

# ELITE BIKE STORES

Demographics

Key Insights

Key Influencers

Key Implementations

Bike Purchase Rate

48%

Average of Income

\$56,360

Total Customers

1000

481

Total Bikes Purchased

519

Total Bikes Not Purchased



# DEMOGRAPHICS ANALYSIS

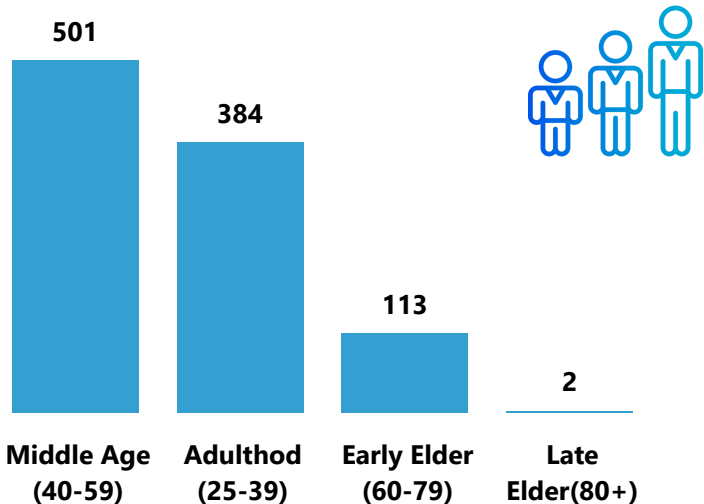
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## Gender

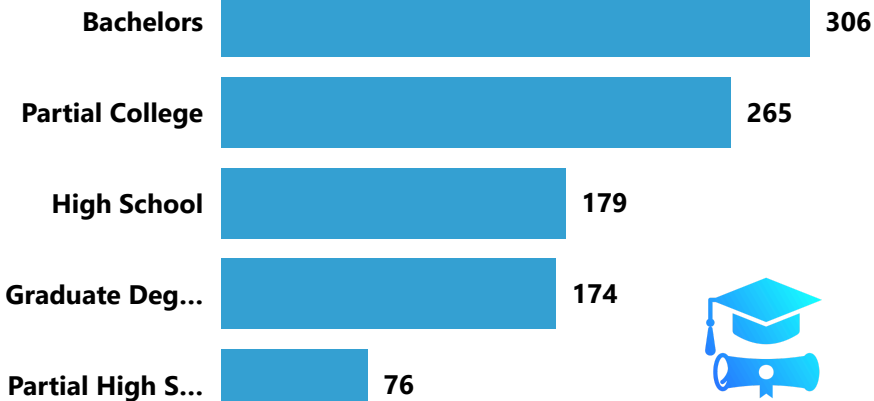
Female

Male

## Total Customers by Age

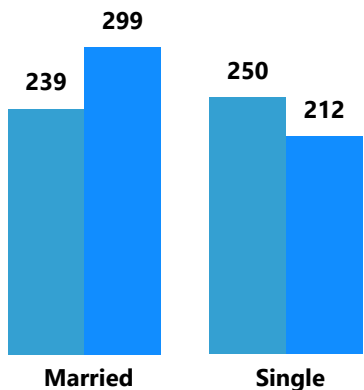


## Total Customers by Education



## Total Customers by Marital status and Gender

Gender ● Female ● Male

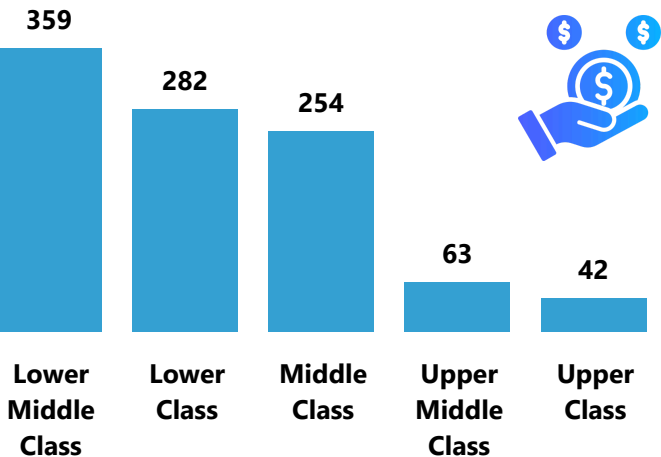


## Marital Status

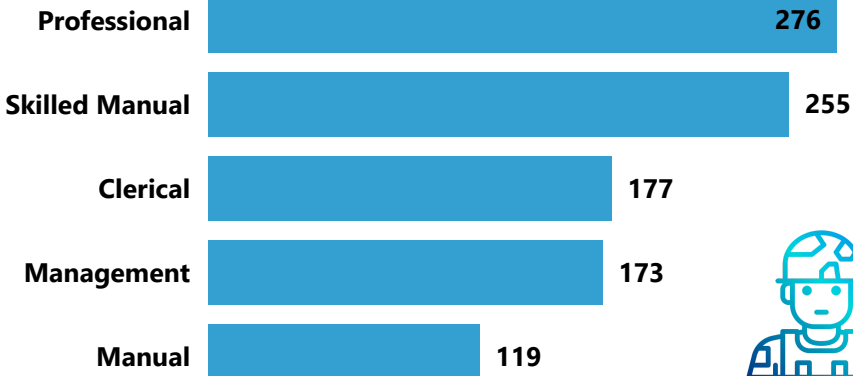
Married

Single

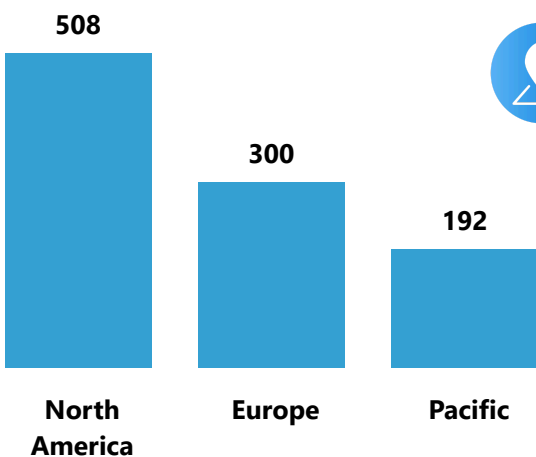
## Total Customers by Income



## Total Customers by Occupation



## Total Customers by Region



# KEY INSIGHTS

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Correlation  
0.05



Total Bikes Purchased  
481



Bike Purchase Rate  
48%



Average Income  
\$56,360

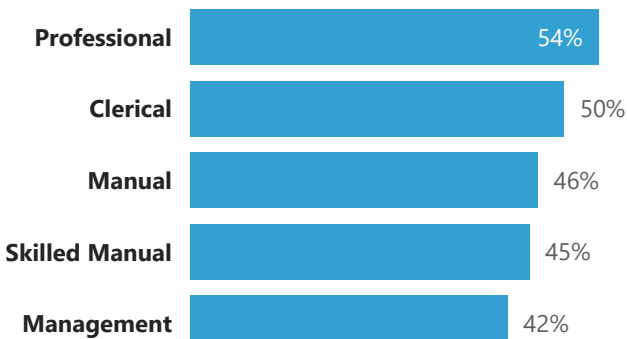


## Gender

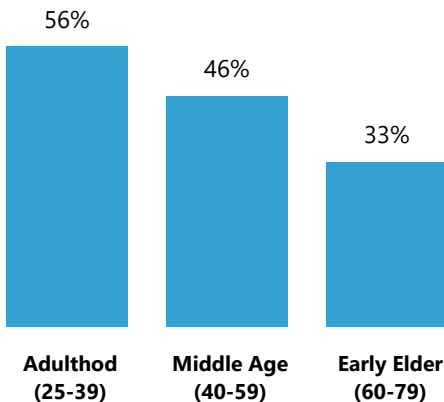
Female

Male

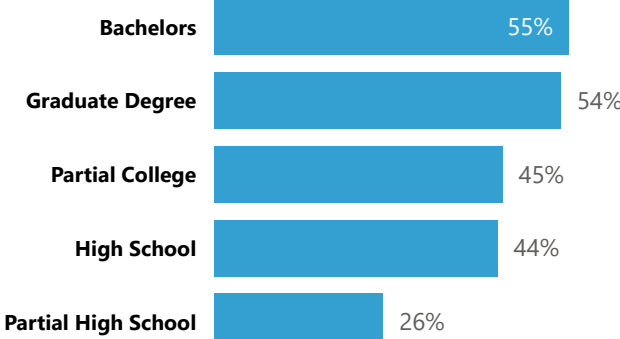
## Purchase Rate by Occupation



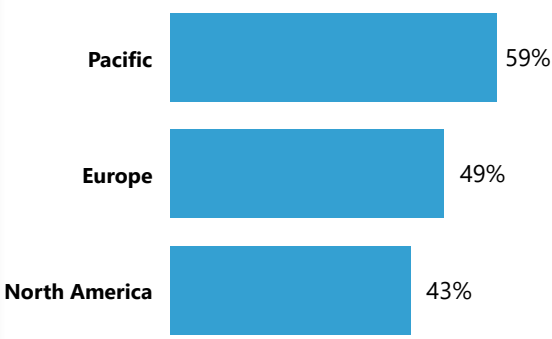
## Purchase Rate by Age



## Purchase Rate by Education



## Purchase Rate by Region

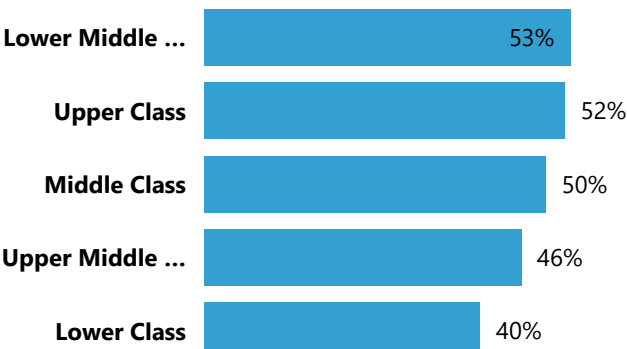


## Marital Status

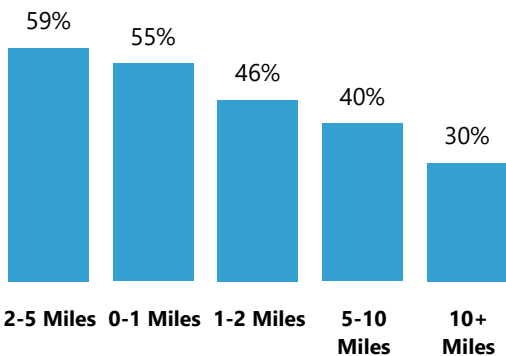
Married

Single

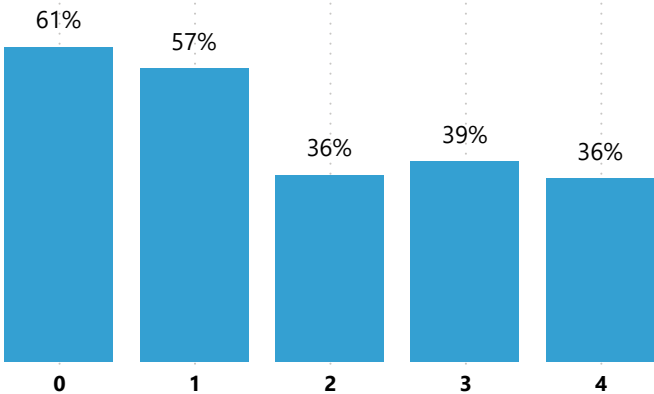
## Purchase Rate by Income



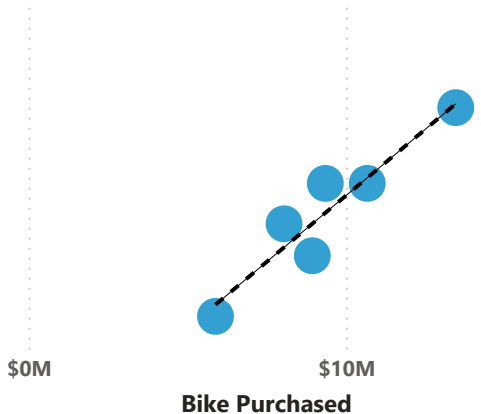
## Purchase Rate by Commute Distance



## Purchase Rate by Cars



## Income Vs Rate



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## Key influencers Top segments



What influences Purchased Bike to be Yes ?

When...

....the likelihood of  
Purchased Bike being Yes  
increases by

Age Category is Adulthod  
(25-39)

1.29x

Commute Distance is 2-5  
Miles

1.27x

Commute Distance is 0-1  
Miles

1.23x

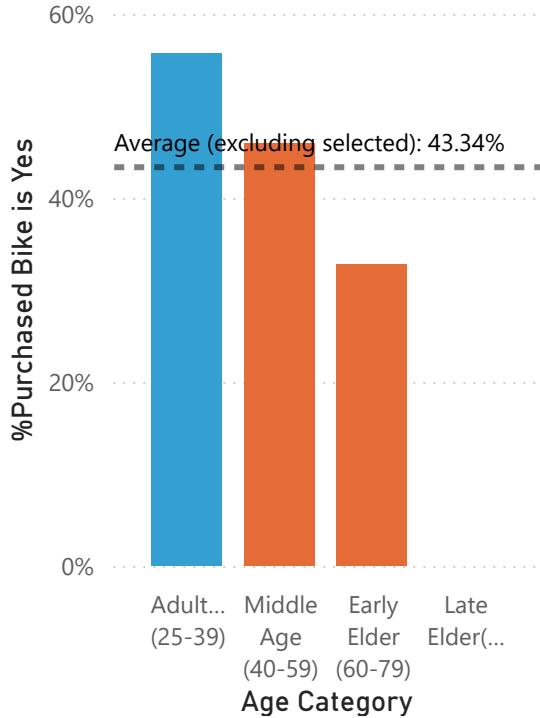
Education is Bachelors

1.23x

Income Category is Lower  
Middle Class

1.18x

← Purchased Bike is more likely to be Yes when Age Category is Adulthod (25-39) than otherwise (on average).



☐ Only show values that are influencers

## Key influencers Top segments



What influences Purchased Bike to be No ?

When...

....the likelihood of  
Purchased Bike being No  
increases by

Education is Partial High  
School

1.47x

Commute Distance is 10+  
Miles

1.42x

Age Category is Early Elder  
(60-79)

1.35x

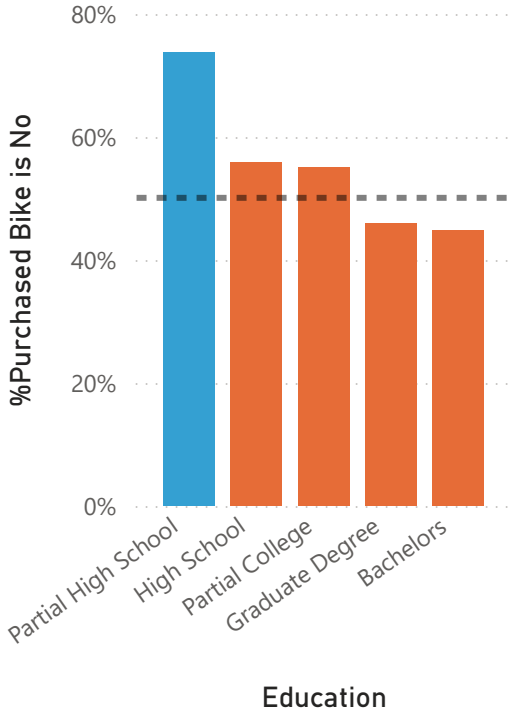
Income Category is Lower  
Class

1.23x

Commute Distance is 5-10  
Miles

1.21x

← Purchased Bike is more likely to be No when Education is Partial High School than otherwise (on average).



☐ Only show values that are influencers

## Key Findings

**Overview-** The Analysis Reveal that out of 1000 total clients , 481 customers purchased the bike while 519 did not purchase which amounted to 48% purchased rate from our total clients

**Region-** Even though Most our client were from North America, but the analysis shows that larger percentages of client that bought bike came from pacific region

**Age** - Despites the fact that larger percentage of our clients fall within the range of age (40 -59), the analysis reveals that people within the age (25 -39) purchased the most.

**Education** - Clients with bachelor educational degree purchased the most with **55%** followed closely by peoples with graduate degree with **54%** of their total population while customers with high school education purchased the least with **26%** of their total population

**Occupation** - **54%** our total clients with professional occupation purchased more followed closely by clients with clerical occupation while people with management occupation purchased the least with about **42%** of their total population

## Recommendations

Increase marketing and sales initiatives in the Pacific region by targeting existing clients and expanding outreach.

Develop customized marketing for these occupations, academia or professional jobs, and bachelor's and graduate degree holders. Offering well-educated customers tailored financial plans or long-term benefits could improve conversion rates.

Introduce special promotions like electric bikes for long-distance commuters and emphasize the convenience of biking for short-distance (2-5 miles) commuters. Consider partnering with urban planning initiatives or campaigns promoting eco-friendly commuting alternatives.

Create targeted promotions, loyalty programs, or discounts for clients in the 25-39 age group. Consider engaging with this audience through social media, influencers, or lifestyle branding that resonates with their values (e.g., sustainability, fitness).