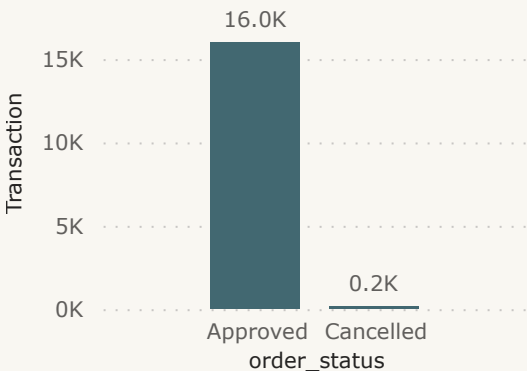
Transaction by Order Status
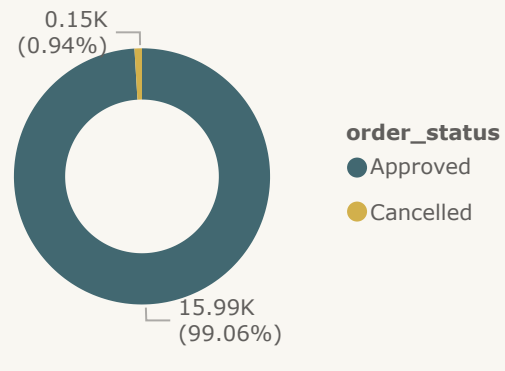
Transaction by Order Status over time

Transaction by Order Status
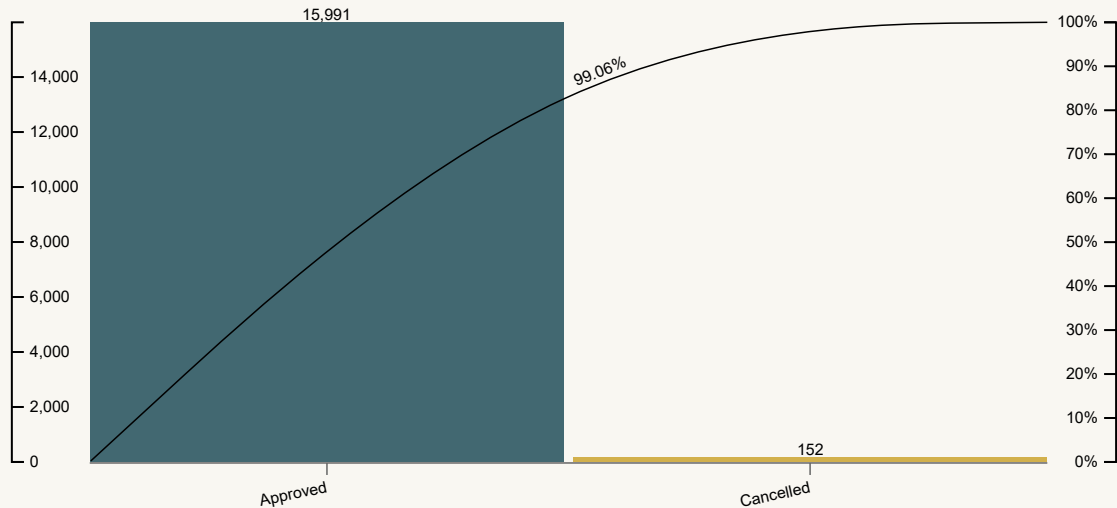
Transaction by Order Status over time
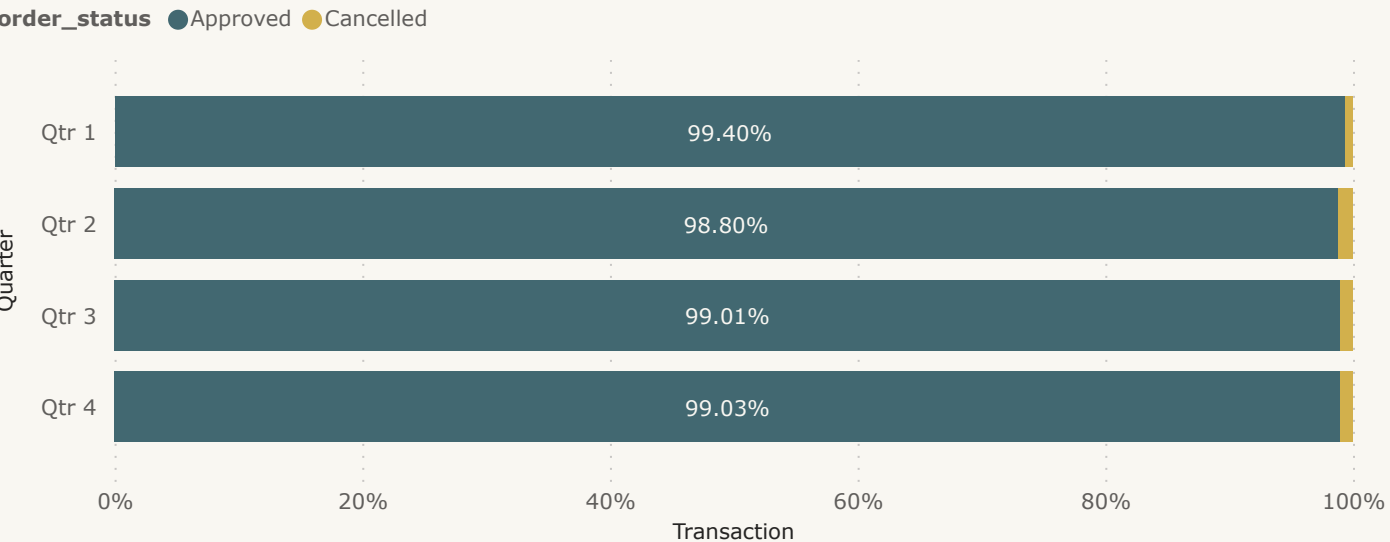
PRODUCT CLASS ANALYST

Transaction by Product Class

product_class	Transaction	% Transaction
Essential	2416	14.97%
Luxury	2467	15.28%
Premium	11260	69.75%
Total	**16143**	**100.00%**

Transaction by Product Class over time

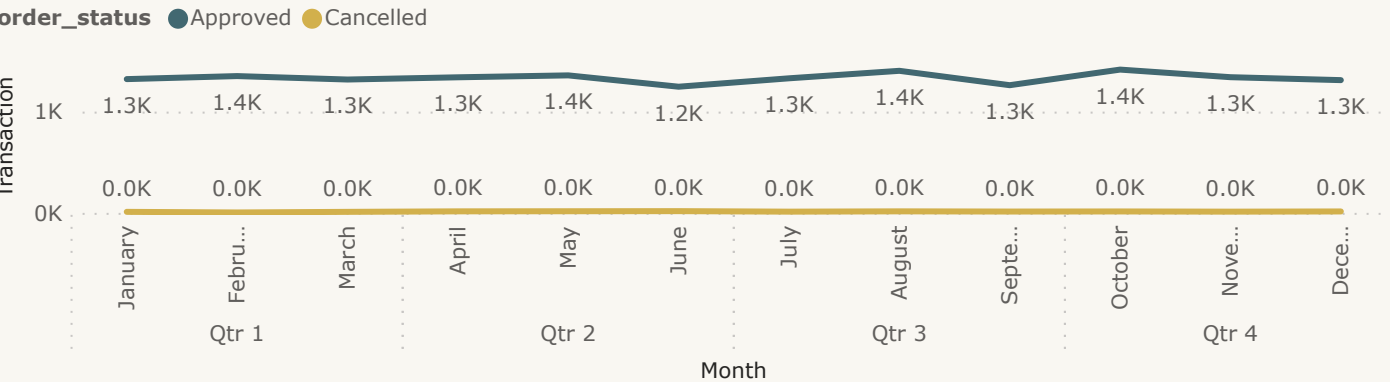| Quarter	Qtr 1		Qtr 2		Qtr 3		Qtr 4	
product_class	Transaction	% Transaction	Transaction	% Transaction	Transaction	% Transaction	Transaction	% Transac
Essential	581	14.48%	650	16.29%	586	14.53%	599	14.5
Luxury	619	15.42%	617	15.46%	644	15.97%	587	14.3
Premium	2813	70.10%	2724	68.25%	2803	69.50%	2920	71.1
Total	**4013**	**100.00%**	**3991**	**100.00%**	**4033**	**100.00%**	**4106**	**100.0**

Transaction by Product Class
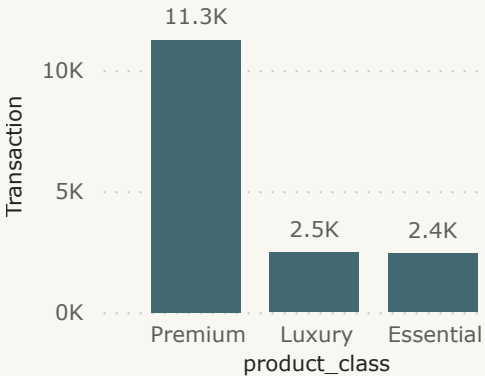
Transaction by Product Class
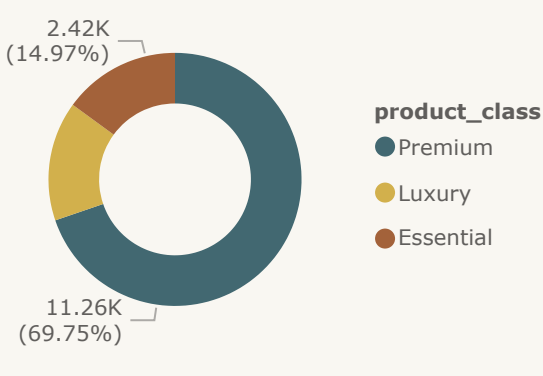
Transaction by Product Class over time
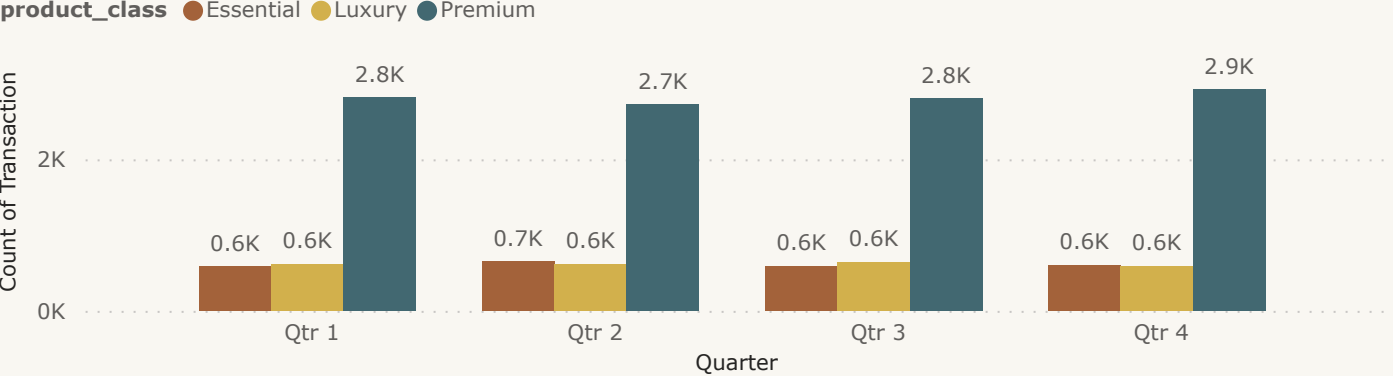
Transaction by Product Class
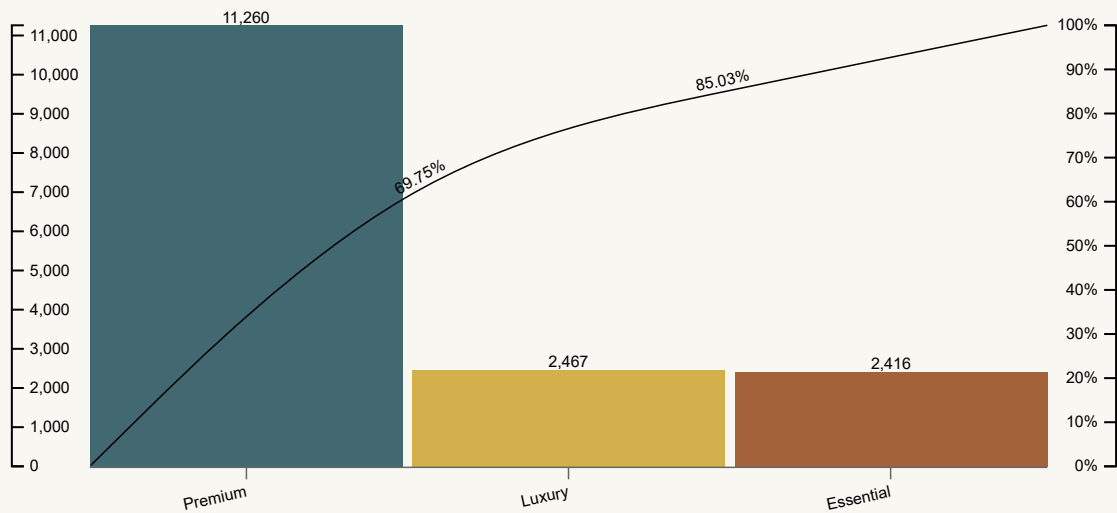
Transaction by Product Class over time
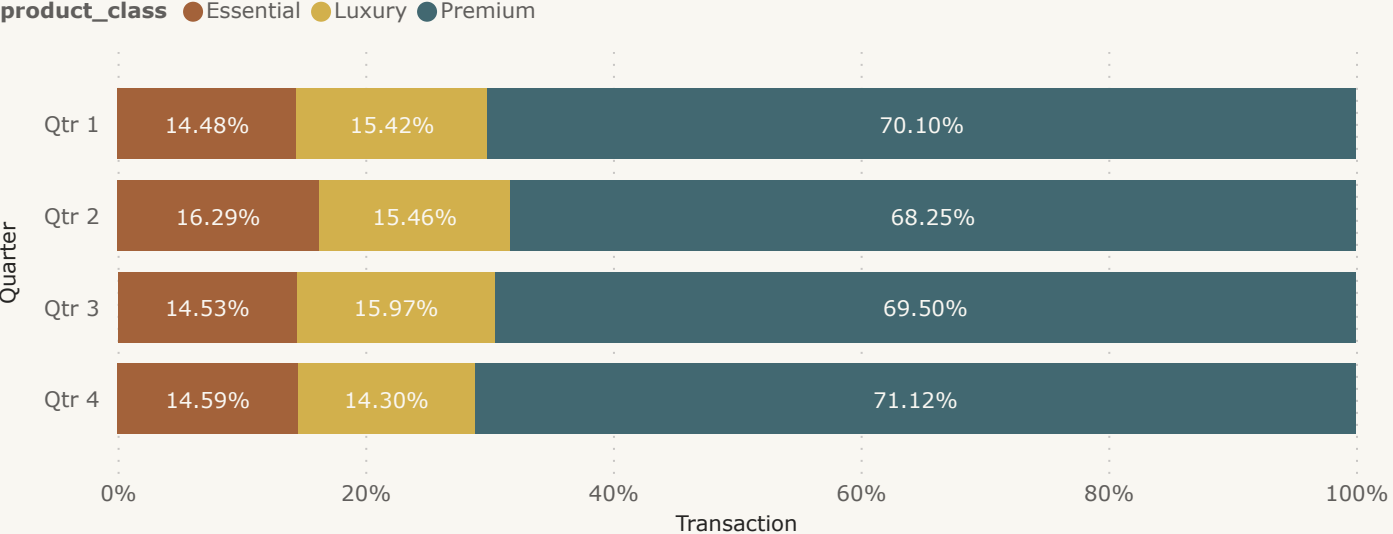
PRODUCT LINE ANALYST

Transaction by Product Line

product_line	Transaction	% Transaction
Mountain	353	2.19%
Road	3227	19.99%
Standard	11591	71.80%
Touring	972	6.02%
Total	**16143**	**100.00%**

Transaction by Product Line over time

	Qtr 1		Qtr 2		Qtr 3		Qtr 4	
product_line	Transaction	% Transaction	Transaction	% Transaction	Transaction	% Transaction	Transaction	% Transaction
Mountain	91	2.27%	102	2.56%	78	1.93%	82	2.0
Road	779	19.41%	800	20.05%	791	19.61%	857	20.8
Standard	2917	72.69%	2838	71.11%	2929	72.63%	2907	70.8
Touring	226	5.63%	251	6.29%	235	5.83%	260	6.
Total	**4013**	**100.00%**	**3991**	**100.00%**	**4033**	**100.00%**	**4106**	**100.0**

Transaction by Product Line

Transaction by Product Line

Transaction by Product Line over time

Transaction by Product Line
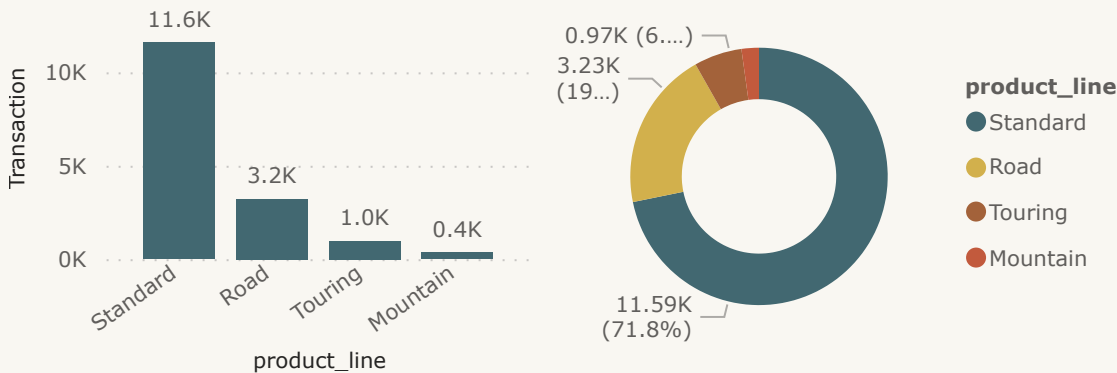
Transaction by Product Line over time
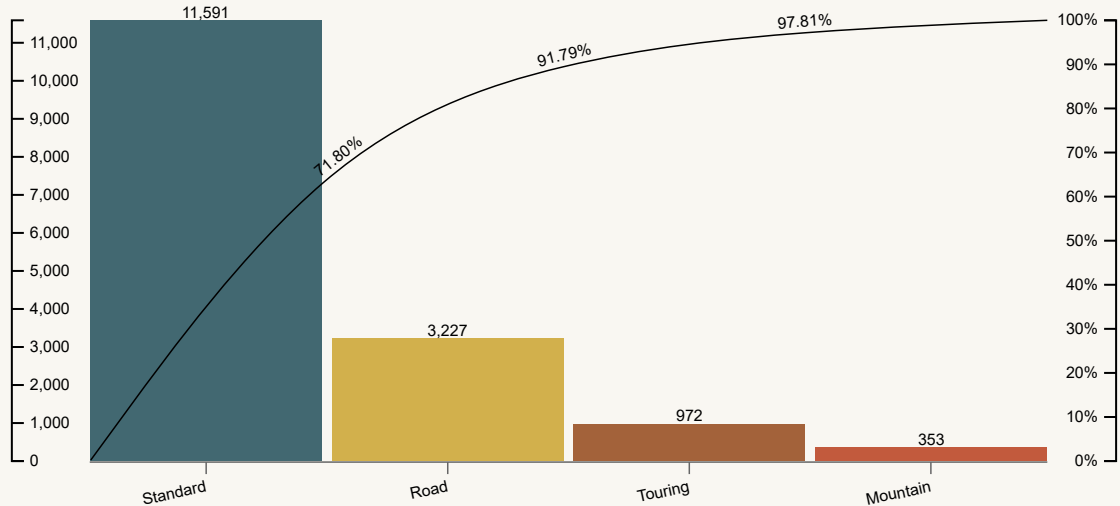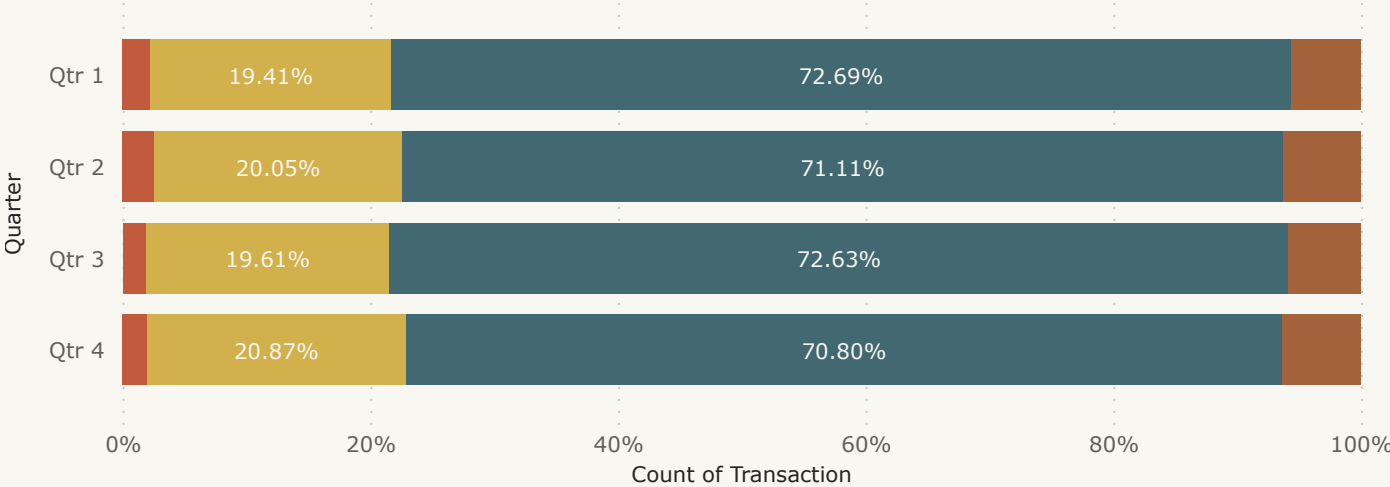
PRODUCT SIZE ANALYST

Transaction by Product Size

product_size	Transaction	% Transaction
large	3228	20.00%
medium	10570	65.48%
small	2345	14.53%
Total	**16143**	**100.00%**

Transaction by Product Size over time

Quarter product_size	Qtr 1 Transaction	% Transaction	Qtr 2 Transaction	% Transaction	Qtr 3 Transaction	% Transaction	Qtr 4 Transaction	% Transacti
large	801	19.96%	794	19.89%	795	19.71%	838	20.4:
medium	2618	65.24%	2612	65.45%	2653	65.78%	2687	65.4
small	594	14.80%	585	14.66%	585	14.51%	581	14.1
Total	**4013**	**100.00%**	**3991**	**100.00%**	**4033**	**100.00%**	**4106**	**100.0**

Transaction by Product Size

Transaction by Product Size
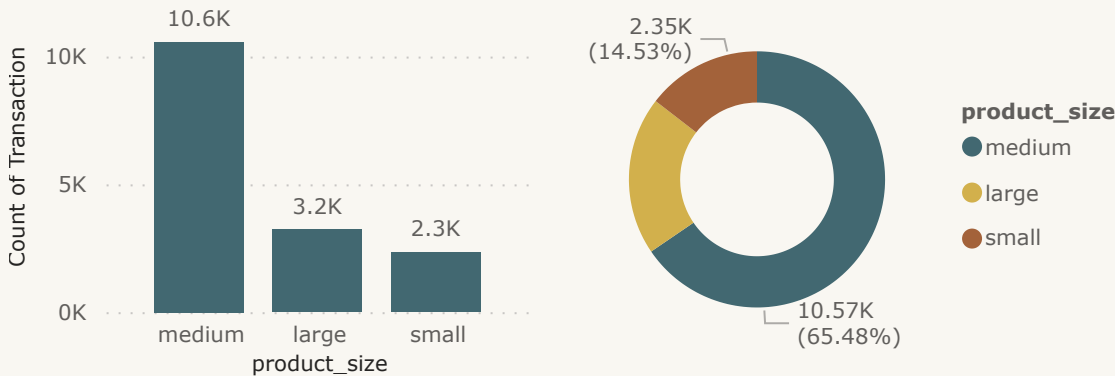
Transaction by Product Size over time
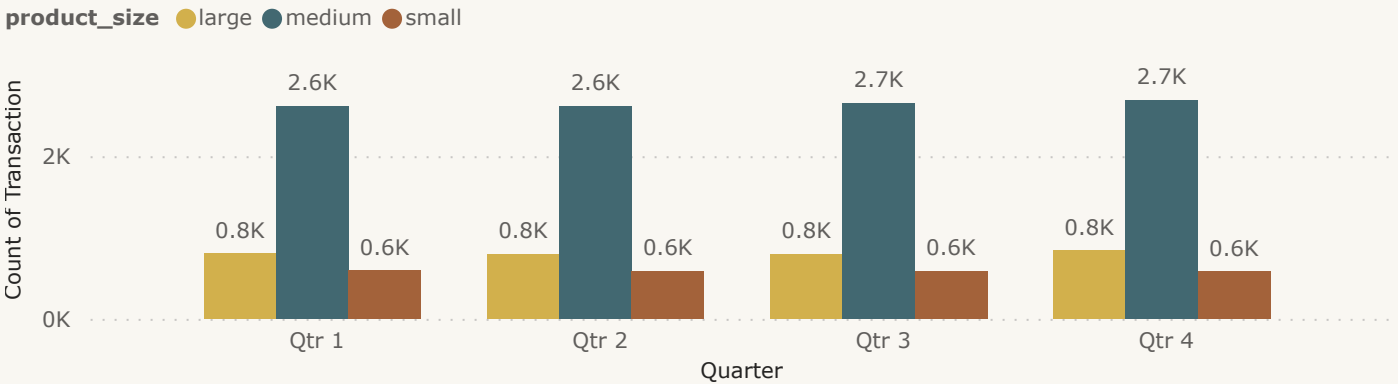
Transaction by Product Size

Transaction by Product Size over time
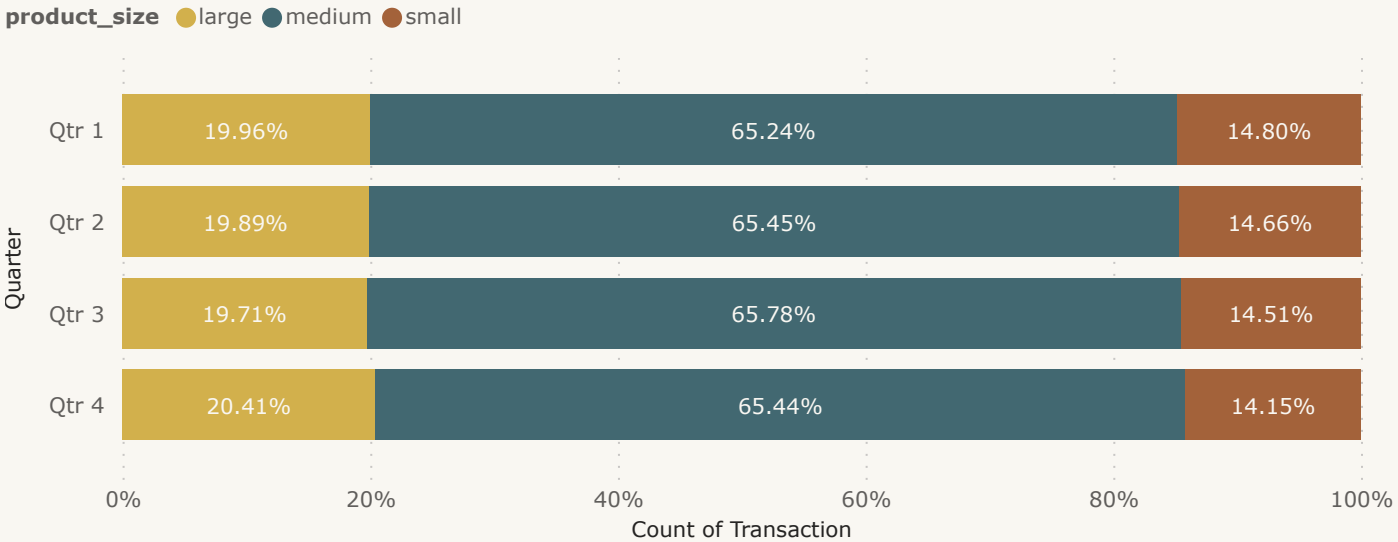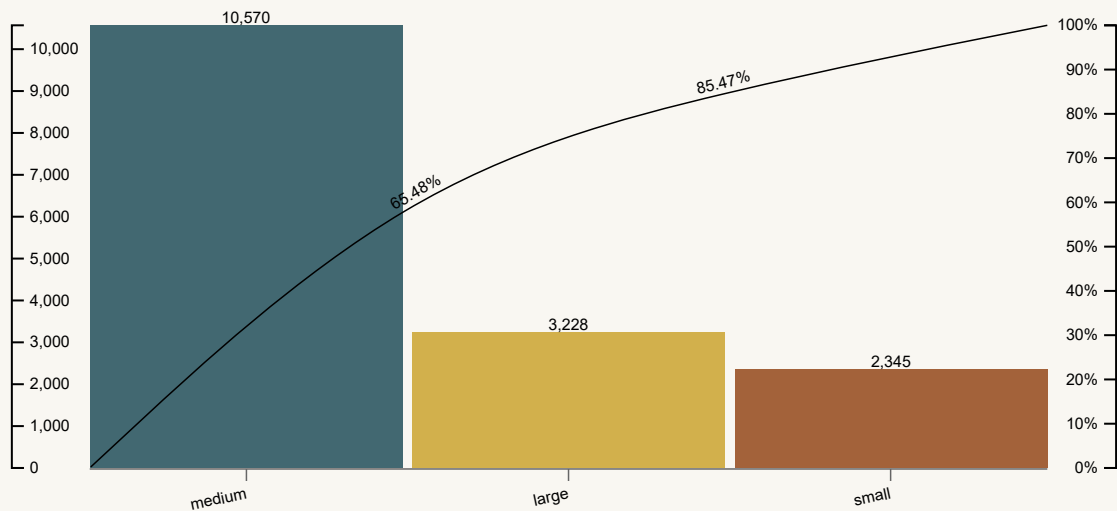
STATE ANALYST

Transaction by State

state	Transaction	% Transaction
NSW	8585	53.18%
QLD	3515	21.77%
VIC	4043	25.04%
Total	**16143**	**100.00%**

Transaction by State over time

Quarter	Qtr 1		Qtr 2		Qtr 3		Qtr 4	
state	Transaction	% Transaction	Transaction	% Transaction	Transaction	% Transaction	Transaction	% Transaction
NSW	2186	54.47%	2048	51.32%	2141	53.09%	2210	53.82%
QLD	844	21.03%	915	22.93%	857	21.25%	899	21.89%
VIC	983	24.50%	1028	25.76%	1035	25.66%	997	24.28%
Total	**4013**	**100.00%**	**3991**	**100.00%**	**4033**	**100.00%**	**4106**	**100.00%**

Transaction by State
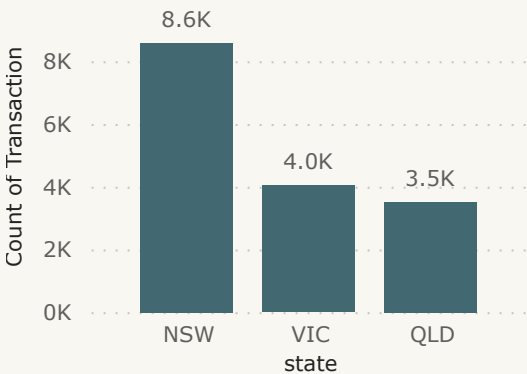
Transaction by State
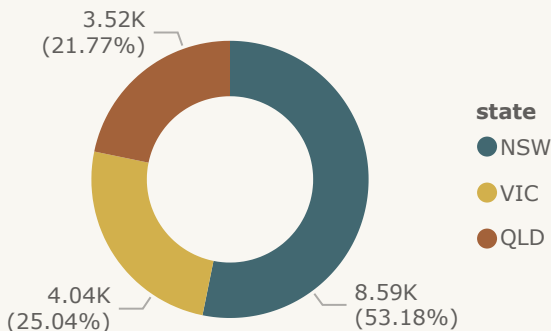
Transaction by State over time
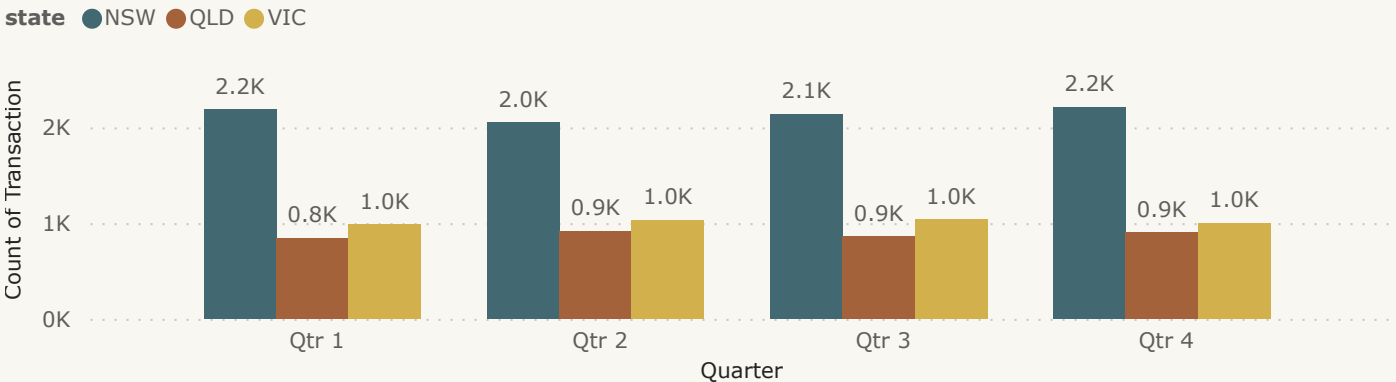
Transaction by State
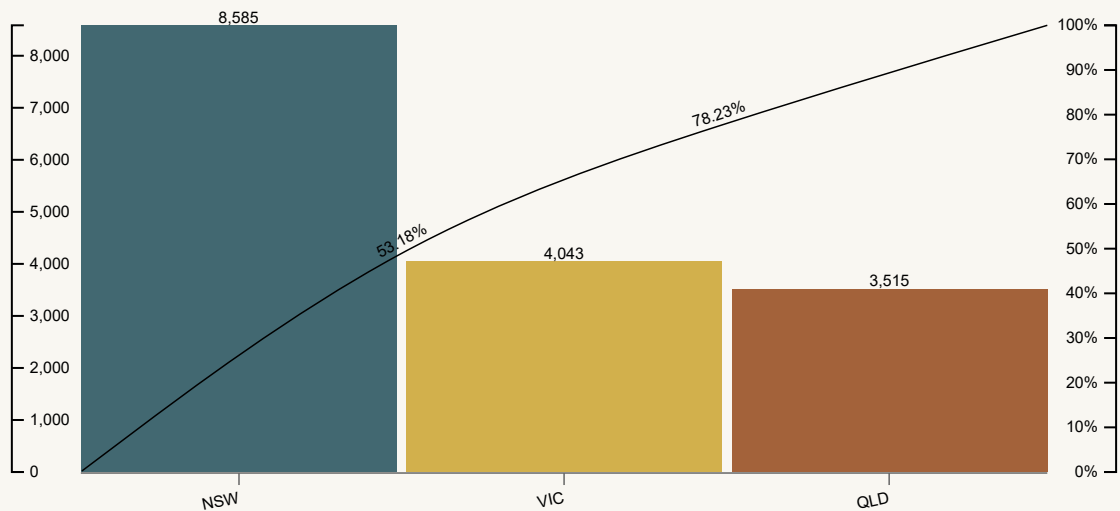
Transaction by State over time
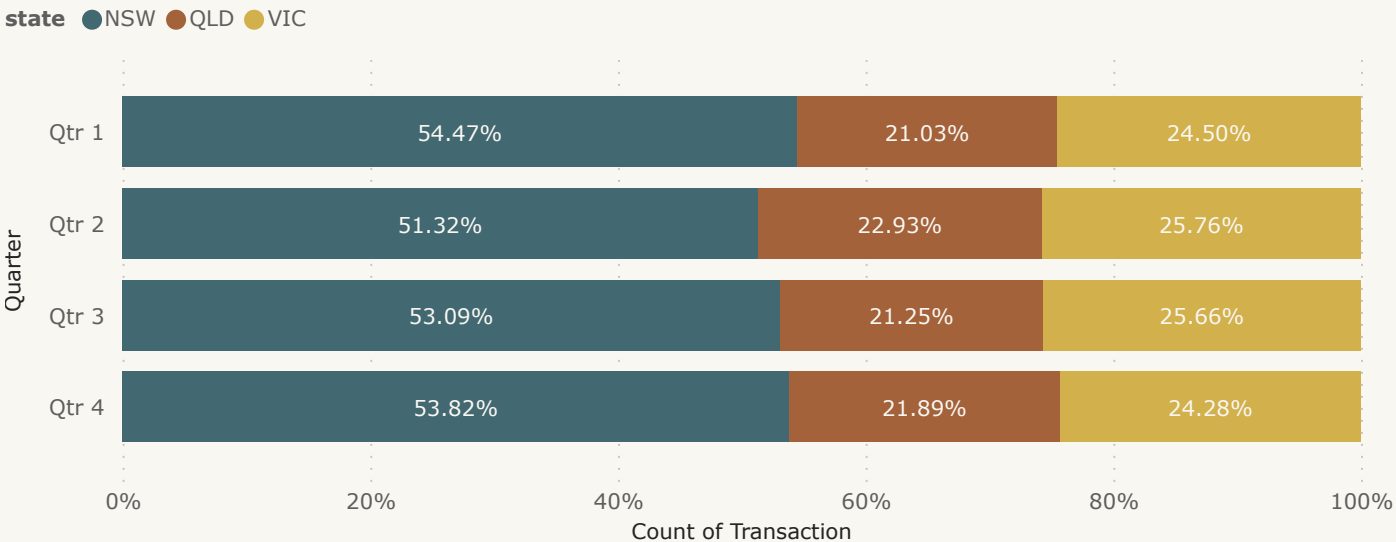
PROPERTY VALUATION ANALYST

Transaction by Property Valuation

property_valuation	Transaction	% Transaction
1	682	4.22%
2	578	3.58%
3	710	4.40%
4	900	5.58%
5	953	5.90%
Total	**16143**	**100.00%**

Transaction by Property Valuation over time

Quarter	Qtr 1		Qtr 2		Qtr 3		Qtr 4	
property_valuation	Transaction	% Transaction	Transaction	% Transaction	Transaction	% Transaction	Transaction	% T
1	170	4.24%	167	4.18%	157	3.89%	188	
2	133	3.31%	145	3.63%	148	3.67%	152	
3	181	4.51%	177	4.43%	171	4.24%	181	
4	236	5.88%	208	5.21%	214	5.31%	242	
Total	**4013**	**100.00%**	**3991**	**100.00%**	**4033**	**100.00%**	**4106**	

Transaction by Property Valuation
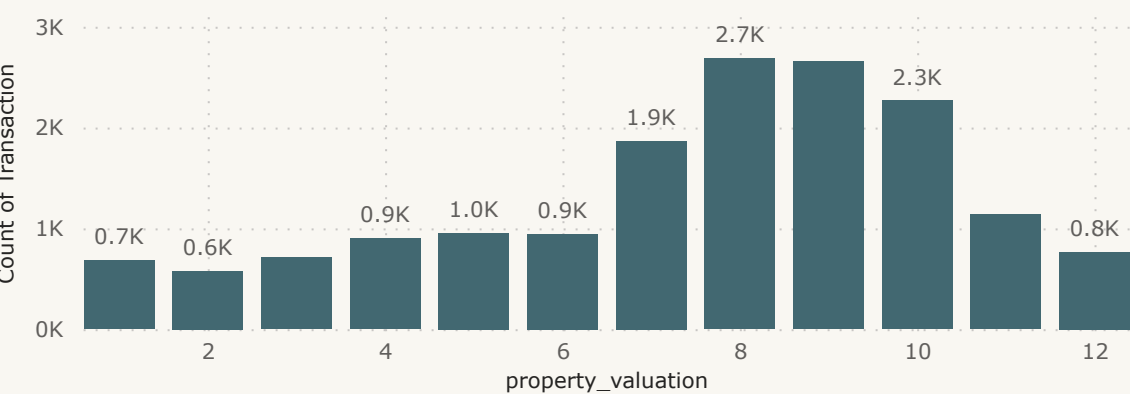
Transaction by Property Valuation over time
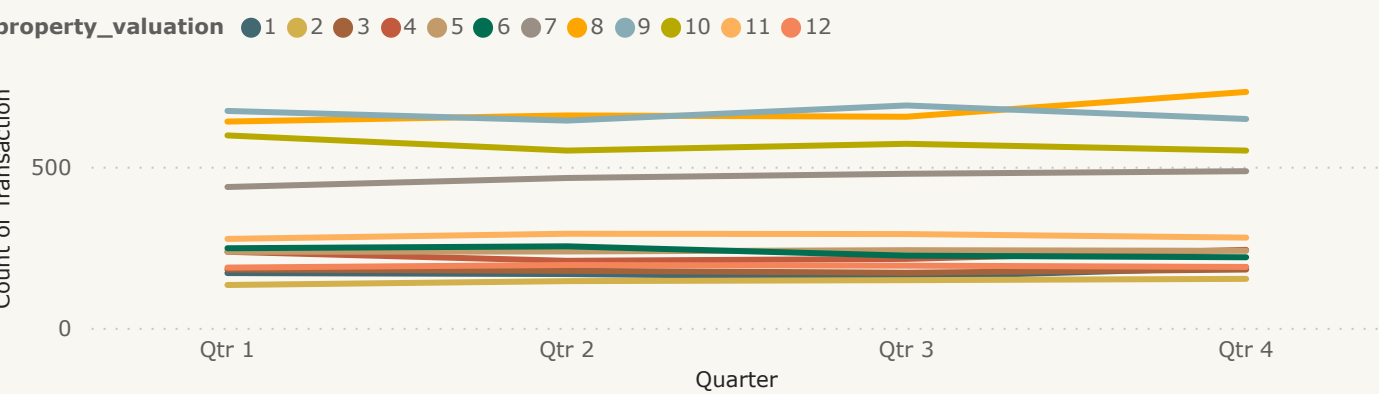
Transaction by Property Valuation
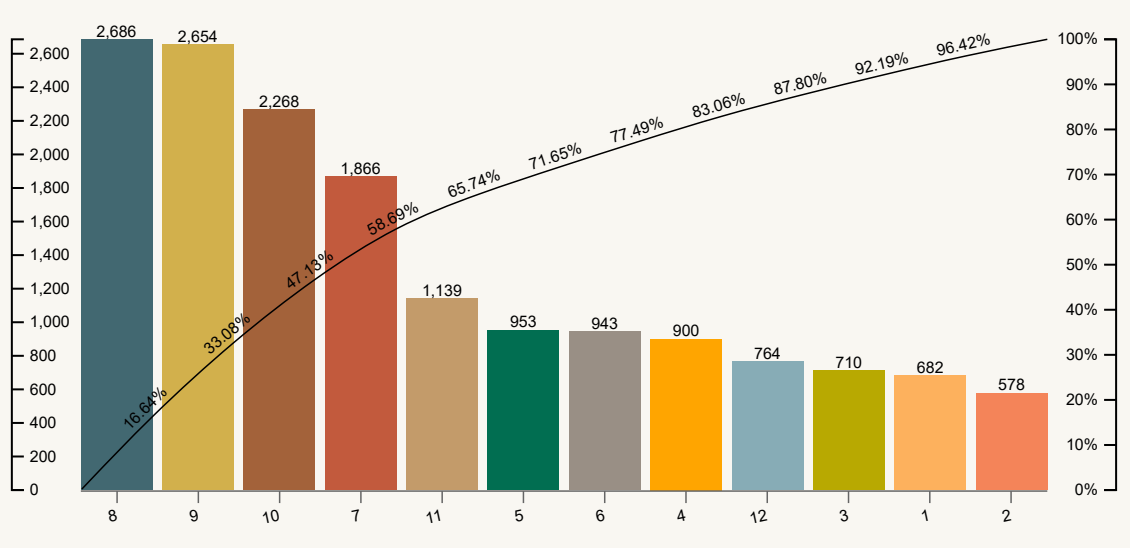
Transaction by Property Valuation over time
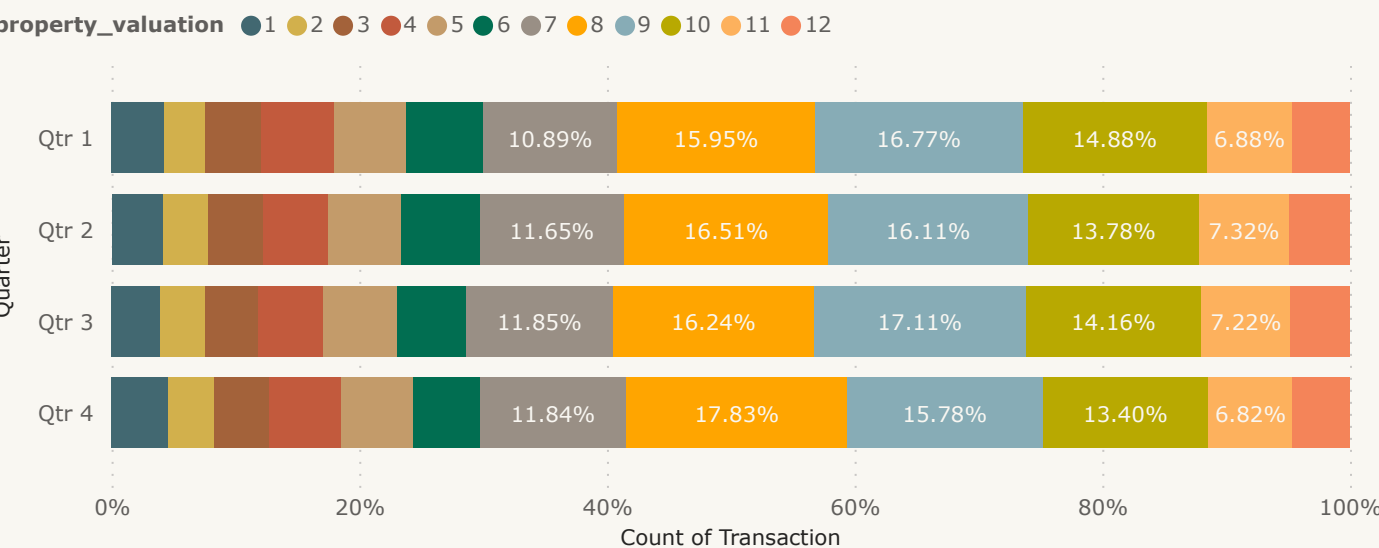
AGE ANALYST

Transaction by Age

Age (groups)	Transaction	% Transaction
20s	2283	14.14%
30s	2880	17.84%
40s	5191	32.16%
50s	3090	19.14%
60s	2560	15.86%
Total	**16143**	**100.00%**

Transaction by Age over time

Quarter	Qtr 1		Qtr 2		Qtr 3		Qtr 4	
Age (groups)	Transaction	% Transaction	Transaction	% Transaction	Transaction	% Transaction	Transaction	% Transa
20s	555	13.83%	562	14.08%	575	14.26%	591	14.
30s	720	17.94%	705	17.66%	706	17.51%	749	18.
40s	1305	32.52%	1286	32.22%	1291	32.01%	1309	31.
50s	762	18.99%	768	19.24%	779	19.32%	781	19.
Total	**4013**	**100.00%**	**3991**	**100.00%**	**4033**	**100.00%**	**4106**	**100.0**

Transaction by Age

Transaction by Age

Transaction by Age over time

Transaction by Age

Transaction by Age over time
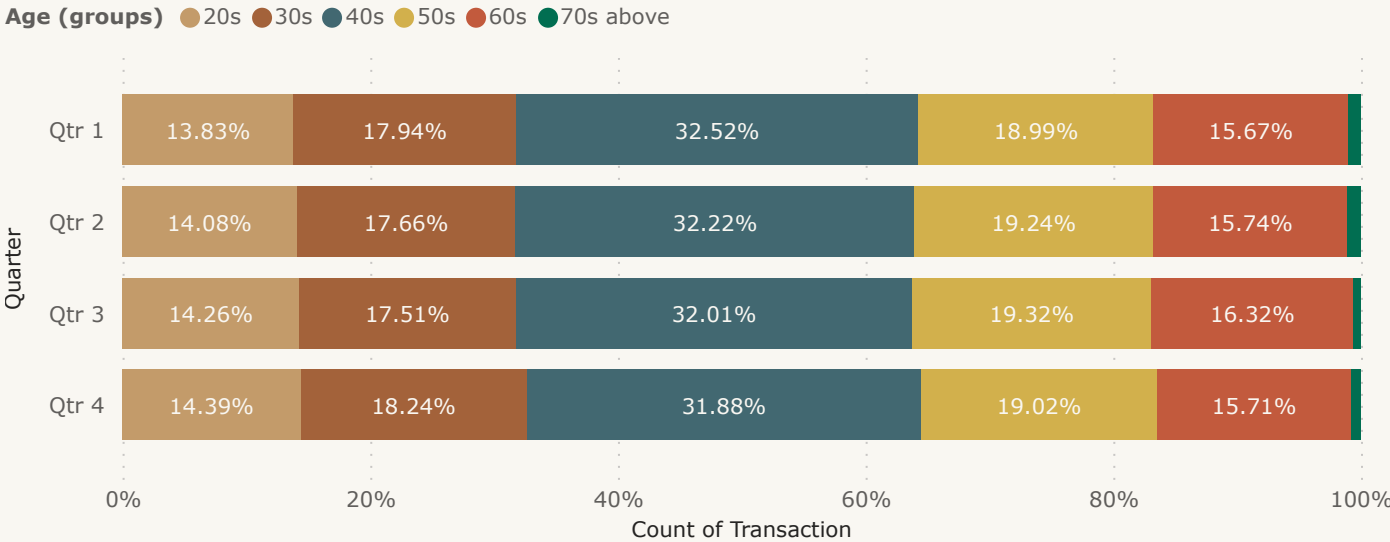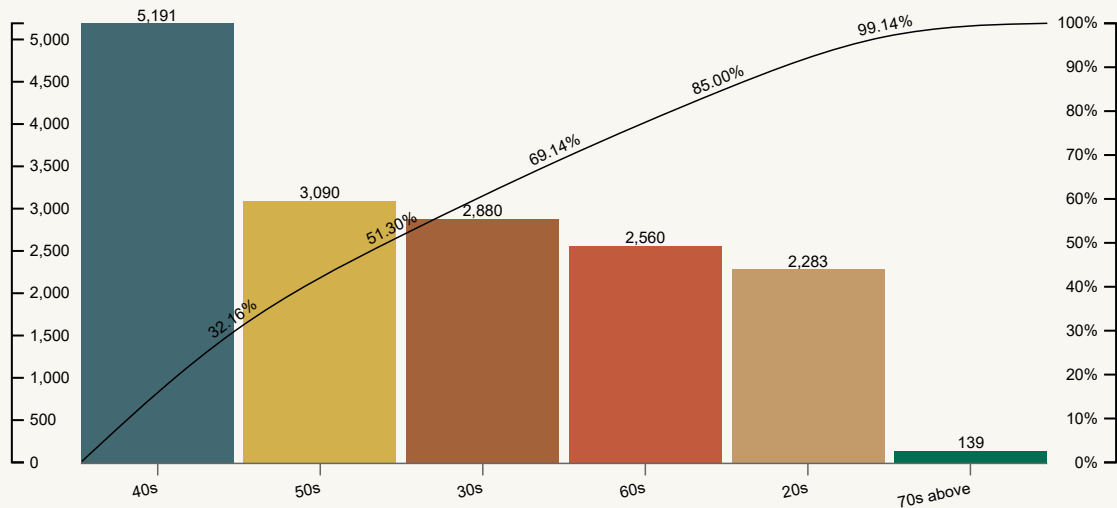
JOB INDUSTRY ANALYST

Transaction by Job Industry

job_industry_category	Transaction	% Transaction
Argiculture	566	3.51%
Entertainment	694	4.30%
Financial Services	3798	23.53%
Health	3048	18.88%
IT	699	4.33%
Total	**16143**	**100.00%**

Transaction by Job Industry over time

Quarter job_industry_category	Qtr 1 Transaction	% Transaction	Qtr 2 Transaction	% Transaction	Qtr 3 Transaction	% Transaction	Qtr 4 Transaction
Argiculture	139	3.46%	149	3.73%	149	3.69%	129
Entertainment	175	4.36%	190	4.76%	161	3.99%	168
Financial Services	920	22.93%	967	24.23%	934	23.16%	977
Health	760	18.94%	726	18.19%	762	18.89%	800
Total	**4013**	**100.00%**	**3991**	**100.00%**	**4033**	**100.00%**	**4106**

Transaction by Job Industry
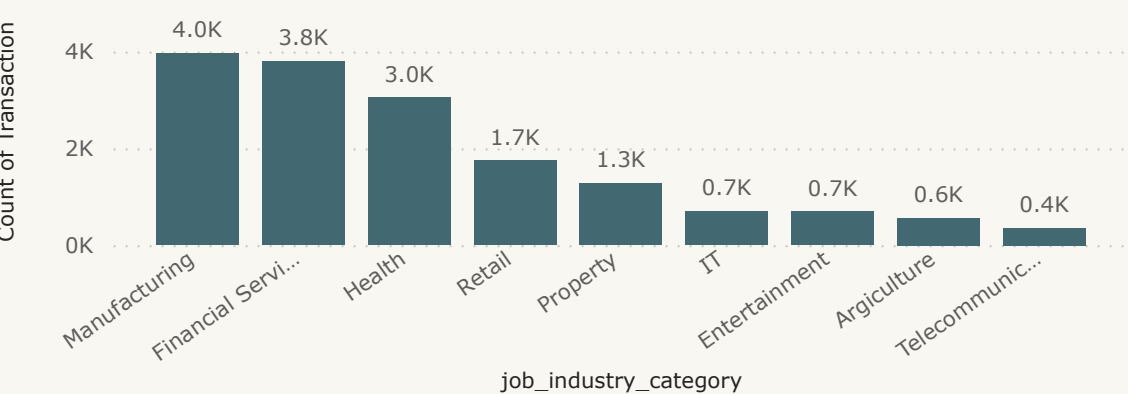
Transaction by Job Industry over time
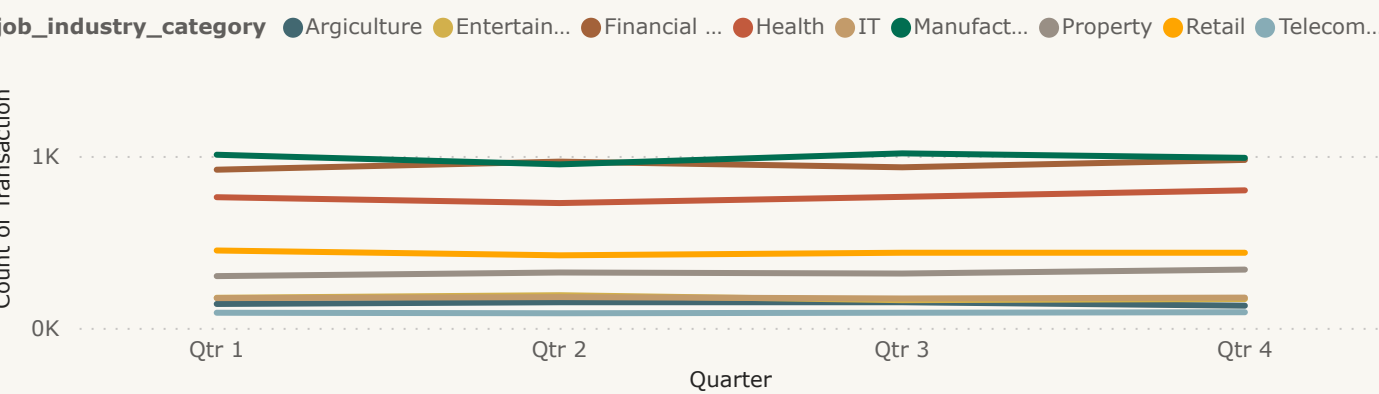
Transaction by Job Industry
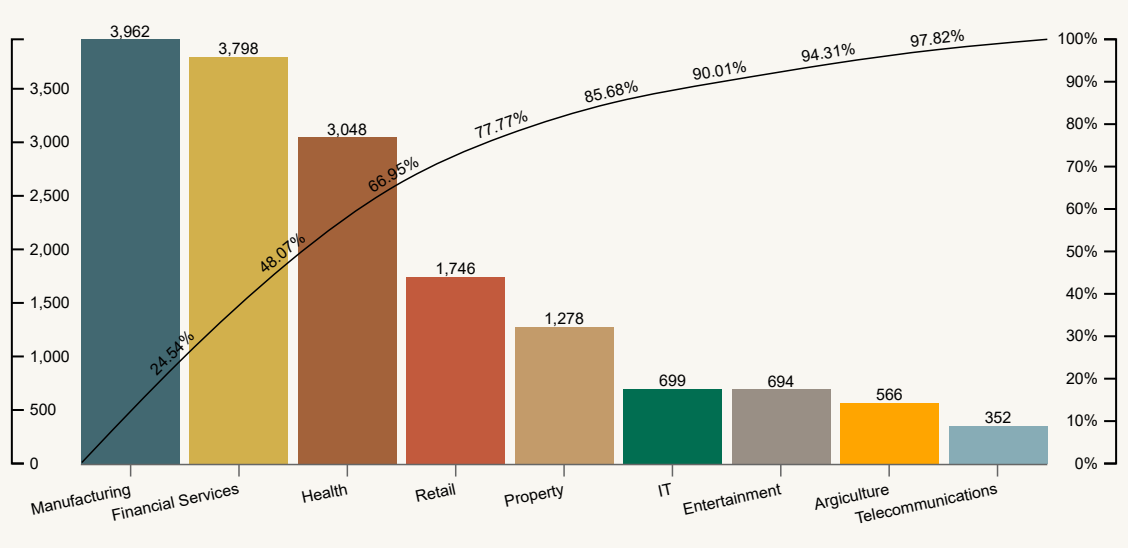
Transaction by Job Industry over time
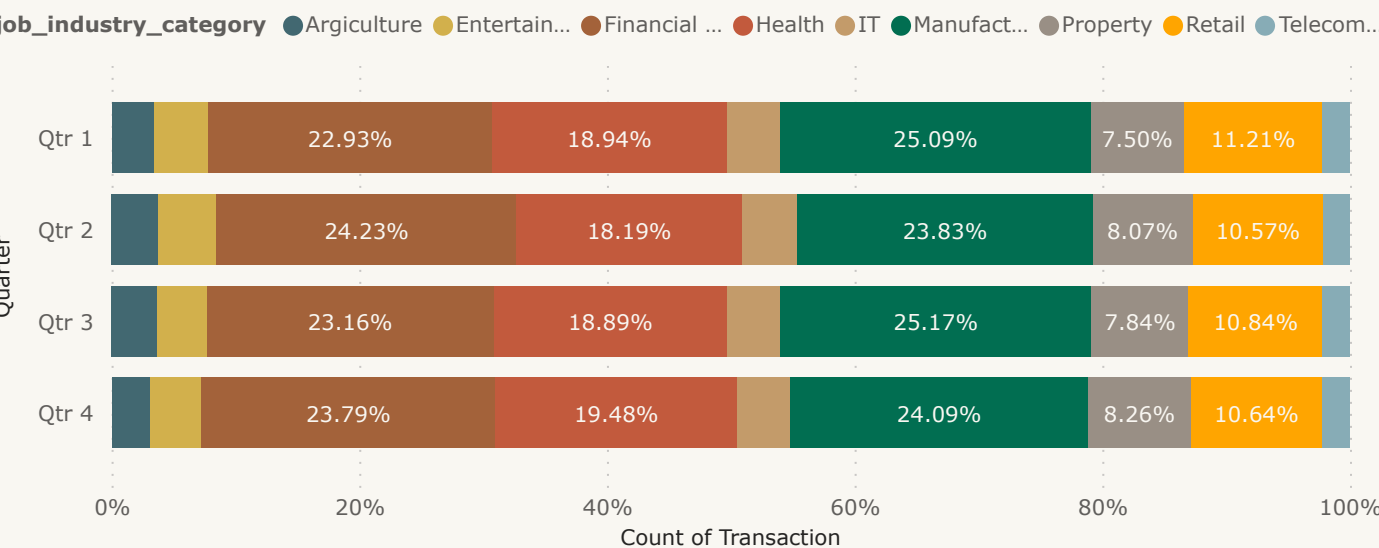
OWN CAR ANALYST

Transaction by Own Car

owns_car	Transaction	% Transaction
No	7985	49.46%
Yes	8158	50.54%
Total	**16143**	**100.00%**

Transaction by Own Car over time

Quarter owns_car	Qtr 1 Transaction	% Transaction	Qtr 2 Transaction	% Transaction	Qtr 3 Transaction	% Transaction	Qtr 4 Transaction	% Transaction
No	2026	50.49%	2005	50.24%	1963	48.67%	1991	48.49%
Yes	1987	49.51%	1986	49.76%	2070	51.33%	2115	51.51%
Total	**4013**	**100.00%**	**3991**	**100.00%**	**4033**	**100.00%**	**4106**	**100.00%**

Transaction by Own Car
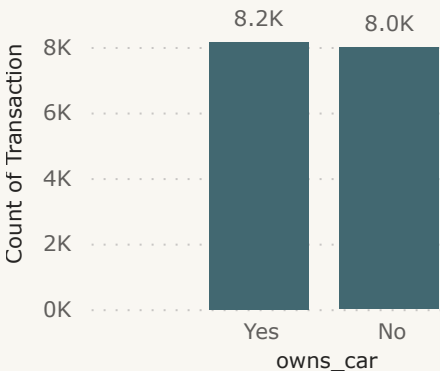
Transaction by Own Car
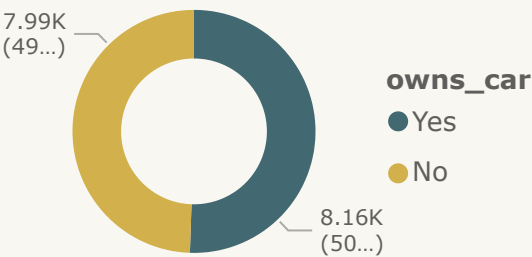
Transaction by Own Car over time
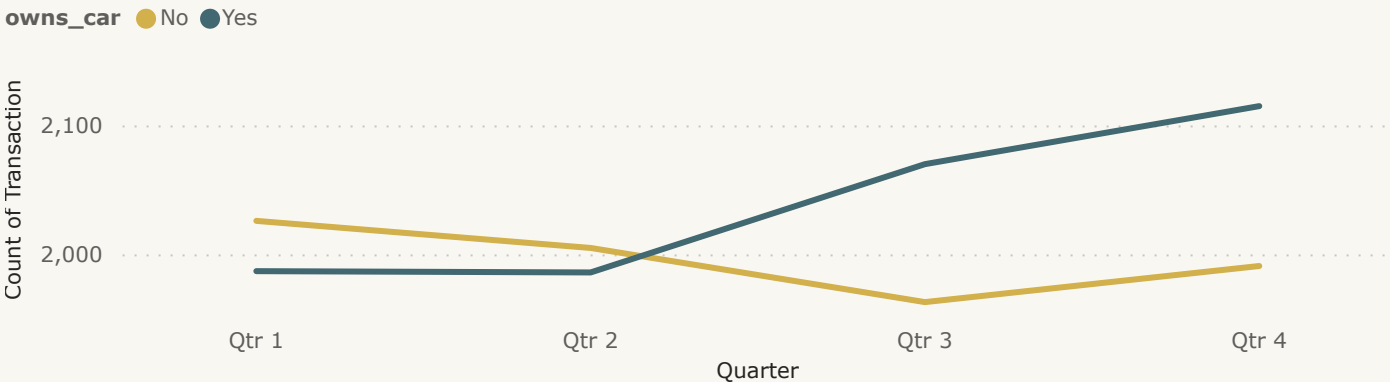
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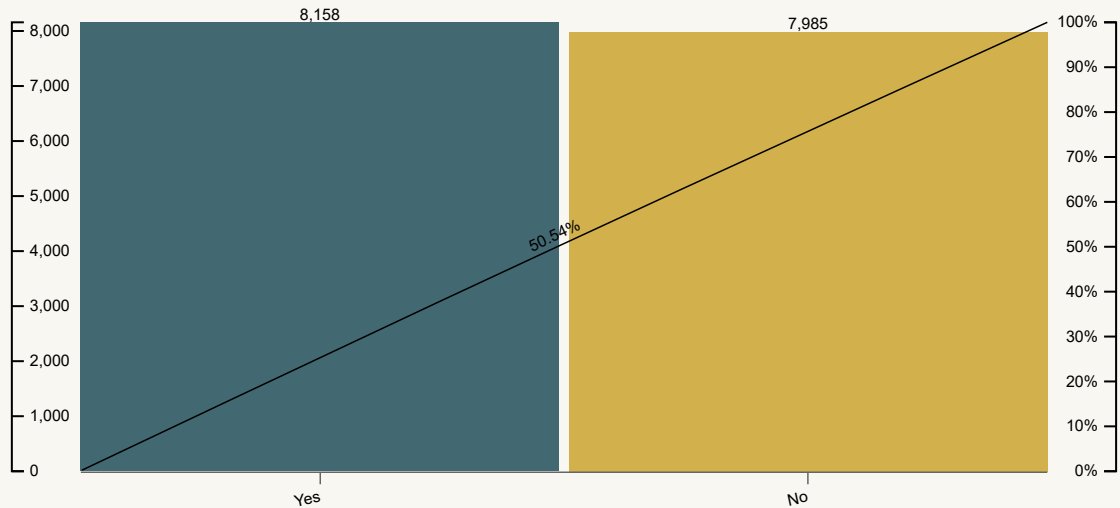
Transaction by Own Car over time
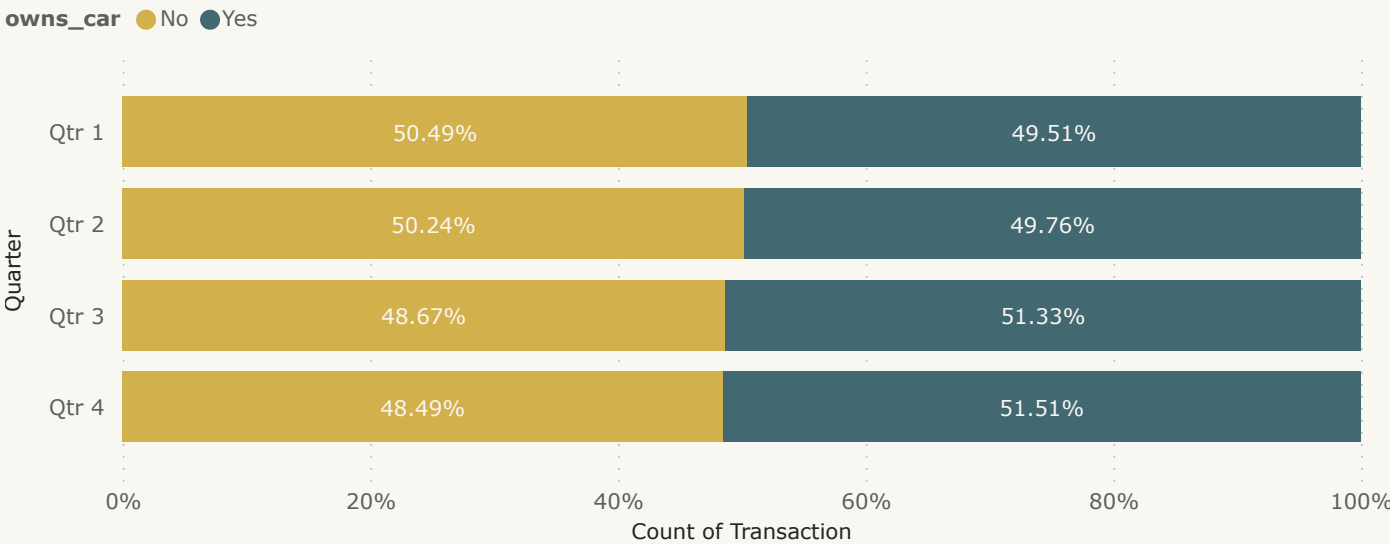
WEALTH SEGMENT ANALYST

Transaction by Wealth Segment

wealth_segment	Transaction	% Transaction
Affluent Customer	3961	24.54%
High Net Worth	4094	25.36%
Mass Customer	8088	50.10%
Total	**16143**	**100.00%**

Transaction by Wealth Segment over time

Quarter	Qtr 1		Qtr 2		Qtr 3		Qtr 4	
wealth_segment	Transaction	% Transaction	Transaction	% Transaction	Transaction	% Transaction	Transaction	% Tra
Affluent Customer	968	24.12%	1003	25.13%	987	24.47%	1003	
High Net Worth	1004	25.02%	1028	25.76%	999	24.77%	1063	
Mass Customer	2041	50.86%	1960	49.11%	2047	50.76%	2040	
Total	**4013**	**100.00%**	**3991**	**100.00%**	**4033**	**100.00%**	**4106**	**1(**

Transaction by Wealth Segment

Transaction by Wealth Segment

Transaction by Wealth Segment over time
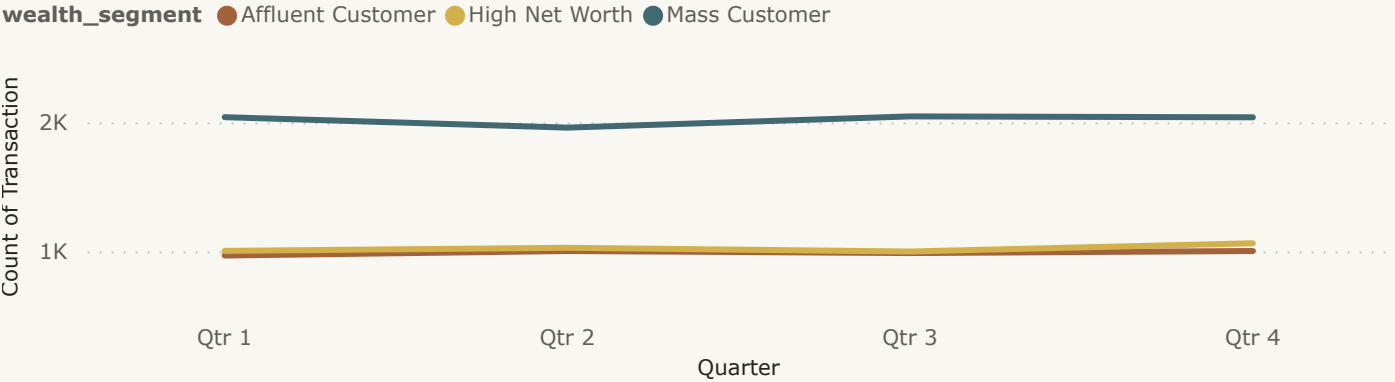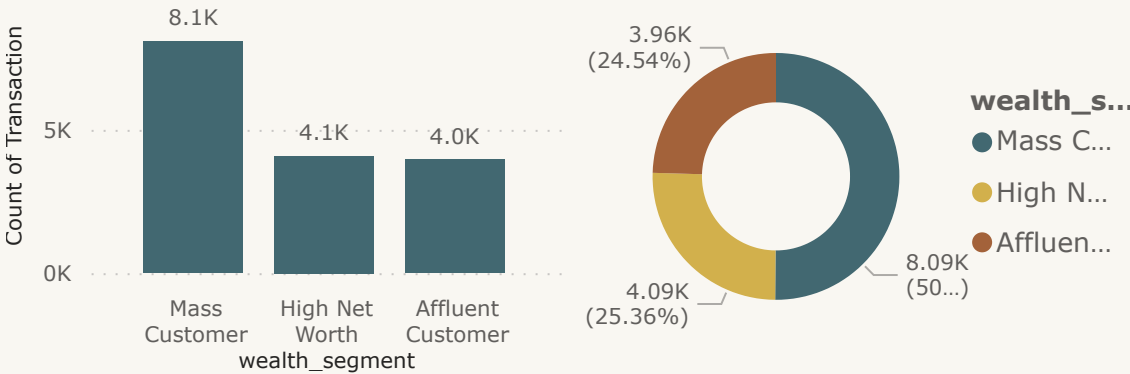
Transaction by Wealth Segment

Transaction by Wealth Segment over time
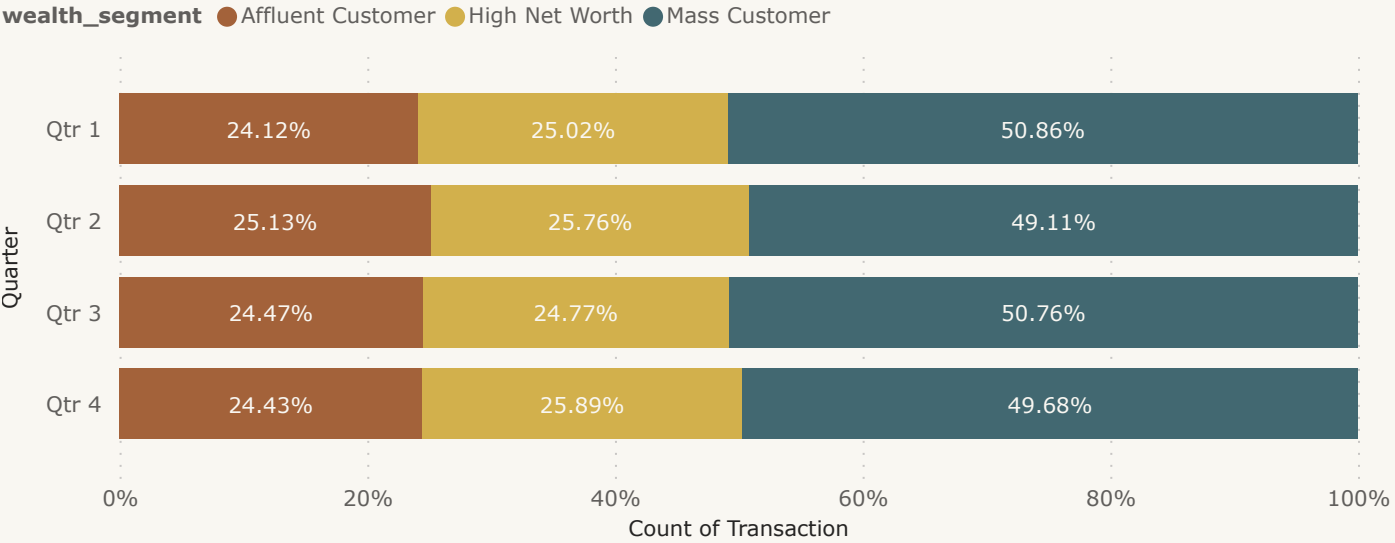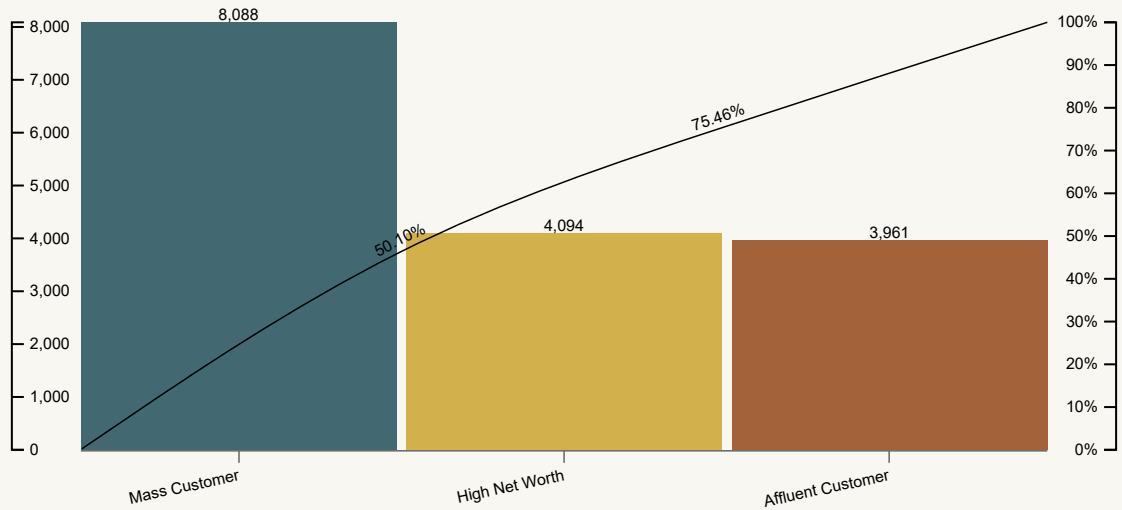
JOB INDUSTRY ANALYST

Transaction by Job Industry

tenure	Transaction	% Transaction
1	705	4.37%
2	620	3.84%
3	676	4.19%
4	746	4.62%
5	867	5.37%
Total	**16143**	**100.00%**

Transaction by Job Industry over time

Quarter	Qtr 1		Qtr 2		Qtr 3		Qtr 4	
tenure	Transaction	% Transaction	Transaction	% Transaction	Transaction	% Transaction	Transaction	% Transaction
1	177	4.41%	165	4.13%	170	4.22%	193	4.70%
2	160	3.99%	155	3.88%	155	3.84%	150	3.65%
3	181	4.51%	183	4.59%	145	3.60%	167	4.07%
4	160	3.99%	188	4.71%	203	5.03%	195	4.75%
Total	**4013**	**100.00%**	**3991**	**100.00%**	**4033**	**100.00%**	**4106**	**100.00%**
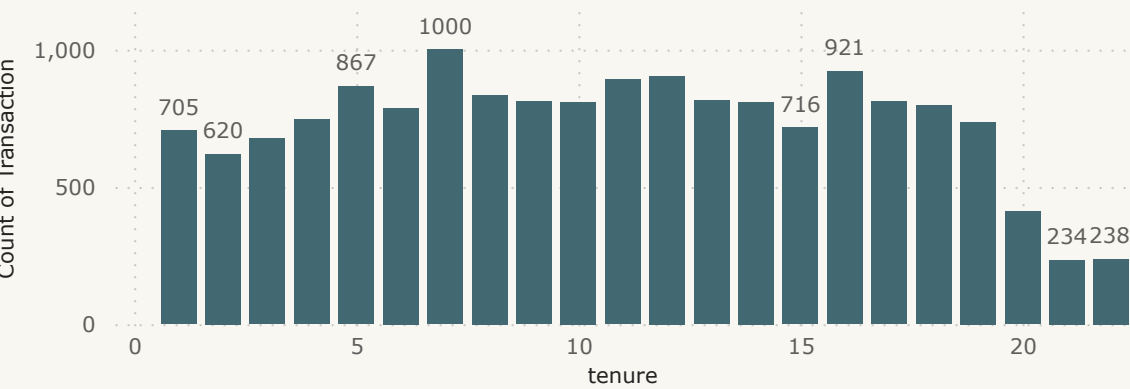
Transaction by Job Industry

Transaction by Job Industry over time

tenure ●1 ●2 ●3 ●4 ●5 ●6 ●7 ●8 ●9 ●10 ●11 ●12 ●13 ●14 ●15 ●16 ●17 ●18 ●19 ●20 ●21 ●22
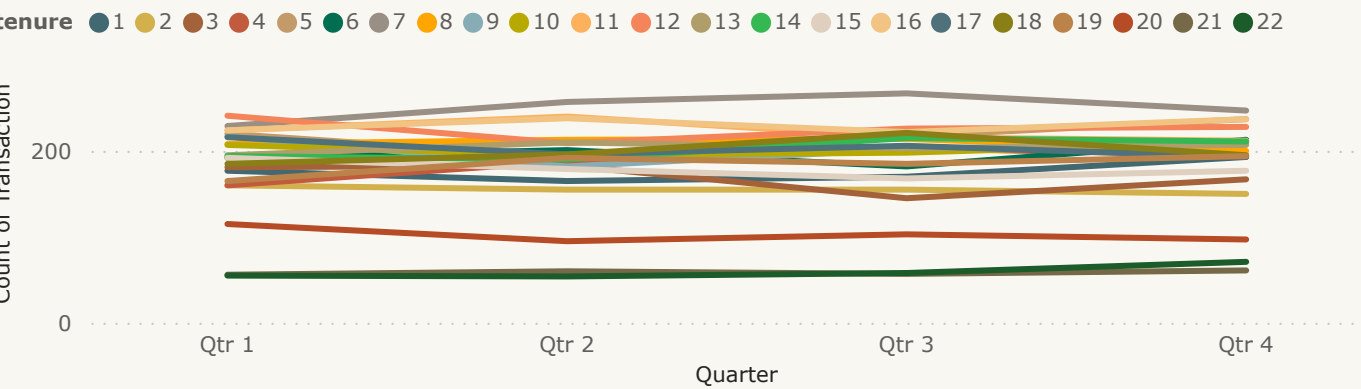
Transaction by Job Industry
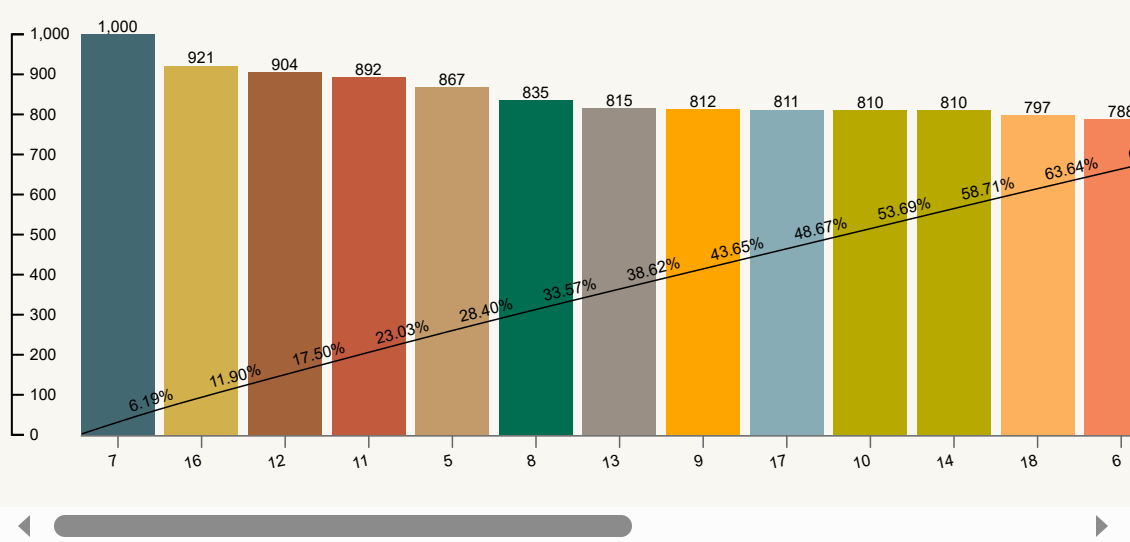
Transaction by Job Industry over time
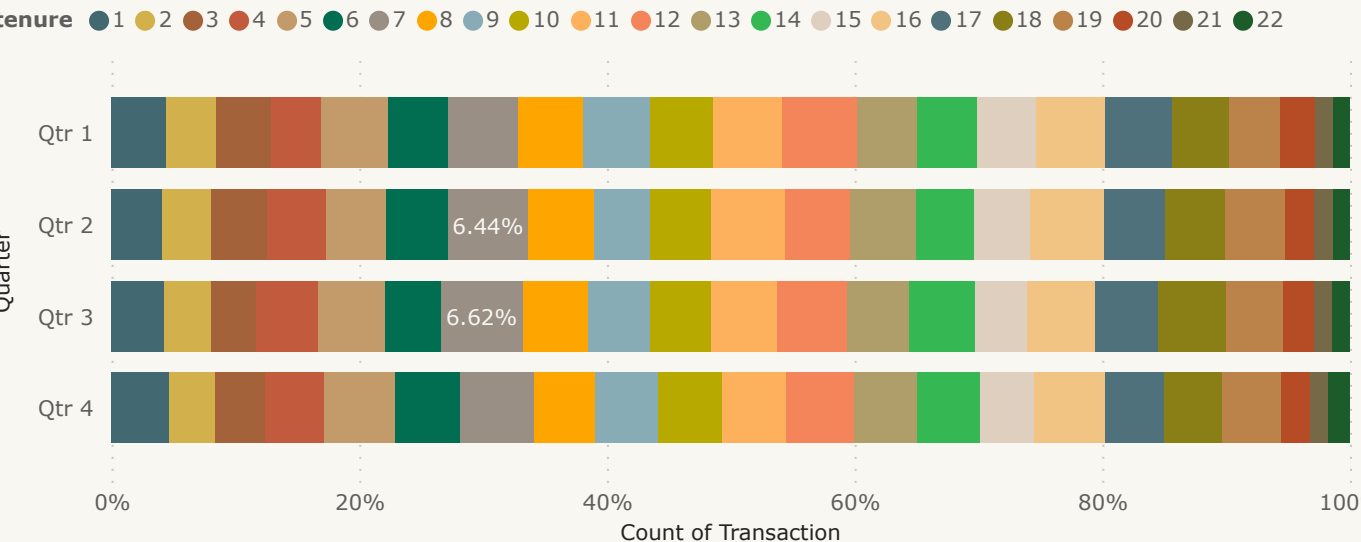
REVENUE BY AGE AND GENDER

Revenue by Age and Gender

Age (groups)	Female	Male	Total
20s	829,099.54	896,329.93	1,725,429.47
30s	1,016,467.15	1,081,950.30	2,098,417.45
40s	2,026,497.62	1,839,961.80	3,866,459.42
50s	1,208,544.74	1,202,597.49	2,411,142.23
60s	930,802.00	876,184.30	1,806,986.30
70s above	51,735.06	17,082.87	68,817.93
Total	6,063,146.11	5,914,106.69	11,977,252.80

Revenue by Age and Gender

Age (groups)	Female	Male	Total
20s	6.92%	7.48%	14.41%
30s	8.49%	9.03%	17.52%
40s	16.92%	15.36%	32.28%
50s	10.09%	10.04%	20.13%
60s	7.77%	7.32%	15.09%
70s above	0.43%	0.14%	0.57%
Total	50.62%	49.38%	100.00%

Revenue by Age and Gender

Age (groups)	Female	Male	Total
20s	13.67%	15.16%	14.41%
30s	16.76%	18.29%	17.52%
40s	33.42%	31.11%	32.28%
50s	19.93%	20.33%	20.13%
60s	15.35%	14.82%	15.09%
70s above	0.85%	0.29%	0.57%
Total	100.00%	100.00%	100.00%

Revenue by Age and Gender

Age (groups)	Female	Male	Total
20s	48.05%	51.95%	100.00%
30s	48.44%	51.56%	100.00%
40s	52.41%	47.59%	100.00%
50s	50.12%	49.88%	100.00%
60s	51.51%	48.49%	100.00%
70s above	75.18%	24.82%	100.00%
Total	50.62%	49.38%	100.00%

Revenue by Age and Gender

gender ● Female ● Male ● Unisex ● Count of Transaction

Revenue by Age and Gender

20s — Female 1.2M, Male 1.3M, Unisex
30s — Female 1.6M, Male 1.6M
40s — Female 2.9M, Male 2.8M, Unisex 0.0M
50s — Female 1.8M, Male 1.7M

Revenue by Age and Gender

40s — Female 2.94M, Male 2.77M
50s — Female 1.80M, Male 1.68M
30s — Male 1.64M, Female 1.5...
60s — Male 1.43M, Female 1....
20s — Male 1.29M, Female 1....

Revenue by Age and Gender

gender ● Female ● Male ● Unisex

	40s	50s	30s	60s	20s	70s above
Male	48.41%	48.35%	51.33%	50.86%	51.05%	35.59%
Female	51.37%	51.65%	48.67%	49.14%	48.95%	64.41%

REVENUE BY AGE AND TOP 3 JOB INDUSTRIES

Revenue by Age and Job Industry

Age (groups)	Financial Services	Health	Manufacturing	Total
20s	697,808.96	438,627.76	588,992.75	1,725,429.
30s	901,528.10	520,686.33	676,203.02	2,098,417.
40s	1,288,080.63	1,079,854.44	1,498,524.35	3,866,459.
50s	720,078.74	797,565.65	893,497.84	2,411,142.
60s	623,371.05	486,056.67	697,558.58	1,806,986.
70s above	3,056.22	35,870.85	29,890.86	68,817.
Total	**4,233,923.70**	**3,358,661.70**	**4,384,667.40**	**11,977,252.**

Revenue by Age and Job Industry

Age (groups)	Financial Services	Health	Manufacturing	Total
20s	5.83%	3.66%	4.92%	**14.41%**
30s	7.53%	4.35%	5.65%	**17.52%**
40s	10.75%	9.02%	12.51%	**32.28%**
50s	6.01%	6.66%	7.46%	**20.13%**
60s	5.20%	4.06%	5.82%	**15.09%**
70s above	0.03%	0.30%	0.25%	**0.57%**
Total	**35.35%**	**28.04%**	**36.61%**	**100.00%**

Revenue by Age and Job Industry

Age (groups)	Financial Services	Health	Manufacturing	Total
20s	16.48%	13.06%	13.43%	**14.41%**
30s	21.29%	15.50%	15.42%	**17.52%**
40s	30.42%	32.15%	34.18%	**32.28%**
50s	17.01%	23.75%	20.38%	**20.13%**
60s	14.72%	14.47%	15.91%	**15.09%**
70s above	0.07%	1.07%	0.68%	**0.57%**
Total	**100.00%**	**100.00%**	**100.00%**	**100.00%**

Revenue by Age and Job Industry

Age (groups)	Financial Services	Health	Manufacturing	Total
20s	40.44%	25.42%	34.14%	**100.00%**
30s	42.96%	24.81%	32.22%	**100.00%**
40s	33.31%	27.93%	38.76%	**100.00%**
50s	29.86%	33.08%	37.06%	**100.00%**
60s	34.50%	26.90%	38.60%	**100.00%**
70s above	4.44%	52.12%	43.43%	**100.00%**
Total	**35.35%**	**28.04%**	**36.61%**	**100.00%**

Revenue by Age and Job Industry

job_industry... ● Financial Ser— ● Health ● Manufactu... ▶

40s 1.50M / 1.29M / 1.08M
50s 0.72M
30s 0.90M
60s 0.62M / 0.49M
20s 0.59M
70s above 0.00M

Revenue by Age and Job Industry

20s
- Financial Services 0.7M
- Health 0.4M
- Manufacturing 0.6M

30s
- Financial Services 0.9M
- Health 0.5M
- Manufacturing 0.7M

40s
- Financial Services 1.3M
- Health 1.1M
- Manufacturing 1.5M

50s
- Financial Services 0.7M
- Health 0.8M
- Manufacturing 0.9M

Revenue by Age and Job Industry

40s — Manufacturin... / Financial S... / Health 1.08M
50s — Manufacturing 0.8... / Health 0.80M / Finan...
30s — Financial S...
60s — Manufact... / Financial ... / Health 0....
20s — Financial Service... / Manufacturing 0.... / Man... / He... / He...

Revenue by Age and Job Industry

job_industry_cate... ● Financial Services ● Health ● Manufacturing

	40s	50s	30s	60s	20s	70s above
Manufacturing	38.76%	37.06%	32.22%	38.60%	34.14%	43.43%
Health	27.93%	33.08%	24.81%	26.90%	25.42%	52.12%
Financial Services	33.31%	29.86%	42.96%	34.50%	40.44%	

REVENUE BY AGE AND STATE

Revenue by Age and State

Age (groups)	NSW	QLD	VIC	Total
20s	871,070.84	401,583.93	452,774.70	1,725,429.47
30s	1,070,234.75	469,688.72	558,493.98	2,098,417.45
40s	2,174,896.85	859,277.24	832,285.33	3,866,459.42
50s	1,224,218.39	554,405.24	632,518.60	2,411,142.23
60s	935,370.02	295,467.00	576,149.28	1,806,986.30
70s above	36,481.29	3,525.57	28,811.07	68,817.93
Total	6,312,272.14	2,583,947.70	3,081,032.96	11,977,252.80

Revenue by Age and State

Age (groups)	NSW	QLD	VIC	Total
20s	7.27%	3.35%	3.78%	14.41%
30s	8.94%	3.92%	4.66%	17.52%
40s	18.16%	7.17%	6.95%	32.28%
50s	10.22%	4.63%	5.28%	20.13%
60s	7.81%	2.47%	4.81%	15.09%
70s above	0.30%	0.03%	0.24%	0.57%
Total	52.70%	21.57%	25.72%	100.00%

Revenue by Age and State

Age (groups)	NSW	QLD	VIC	Total
20s	13.80%	15.54%	14.70%	14.41%
30s	16.95%	18.18%	18.13%	17.52%
40s	34.46%	33.25%	27.01%	32.28%
50s	19.39%	21.46%	20.53%	20.13%
60s	14.82%	11.43%	18.70%	15.09%
70s above	0.58%	0.14%	0.94%	0.57%
Total	100.00%	100.00%	100.00%	100.00%

Revenue by Age and State

Age (groups)	NSW	QLD	VIC	Total
20s	50.48%	23.27%	26.24%	100.00%
30s	51.00%	22.38%	26.62%	100.00%
40s	56.25%	22.22%	21.53%	100.00%
50s	50.77%	22.99%	26.23%	100.00%
60s	51.76%	16.35%	31.88%	100.00%
70s above	53.01%	5.12%	41.87%	100.00%
Total	52.70%	21.57%	25.72%	100.00%

Revenue by Age and State

state: ● NSW ● QLD ● VIC ● Count of Transaction

Revenue by Age and State

	20s	30s
NSW	0.9M	1.1M
QLD	0.4M	0.5M
VIC	0.5M	0.6M

	40s	50s
NSW	2.2M	1.2M
QLD	0.9M	0.6M
VIC	0.8M	0.6M

Revenue by Age and State

40s — NSW 2.17M — VIC 0.83M — QLD ...
50s — NSW 1.22M — VIC 0.63M — QL...
30s — NSW 1.07M — VIC ... — QL... — 20s — NSW 0.87M — VIC ... — QL...
60s — NSW 0.9... — VIC 0.58M — QLD 0.30M

Revenue by Age and State

state: ● NSW ● QLD ● VIC

	40s	50s	30s	60s	20s	70s above
VIC	21.53%	26.23%	26.62%	31.88%	26.24%	41.87%
QLD	22.22%	22.99%	22.38%	16.35%	23.27%	
NSW	56.25%	50.77%	51.00%	51.76%	50.48%	53.01%

REVENUE BY TENURE AND TOP 3 JOB INDUSTRIES

Revenue by Tenure and Job Industry

tenure	Financial Services	Health	Manufacturing	Total
1	210,893.69	137,195.77	192,231.36	540,320.82
2	187,426.31	124,926.93	167,407.75	479,760.99
3	225,333.72	116,577.64	188,502.90	530,414.26
4	254,164.08	170,363.22	143,406.10	567,933.40
5	187,071.98	190,467.55	248,567.03	626,106.56
6	241,370.39	158,045.39	262,559.63	661,975.41
Total	**4,233,923.70**	**3,358,661.70**	**4,384,667.40**	**11,977,252.80**

Revenue by Tenure and Job Industry

tenure	Financial Services	Health	Manufacturing	Total
1	1.76%	1.15%	1.60%	**4.51%**
2	1.56%	1.04%	1.40%	**4.01%**
3	1.88%	0.97%	1.57%	**4.43%**
4	2.12%	1.42%	1.20%	**4.74%**
5	1.56%	1.59%	2.08%	**5.23%**
6	2.02%	1.32%	2.19%	**5.53%**
Total	**35.35%**	**28.04%**	**36.61%**	**100.00%**

Revenue by Tenure and Job Industry

tenure	Financial Services	Health	Manufacturing	Total
1	4.98%	4.08%	4.38%	**4.51%**
2	4.43%	3.72%	3.82%	**4.01%**
3	5.32%	3.47%	4.30%	**4.43%**
4	6.00%	5.07%	3.27%	**4.74%**
5	4.42%	5.67%	5.67%	**5.23%**
6	5.70%	4.71%	5.99%	**5.53%**
Total	**100.00%**	**100.00%**	**100.00%**	**100.00%**

Revenue by Tenure and Job Industry

tenure	Financial Services	Health	Manufacturing	Total
1	39.03%	25.39%	35.58%	**100.00%**
2	39.07%	26.04%	34.89%	**100.00%**
3	42.48%	21.98%	35.54%	**100.00%**
4	44.75%	30.00%	25.25%	**100.00%**
5	29.88%	30.42%	39.70%	**100.00%**
6	36.46%	23.87%	39.66%	**100.00%**
Total	**35.35%**	**28.04%**	**36.61%**	**100.00%**

Revenue by Tenure and Job Industry

Revenue by Tenure and Job Industry

REVENUE BY AGE AND WEALTH SEGMENT

Revenue by Age and Wealth Segment

Age (groups)	Affluent Customer	High Net Worth	Mass Customer	Total
20s	717,524.30	542,007.89	1,268,336.85	2,527,869
30s	764,142.67	892,123.16	1,532,748.69	3,189,014
40s	1,309,489.80	1,518,988.75	2,895,608.33	5,724,086
50s	883,307.14	853,743.07	1,744,804.42	3,481,854
60s	686,912.82	680,242.40	1,437,196.14	2,804,351
70s above	48,802.96	30,320.08	77,084.20	156,207
Total	**4,410,179.69**	**4,517,425.35**	**8,955,778.63**	**17,883,383**

Revenue by Age and Wealth Segment

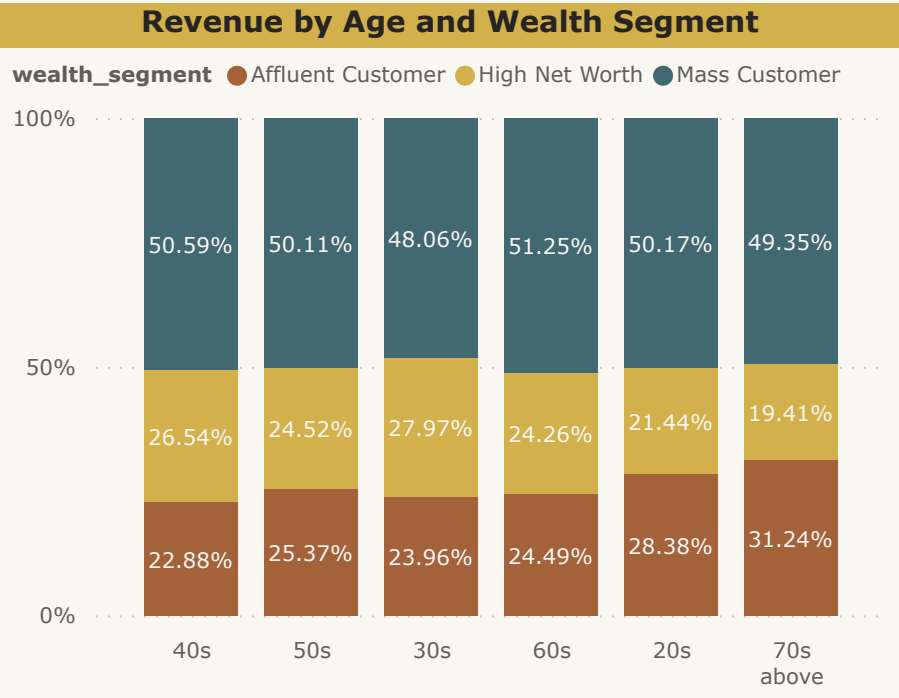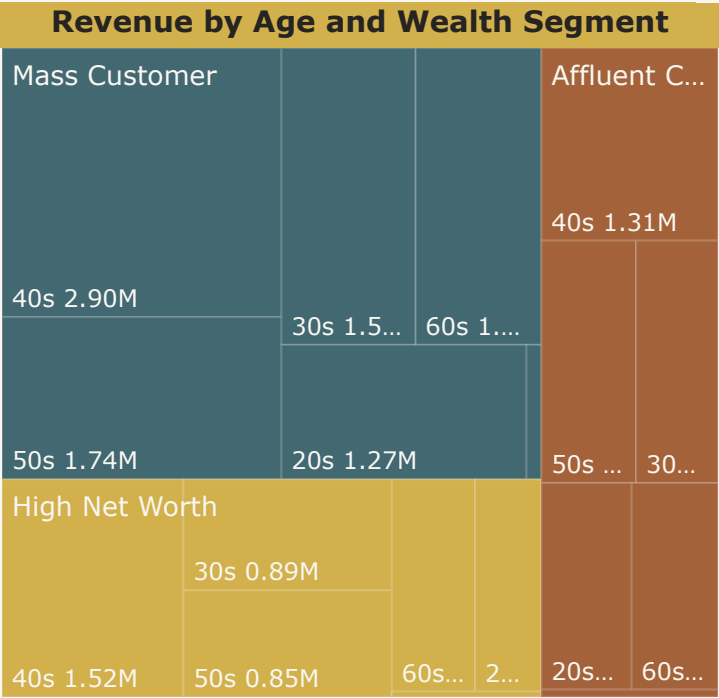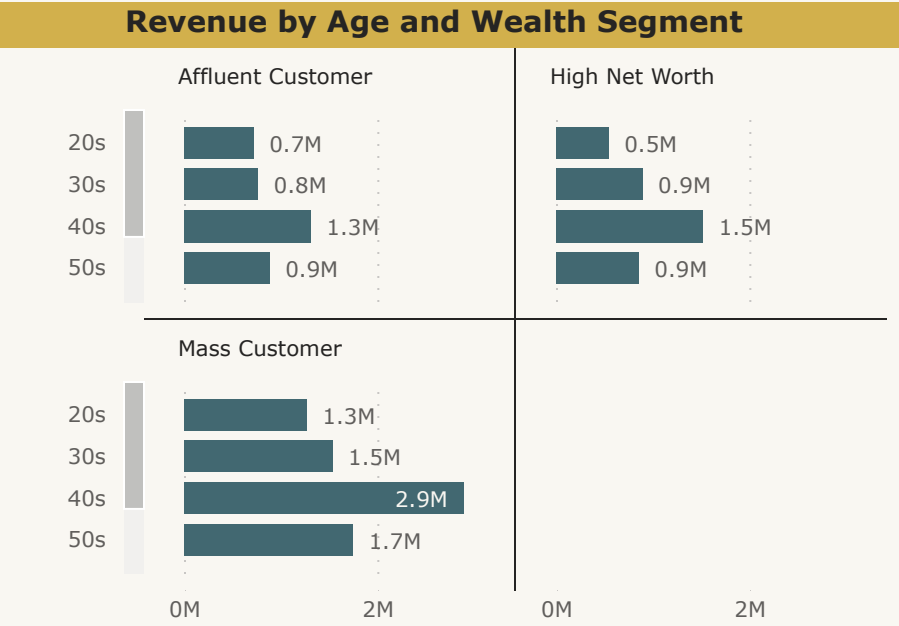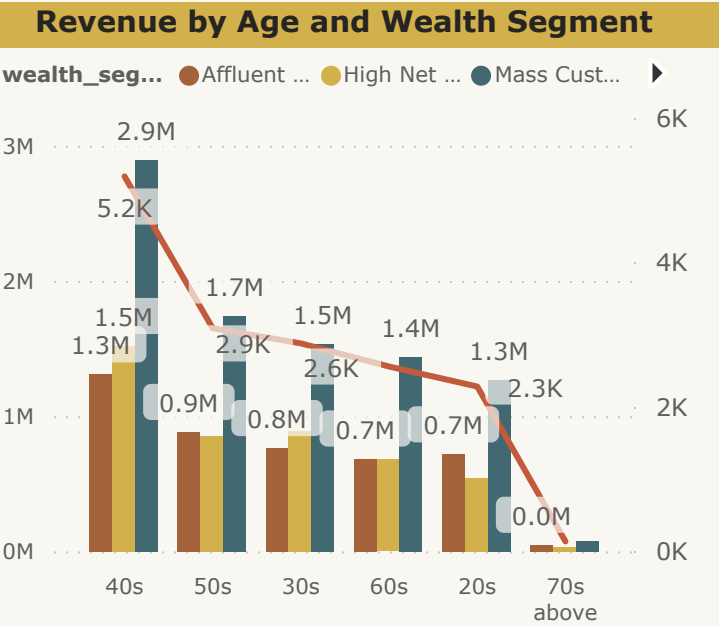| Age (groups)	Affluent Customer	High Net Worth	Mass Customer	Total
20s	4.01%	3.03%	7.09%	**14.14%**
30s	4.27%	4.99%	8.57%	**17.83%**
40s	7.32%	8.49%	16.19%	**32.01%**
50s	4.94%	4.77%	9.76%	**19.47%**
60s	3.84%	3.80%	8.04%	**15.68%**
70s above	0.27%	0.17%	0.43%	**0.87%**
Total	**24.66%**	**25.26%**	**50.08%**	**100.00%**

Revenue by Age and Wealth Segment

Age (groups)	Affluent Customer	High Net Worth	Mass Customer	Total
20s	16.27%	12.00%	14.16%	**14.14%**
30s	17.33%	19.75%	17.11%	**17.83%**
40s	29.69%	33.63%	32.33%	**32.01%**
50s	20.03%	18.90%	19.48%	**19.47%**
60s	15.58%	15.06%	16.05%	**15.68%**
70s above	1.11%	0.67%	0.86%	**0.87%**
Total	**100.00%**	**100.00%**	**100.00%**	**100.00%**

Revenue by Age and Gender

Age (groups)	Affluent Customer	High Net Worth	Mass Customer	Total
20s	28.38%	21.44%	50.17%	**100.00%**
30s	23.96%	27.97%	48.06%	**100.00%**
40s	22.88%	26.54%	50.59%	**100.00%**
50s	25.37%	24.52%	50.11%	**100.00%**
60s	24.49%	24.26%	51.25%	**100.00%**
70s above	31.24%	19.41%	49.35%	**100.00%**
Total	**24.66%**	**25.26%**	**50.08%**	**100.00%**

Revenue by Age and Wealth Segment

Revenue by Age and Wealth Segment

Revenue by Age and Wealth Segment

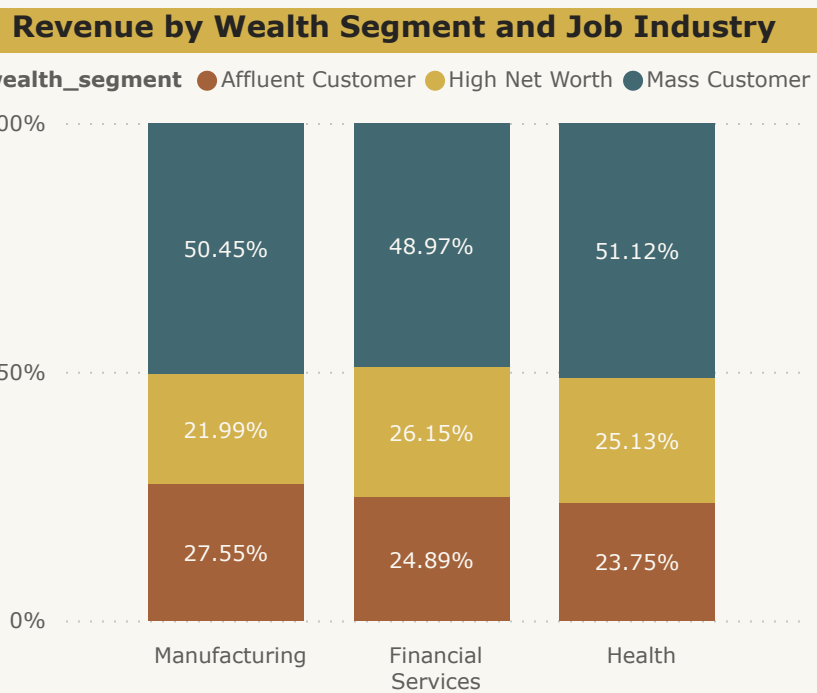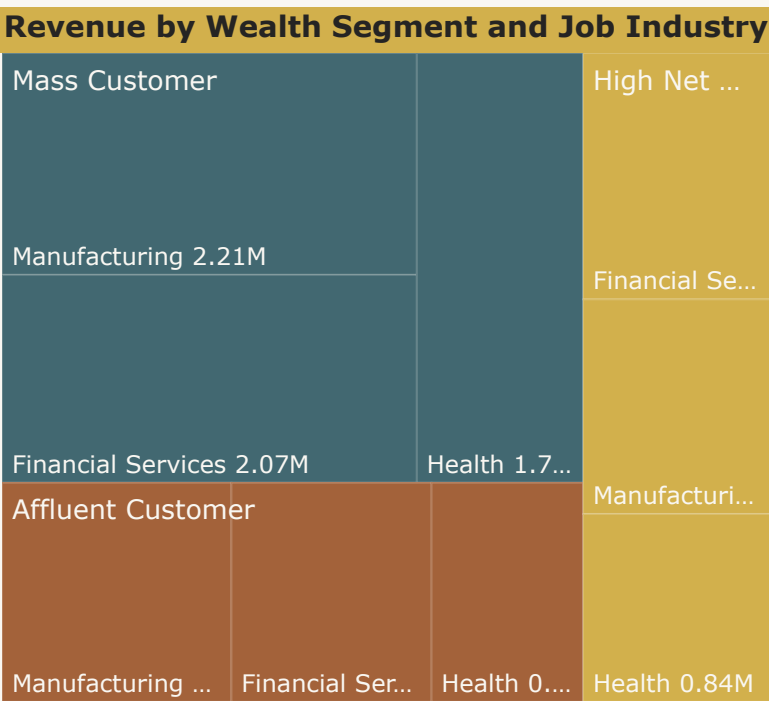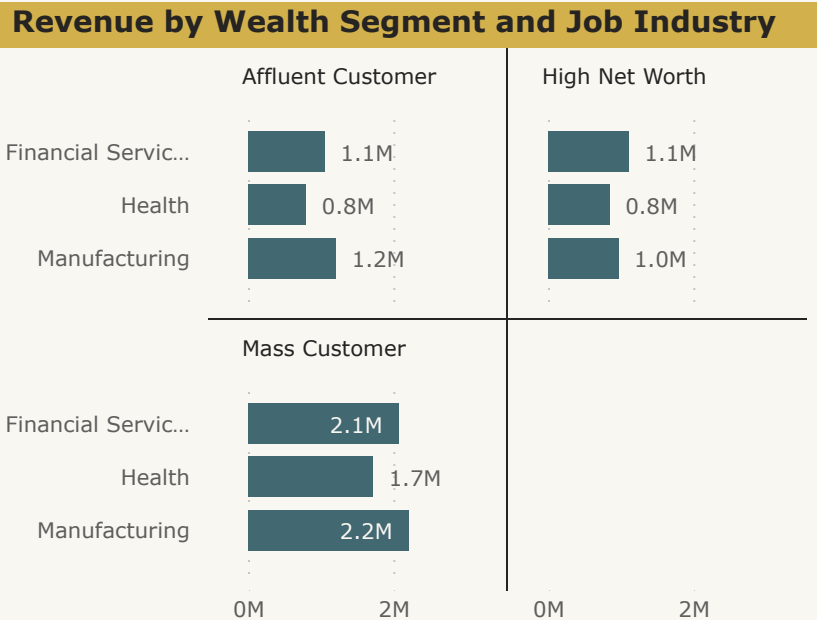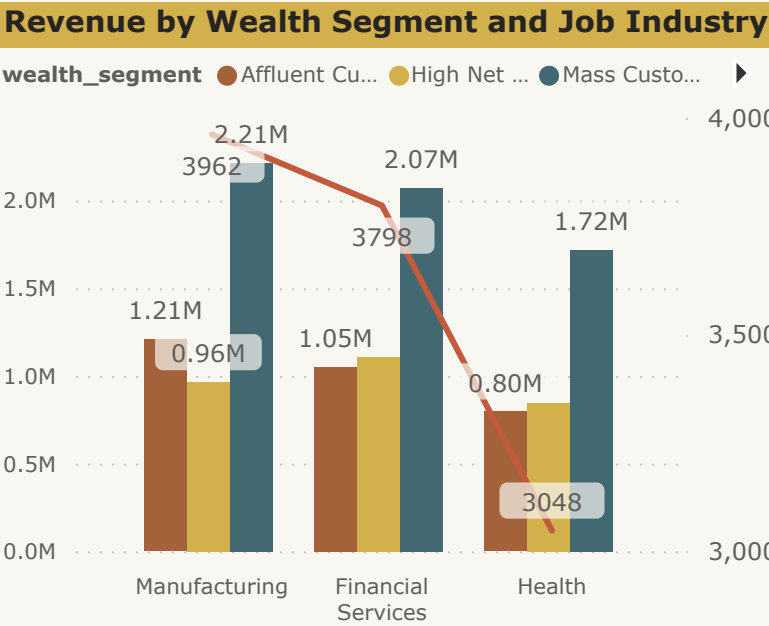
Revenue by Age and Wealth Segment

REVENUE BY WEALTH SEGMENT AND TOP 3 JOB INDUSTRIES

Revenue by Wealth Segment and Job Industry

job_industry_category	Affluent Customer	High Net Worth	Mass Customer	Tota
Financial Services	1,053,674.93	1,107,027.44	2,073,221.33	4,2
Health	797,623.19	844,091.32	1,716,947.19	3,3
Manufacturing	1,208,169.27	964,395.92	2,212,102.21	4,3
Total	**3,059,467.39**	**2,915,514.68**	**6,002,270.73**	**11,9**

Revenue by Wealth Segment and Job Industry

job_industry_category	Affluent Customer	High Net Worth	Mass Customer	Tota
Financial Services	8.80%	9.24%	17.31%	35
Health	6.66%	7.05%	14.34%	28
Manufacturing	10.09%	8.05%	18.47%	36
Total	**25.54%**	**24.34%**	**50.11%**	**100**

Revenue by Wealth Segment and Job Industry

job_industry_category	Affluent Customer	High Net Worth	Mass Customer	Tota
Financial Services	34.44%	37.97%	34.54%	35
Health	26.07%	28.95%	28.60%	28
Manufacturing	39.49%	33.08%	36.85%	36
Total	**100.00%**	**100.00%**	**100.00%**	**100**

Revenue by Wealth Segment and Job Industry

job_industry_category	Affluent Customer	High Net Worth	Mass Customer	Tota
Financial Services	24.89%	26.15%	48.97%	100
Health	23.75%	25.13%	51.12%	100
Manufacturing	27.55%	21.99%	50.45%	100
Total	**25.54%**	**24.34%**	**50.11%**	**100**

Revenue by Wealth Segment and Job Industry

wealth_segment ● Affluent Cu... ● High Net ... ● Mass Custo... ▶

Manufacturing 3962 2.21M 1.21M 0.96M
Financial Services 3798 2.07M 1.05M
Health 3048 1.72M 0.80M

Revenue by Wealth Segment and Job Industry

Affluent Customer
Financial Servic...	1.1M
Health	0.8M
Manufacturing	1.2M

High Net Worth
Financial Servic...	1.1M
Health	0.8M
Manufacturing	1.0M

Mass Customer
Financial Servic...	2.1M
Health	1.7M
Manufacturing	2.2M

Revenue by Wealth Segment and Job Industry

Mass Customer
Manufacturing 2.21M
Financial Services 2.07M
High Net ...
Financial Se...
Health 1.7...
Manufacturi...
Affluent Customer
Manufacturing ... Financial Ser... Health 0... Health 0.84M

Revenue by Wealth Segment and Job Industry

wealth_segment ● Affluent Customer ● High Net Worth ● Mass Customer

	Manufacturing	Financial Services	Health
Mass Customer	50.45%	48.97%	51.12%
High Net Worth	21.99%	26.15%	25.13%
Affluent Customer	27.55%	24.89%	23.75%

REVENUE BY DEMOGRAPHIC AND PRODUCT SEGMENTS

Revenue by Age, State, Wealth Segment, Job Industry

All

Age (groups)
40s | 50s | 30s | 60s | 20s

state
NSW | VIC | QLD

wealth_segment
Mass Customer | Affluent Customer | High Net Worth

job_industry_category
Manufacturing | Financial Services | Health

Revenue by Age, State, Wealth Segment, Job Industry

All

product_class
Premium | Luxury | Essential

product_size
medium | large | small

product_line
Standard | Road | Tour.. | ...

Brand
Solex | Giant Bicycles | <Other...> | OHM Cycles | Trek Bicycles | Norco Bicycles