SPROCKET CENTRAL

state
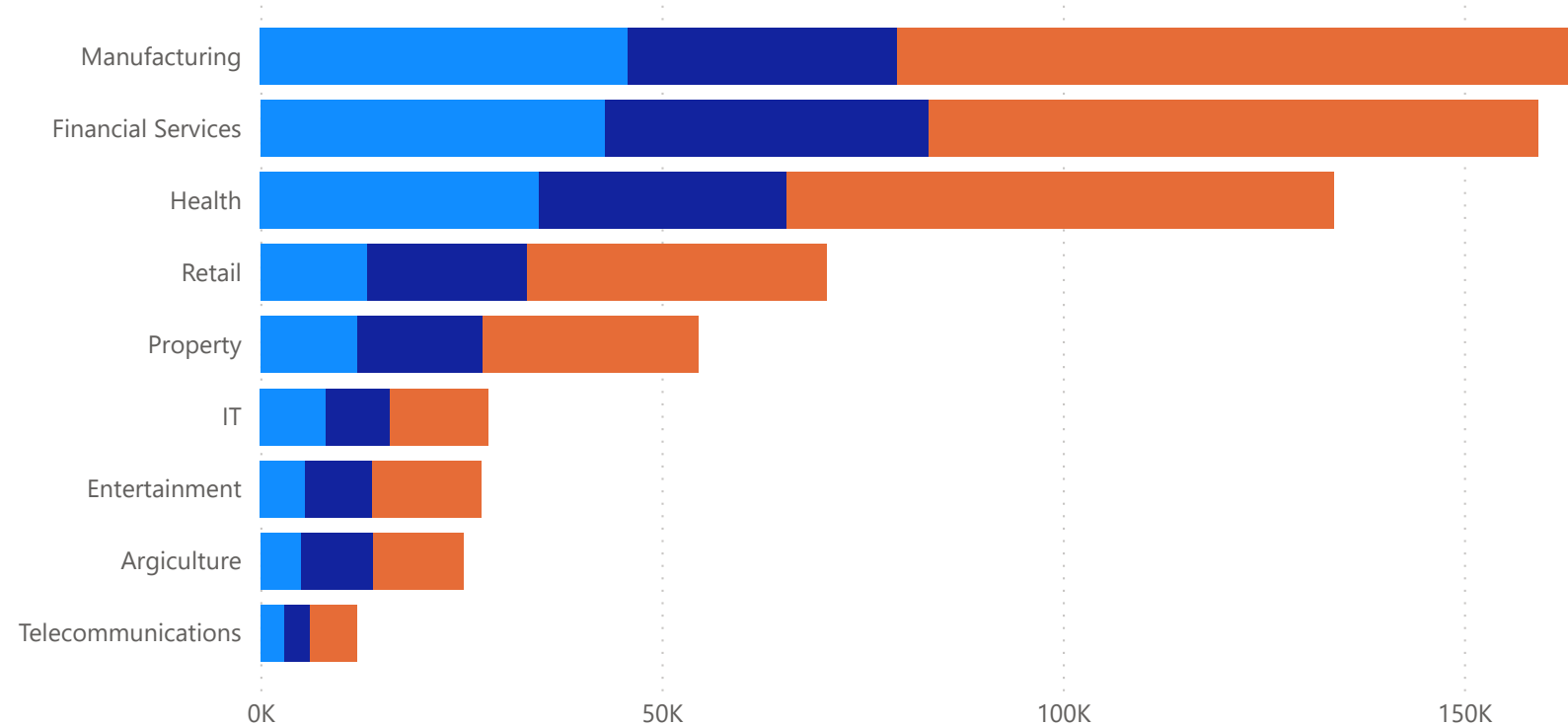- ☐ New South Wales
- ☐ QLD
- ☐ Victoria

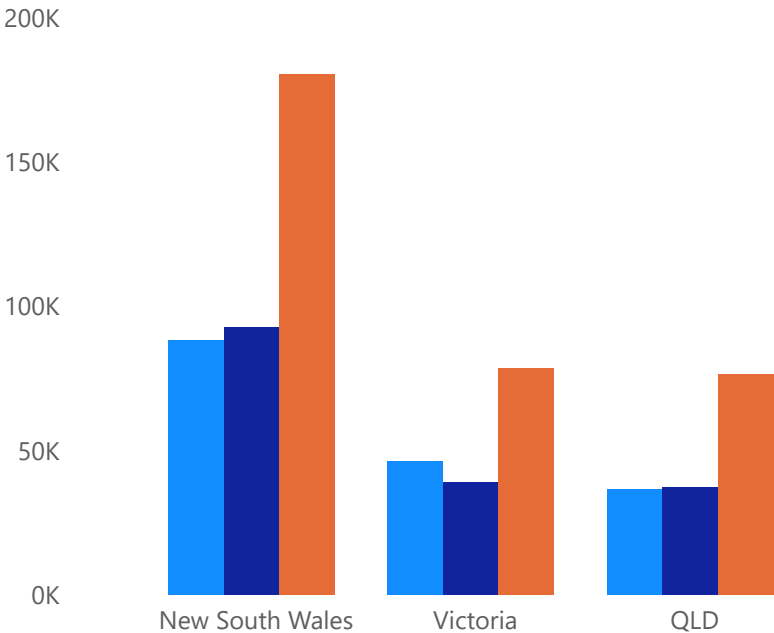## Australia
First country

13.62K
Count of customer_id

past_3_years_bike_related_purchases by state and wealth_segment
- ● Affluent Customer ● High Net Worth ● Mass Customer

past_3_years_bike_related_purchases by job_industry_category and wealth_segment
- ● Affluent Customer ● High Net Worth ● Mass Customer

Category	
Manufacturing	
Financial Services	
Health	
Retail	
Property	
IT	
Entertainment	
Argiculture	
Telecommunications	

Axis: 0K, 50K, 100K, 150K

profit by age_group

- 2.6M (34.54%)
- 1.36M (18.03%)
- 1.35M (17.95%)
- 1.34M (17.83%)
- 0.88M (11.66%)

age_group
- ● 40-50
- ● <30
- ● 30-40
- ● 50-60
- ● 60+