The Report

In the beginning, the case was just data for a company that did not indicate any useful information that would help decision-makers. In this case, I had to ask questions that could help extract and explore information that would help decision-makers improve and evaluate performance.

But before that, I did some operations in the data to help me to analyze it accurately:

1- Understand the data.

2- Clean the data "By power query".

3- insert some calculation and columns by power query.

4- Analysis to the data and Ask some Questions

About Distribution

What is the Number of Bikes Sold?

What is the most region purchasing bikes?

What is the Ave. income by gender & purchasing bikes?

The Miles with Purchasing bikes?

What is situation to age by purchasing & Count of bikes sold?

About Consumer Behavior

Home Owner by purchasing?

Single or married & Age by purchasing?

Having cars by purchasing?

Education By purchasing?

Occupation By purchasing?

And I notice the Most Situations Purchasing Bikes is:

- North America "Region".
- Commute Distance 0-1 Miles.
- The people who are in the middle age and single "169 Bikes".
- People that having Bachelor's degree.
- The Males who have the average income 60,124$.
- People that having Professional occupation.
- Home owners "325 Bikes".
- People who having 0 or 1 car.

So, I Advise The give those slices more offers to increase the sell value.

The answers for questions by pivot tables and charts from the dashboard

About distribution:

What is the Number of Bikes Sold?

Sum of Counting of Purchasing
481

What is the most region purchasing bikes?

Row Labels	Sum of Counting of Purchasing
Europe	148
North America	220
Pacific	113
Grand Total	481

What is the Ave. income by gender & purchasing bikes?

Average of Income	Column Labels		
Row Labels	No	Yes	Grand Total
Female	53,440	55,774	54,581
Male	56,208	60,124	58,063
Grand Total	54,875	57,963	56,360

The Miles with Purchasing bikes ?

Row Labels	Sum of Counting of Purchasing
0-1 Miles	200
10+ Miles	33
1-2 Miles	77
2-5 Miles	95
5-10 Miles	76
Grand Total	481

What is situation to age by purchasing & Count of bikes sold?

Count of Purchased Bike	Column Labels		
Row Labels	No	Yes	Grand Total
Middle Age	275	334	609
Old	117	54	171
Youth	127	93	220
Grand Total	519	481	1000

About Consumer Behavior:

Home Owner by purchasing?

Row Labels	Sum of Counting of Purchasing
No	156
Yes	325
Grand Total	**481**

Single or married & Age by purchasing?

Sum of Counting of Purchasing	Column Labels		
Row Labels	Married	Single	Grand Total
Middle Age	165	169	334
Old	28	26	54
Youth	38	55	93
Grand Total	**231**	**250**	**481**

Having cars by purchasing?

Row Labels	Sum of Counting of Purchasing
0	151
1	152
2	124
3	33
4	21
Grand Total	**481**

Education By purchasing?

Row Labels	Sum of Counting of Purchasing
Bachelors	169
Graduate Degree	94
High School	79
Partial College	119
Partial High School	20
Grand Total	**481**

Occupation By purchasing?

Row Labels	Sum of Counting of Purchasing
Clerical	88
Management	73
Manual	55
Professional	150
Skilled/Manual	115
Grand Total	**481**