Bike Sales Dashboard - Insights Report

This report highlights detailed insights extracted from an Excel-based bike sales dashboard project. The data consists of customer attributes such as Gender, Age, Income, Region, Occupation, and Marital Status. The dashboard visualizes patterns and trends using PivotTables, interactive slicers, and dynamic charts.

Key Performance Indicators (KPIs)

1. Total Customers: Reflects total purchase records (each row = 1 customer).

2. Average Age: Indicates general age group trends.

3. Average Income: Represents typical customer income levels.

Detailed Insights

1. Gender Analysis: - Males slightly outnumber females in total purchases. - Indicates a higher engagement of male customers with biking products. - However, female representation is substantial, showing wide appeal across genders.

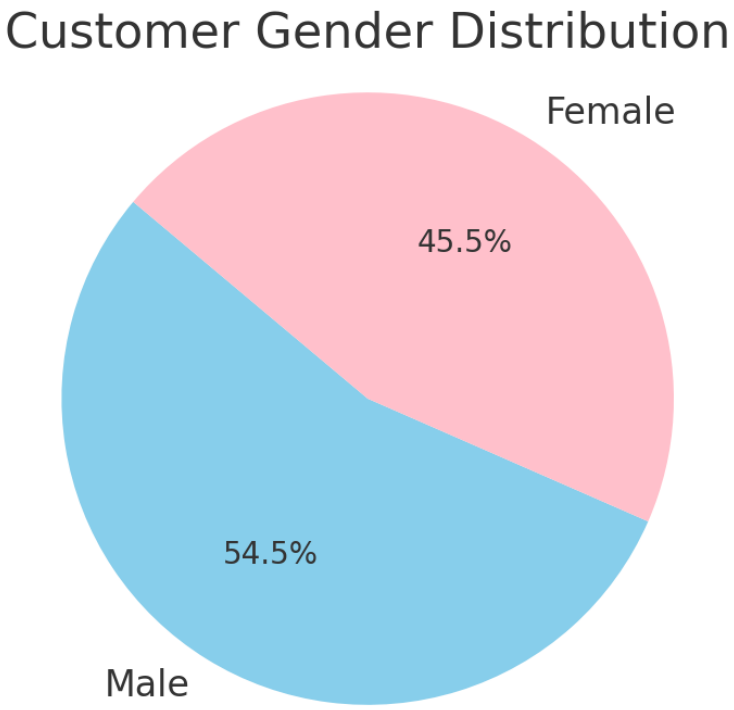
2. Region-wise Sales: - Western and Northern regions record the highest number of customers. - South and East regions lag behind, possibly due to geographic or economic factors. 3. Marital Status Impact: - A higher percentage of buyers are married individuals. - Indicates that biking may be more common among financially stable family earners.

4. Age Group Distribution: - The 30-45 age group makes up the majority of purchases. - 45 age group contributes the least but is still active.

5. Occupation Trends: - Most purchases come from Engineers and Managers. - Students, Doctors, and Others have lower but notable contributions.

6. Income Patterns: - Higher income groups (>Rs.50,000) show more purchases. - Shows strong correlation between disposable income and bike purchase tendency.

Distribution of customers by Gender



Dashboard Features

1. Interactive filtering via slicers (Region, Gender, Age Group, Occupation, Marital Status).
2. Charts include: Pie Charts (Gender, Marital), Column/Bar Charts (Region, Occupation, Age Group).
3. Structured layout with clean KPI display, dynamic segments, and trend focus.