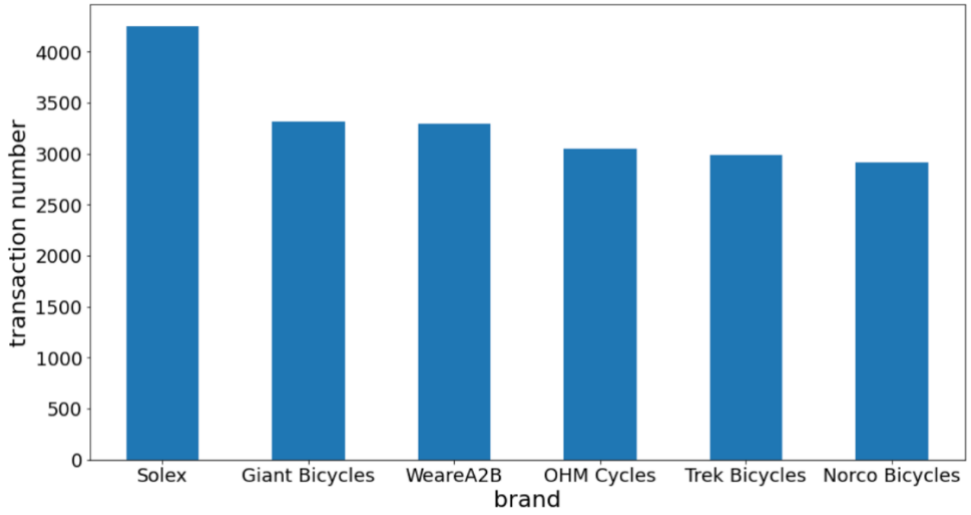
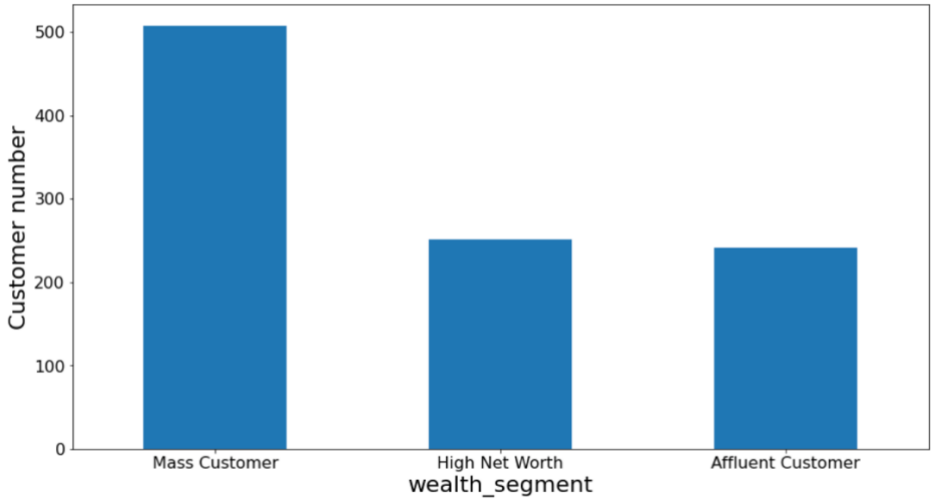
SPROCKET CENTRAL

TREND

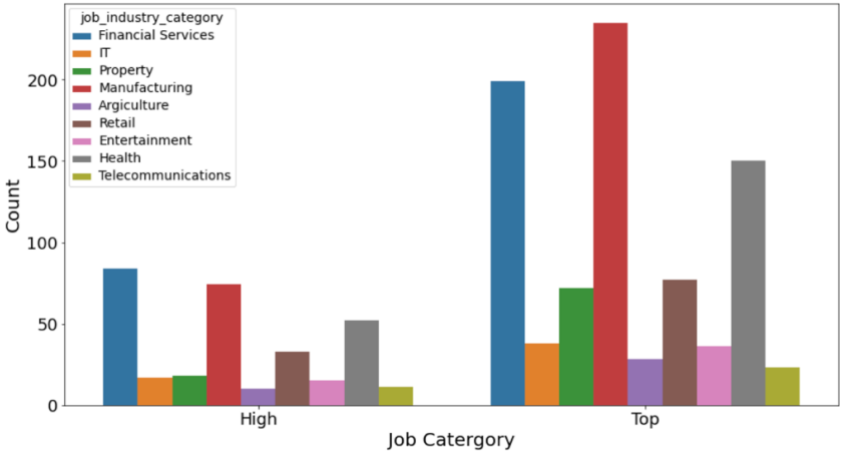
Total Bike Related Purchases Made by Male 42,247

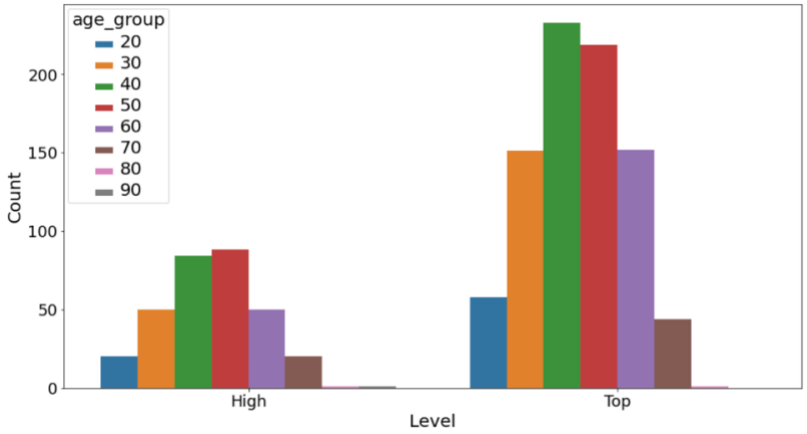
Total Bike Related Purchases Made by Male 39,321



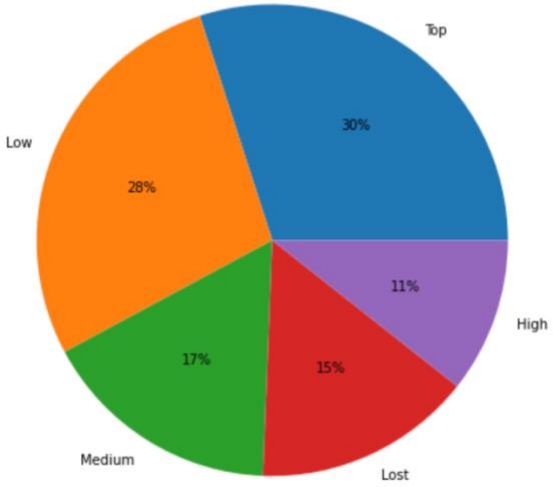


SPROCKET CENTRAL





Customer Segment



SPROCKET CENTRAL

Top customers targeted

	customer_id	gender	job_industry_category	wealth_segment	age_group	state	frequency	recency	monetary_value	level
0	1	Female	Health	Mass Customer	70	NSW	2.370808	-0.937711	-0.031053	Medium
1	2	Male	Financial Services	Mass Customer	40	NSW	-1.121093	1.106815	-0.483817	High
2	4	Male	IT	Mass Customer	60	QLD	-1.557581	2.238908	-1.630658	High
3	6	Male	Retail	High Net Worth	60	VIC	-0.248118	0.025413	0.499834	Lost
4	7	Female	Financial Services	Affluent Customer	50	NSW	-1.121093	3.218929	-1.630921	High
...	...	...	...	...	...	...	...	...	...	...
2846	3496	Male	Manufacturing	Mass Customer	40	NSW	-0.684606	3.269620	-0.586980	High
2847	3497	Female	Manufacturing	Affluent Customer	40	VIC	-1.121093	-0.177350	-0.814279	Low
2848	3498	Female	Manufacturing	Mass Customer	30	VIC	0.188370	1.089919	0.042845	Lost
2849	3499	Male	Manufacturing	Mass Customer	40	QLD	0.624857	-0.194247	1.076603	Medium
2850	3500	Female	Entertainment	Affluent Customer	60	NSW	0.188370	1.377166	-0.735635	Lost