Bikes Store Report

📊 **Summary:**

Our analysis of bike purchases reveals key trends among different customer segments:

- 🚴 **Distance Brackets**: Most buyers have a **short commute (0-5 miles)**, indicating that proximity is a major factor in purchasing decisions.

- 👥 **Age Segments**: **Middle-aged customers (69%)** dominate purchases, followed by older individuals (22.87%). Younger customers (8.11%) are the least likely to buy.

- 💰 **Income Levels**: **Medium-income** customers buy the most bikes, while low- and high-income groups contribute less.

- 🏢 **Occupation**: **Professionals and skilled manual workers** are the top buyers, while manual laborers and managers show lower purchase rates.

📌 **Recommendations:**

1. **Target Middle-Aged Customers**

- Offer **exclusive deals** and financing options for this group to maximize sales.

2. **Focus on Short-Distance Commuters (0-5 miles)**

- Market bikes as a **cost-effective** and **convenient** commuting alternative.

3. **Attract Younger Customers**

- Introduce **trendy models, student discounts, and social media campaigns** to appeal to younger buyers.

4. **Increase Affordability for Low-Income Groups**

- Offer **budget-friendly models** and **flexible payment plans** to drive sales.

5. **Leverage Occupation-Based Promotions**

- Partner with companies to **offer discounts** to employees in professions with high purchase interest.

This report provides key insights for optimizing sales strategies based on customer demographics and purchasing patterns.