

Bike Sales Dashboard

Marital Status

Married

Single

Region

Europe

North America

Pacific

Education

Bachelors

Graduate Degree

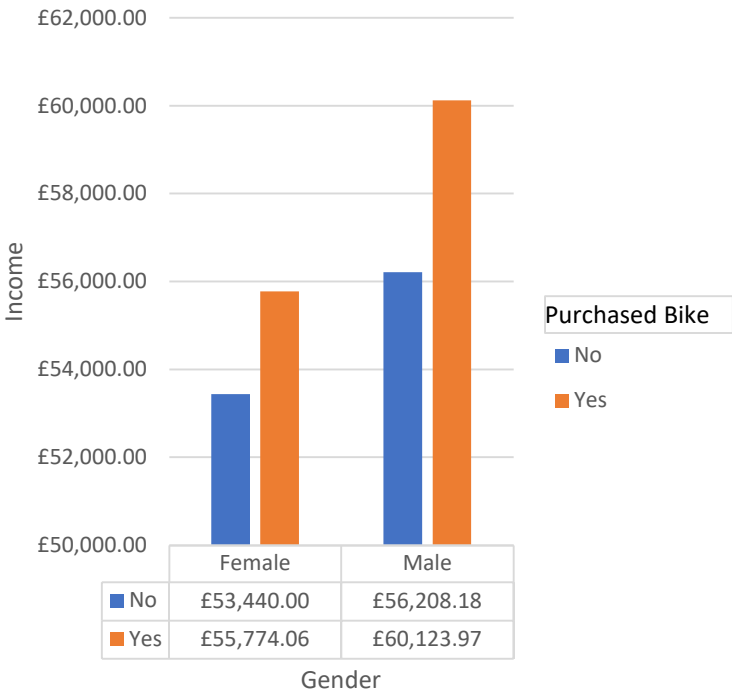
High School

Partial College

Partial High School

Average of Income

Avg Purchase by Gender



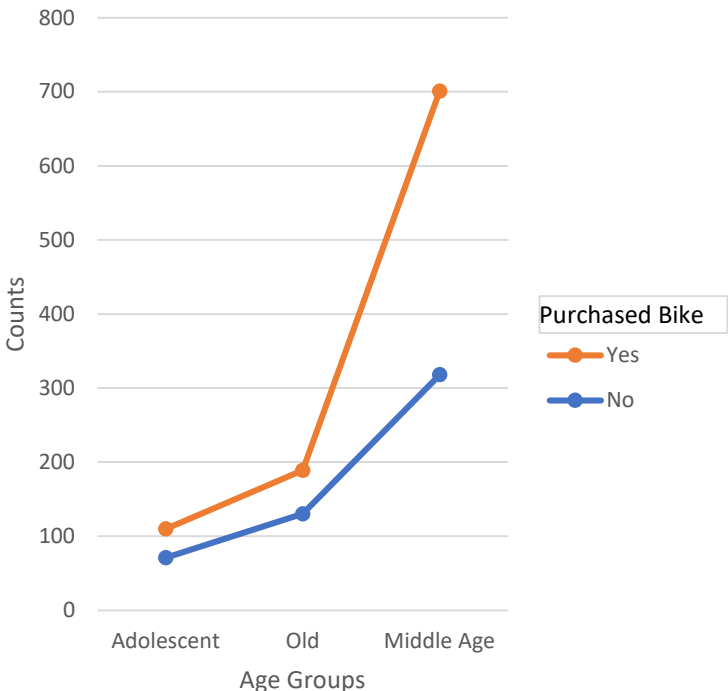
Gender

Count of Purchased Bike

250

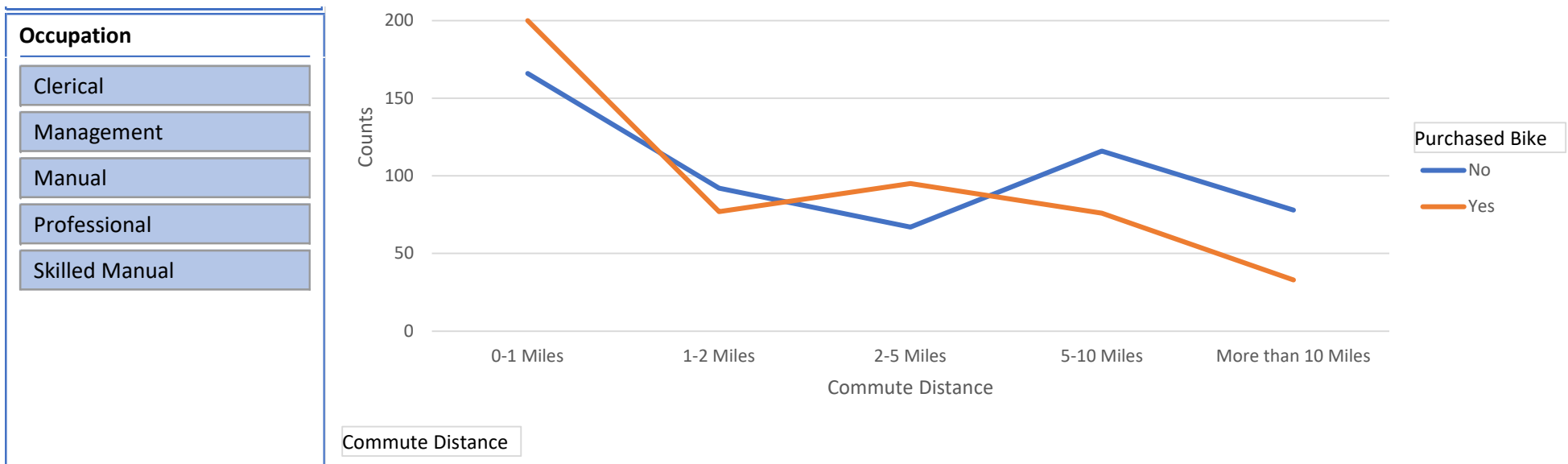
Count of Purchased Bike

Customer Age Group



Age Group

Customer Commute



INSIGHTS AND RECOMMENDATIONS

The report projects the distribution of Bike purchases for the company across 3 regions:-

1. Europe
2. North America
3. Pacific

We are exploring the income, age, occupation, educational background, and marital status of the individuals who bought bikes and those who did not make a purchase. Additionally, we have data on the average commute of these individuals so that the company can study its impact on sales. To gain useful insights, the reporting has been grouped into the following regions:

EUROPE:

Income plays a more significant role than commute distance in this region for married people. Almost the same number of people who inquired about bikes purchased one, irrespective of their commute distance. Furthermore, a significant number of middle-aged adults were willing to buy one, indicating that the reasons for purchase for these individuals suggest

or middle-aged adults were willing to buy one, indicating that the reasons for purchase for these individuals suggest motivations beyond transportation. On the other hand, for singles, commute distance was a significant deterrent for buying a bike, as not a single purchase was recorded for commutes beyond 10 miles. Similar to married individuals, middle-aged adults are the largest group of buyers for the product, with less than 35% of those in the age category failing to make a purchase. Educational qualification seems to have no effect on purchases; however, career does have an impact, with fewer people in management expressing interest in bikes, and a significant portion of this population saying **NO** to bike

NORTH AMERICA:

In general, middle-aged adults also dominated this region, with more men interested in biking than women. Unlike Europe, where commute distance does not affect purchases, in this region, it has a significant impact. Married women are the primary customers here, despite the commute distance. In contrast to Europe, individuals in management are very interested in biking. Married professionals are also keen on biking. Among singles in this region, many are actively biking, with more males than females saying yes, and many of them are not deterred by commute distance, except among the Skilled Manual workers, where there is a significant drop in biking, and a higher number of them are females.

PACIFIC:

In this region, the commute distance that impacted sales in North America was less significant, just as in Europe. Male middle-aged adults dominate purchases in the Pacific. Unlike the two former regions, in the Pacific, more people are buying than just inquiring about bikes, and fewer adolescents are biking or contributing to sales. Among married professionals, commute distance holds no barrier to buying a bike, making this group a promising sales target for the company, especially middle-aged men, in sharp contrast to North America where females hold sway.

On the flip side of the Pacific, the Singles' metric shows that more females are interested in buying a bike as opposed to males. In keeping with the overview, commute distance seems more of a motivation than a deterrent, as purchases were recorded for each distance marker. However, among the Professional singles, more dissent was recorded among this subset, as less than 50% of the inquiries resulted in sales, especially among females with Bachelor's Degrees.

RECOMMENDATIONS:

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Europe: Sales among married middle-aged individuals with affluence are significant, and campaigns can be built around this group to deepen the market. Product development can focus on innovating products that can counteract the commute distance hindering sales in this region.

North America: For this region, neither commute distance nor income influenced purchases, as shown above. The most significant purchases were made by married women of all educational backgrounds. Strategies can be built around this target group to mop up any outstanding market share from this subset. Additionally, the focus should be given to the options needed to target professionals in management and female skilled manual workers whose market shares were not converted.

Pacific: This region holds some interesting insights, with single professionals with bachelor's degrees showing significant interest and commensurate income to purchase, failing to do so, even when in the lower end of the commute distance marker, especially among females relative to their married counterparts. This is indicative of a gender skewness that can be further explored to identify the underlying reasons or causes why these interests failed to translate into sales for the company.

