

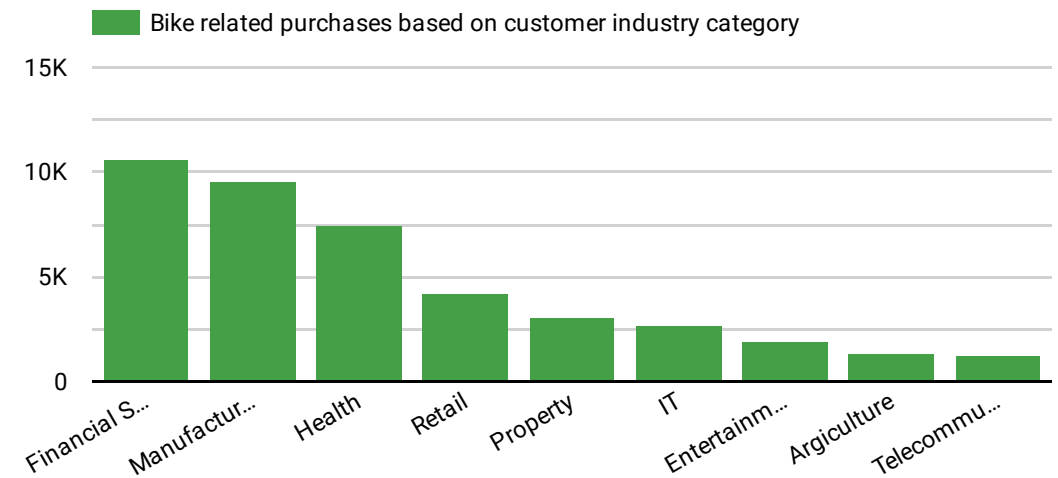
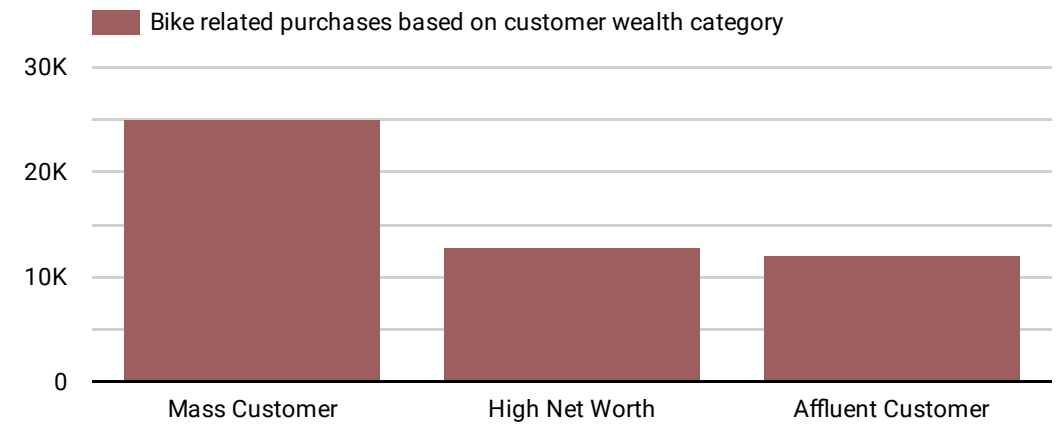
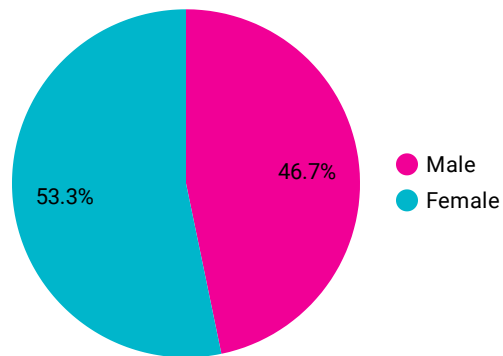
Total bike related purchases made by Males.

23,765

Total bike related purchases made by Females

25,212

Percentage of Male and Female aged
between 38 & 47 who do not own car.



The table below shows the top 5 high-value customers arranged in descending order of bike-related purchases recently. The full table is shown on page 2.

	first_name	gender	age	past_3_years_bike_r...	state	owns_car	job_industry...	wealth_segment
1.	Wyndham	Male	43.27	1	VIC	No	Manufacturing	Mass Customer
2.	Winnifred	Female	47	83	VIC	No	Financial Servi...	Mass Customer
3.	Therese	Female	42	30	NSW	No	Health	Mass Customer
4.	Theresa	Female	46	99	NSW	No	Manufacturing	Mass Customer
5.	Sherrie	Female	45	37	VIC	No	Manufacturing	Mass Customer

List of high-value customers to be targeted.

	first_name	gender	job_indu...	age	wealth_segment	owns_car	past_3_years_bi...	state
1.	Wyndham	Male	Manufactu...	43.27	Mass Customer	No	1	VIC
2.	Winnifred	Female	Financial S...	47	Mass Customer	No	83	VIC
3.	Therese	Female	Health	42	Mass Customer	No	30	NSW
4.	Theresa	Female	Manufactu...	46	Mass Customer	No	99	NSW
5.	Sherrie	Female	Manufactu...	45	Mass Customer	No	37	VIC
6.	Shepperd	Male	Manufactu...	41.79	Mass Customer	Yes	17	NSW
7.	Selle	Female	Health	45	Mass Customer	Yes	98	NSW
8.	Rutledge	Male	Financial S...	46.31	Mass Customer	No	23	NSW
9.	Robert	Male	Health	46.88	Mass Customer	No	55	NSW
10.	Raye	Female	Financial S...	47	Mass Customer	Yes	64	VIC
11.	Patricia	Female	Health	45	Mass Customer	No	34	NSW
12.	Mitchell	Male	Manufactu...	43.8	Mass Customer	No	58	VIC
13.	Melba	Female	Health	46	Mass Customer	No	38	NSW
14.	Martelle	Female	Manufactu...	42	Mass Customer	No	52	NSW
15.	Loleta	Female	Health	42	Mass Customer	No	45	NSW
16.	Leisha	Female	Financial S...	47	Mass Customer	Yes	3	VIC
17.	Kort	Male	Health	43.98	Mass Customer	Yes	66	NSW
18.	Katy	Female	Health	46	Mass Customer	No	0	NSW
19.	Katleen	Female	Manufactu...	46	Mass Customer	Yes	6	NSW
20.	Guilbert	Male	Financial S...	40.25	Mass Customer	Yes	42	VIC
21.	Gothart	Male	Health	44.66	Mass Customer	Yes	52	NSW
22.	Gale	Female	Financial S...	46	Mass Customer	Yes	59	VIC
23.	Fitzgerald	Male	Health	43.51	Mass Customer	Yes	25	VIC
24.	Esther	Female	Financial S...	42	Mass Customer	No	14	NSW
25.	Dorian	Male	Financial S...	42.95	Mass Customer	Yes	78	NSW
26.	Dodi	Female	Financial S...	42	Mass Customer	Yes	5	NSW
27.	Daryl	Female	Financial S...	44	Mass Customer	Yes	12	NSW

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