🚴 Bike Dekho – Bike Sales Analysis Excel Project

Project Overview:

The **Bike Dekho – Bike Sales Analysis** is a hands-on data analysis project that explores sales trends in the biking industry using Microsoft Excel. This project demonstrates how Excel can be effectively utilized for **data cleaning, transformation, analysis, and visualization** to drive meaningful business insights.

Problem Statement

A bike manufacturing company wants to understand the demographic and behavioral factors that influence customer decisions to purchase a bike. With increasing urbanization and traffic congestion, bikes are becoming a popular alternative. The company has collected survey data but needs actionable insights to target potential customers more effectively.

Business Objective

- Identify the key factors (e.g., income, marital status, commute distance, car ownership, etc.) that impact the likelihood of a customer buying a bike.

- Help the marketing and sales team refine targeting strategy based on customer segmentation.

- Improve decision-making around product positioning and regional promotions.

Insights from Visual Analysis
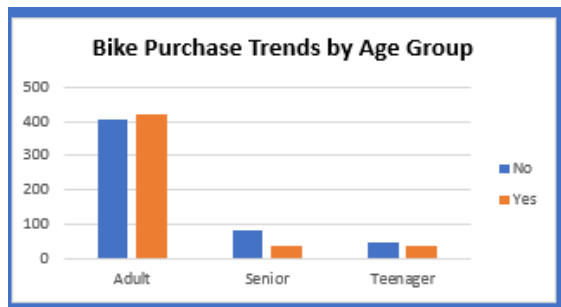
1. Gender vs. Bike Purchase
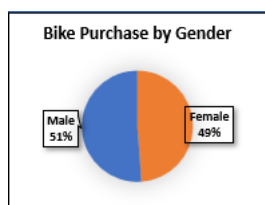
Insight: Male customers are more likely to purchase bikes than female customers.
Usefulness: Indicates a gender skew in the customer base, suggesting targeted campaigns can be tailored accordingly.
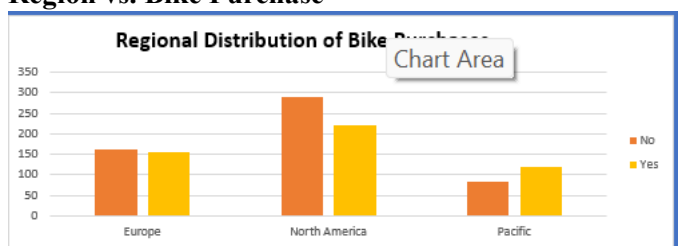**Impact**: Helps in designing gender-specific ads or marketing messages.

2. Age Group vs. Bike Purchase

Insight: Customers in the 31-45 age range show the highest bike purchase rate.
Usefulness: This group is likely more financially stable and prefers convenience.
Impact: Marketing campaigns can focus more on this age demographic..

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3. **Region vs. Bike Purchase**

Insight: The Western region has the highest number of bike purchases.
Usefulness: Regional differences highlight where bike adoption is stronger.
Impact: Helps prioritize marketing budget allocation by region.

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4. **Commute Distance Vs Bike Purchase**
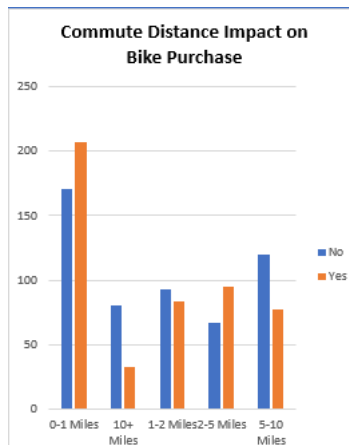
Insight:People with smaller commute distances are more likely to buy bikes.
Impact: Focus on promoting bikes in regions with smaller commutes.

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5. **Occupation vs. Bike Purchase**
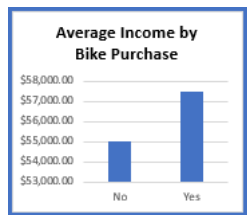
BIKE PURCHASE RATE BY OCCUPATION
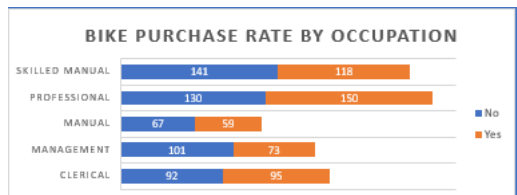
Insight: Professionals and Skilled Workers have a higher tendency to buy bikes compared to clerical staff.
Usefulness: Income level and lifestyle may be driving factors.
Impact: Position bikes as a status or lifestyle product for professionals.

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6. Income vs. Bike Purchase
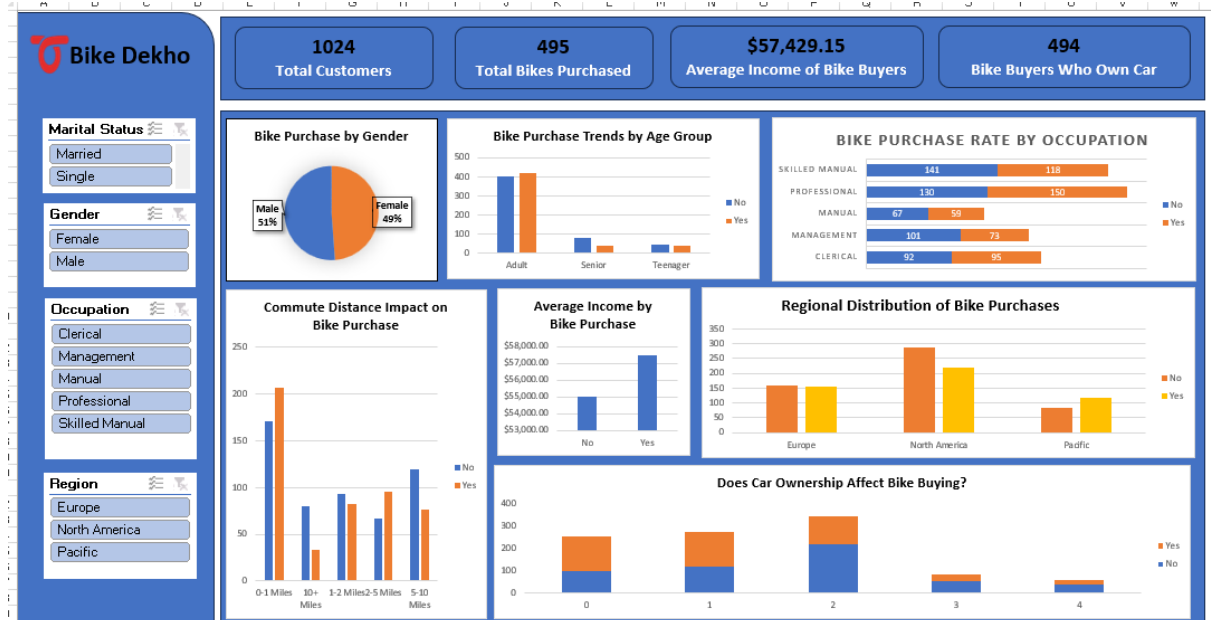

Average Income by Bike Purchase

Insight: Higher income groups (>$60,000) purchase more bikes.
Usefulness: Suggests affordability and lifestyle are key drivers.
Impact: High-end bike models can be targeted to affluent segments.

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7. Dashboard

Recommendations

1. **Target Professionals aged 31–45**: Create marketing campaigns emphasizing convenience and modern lifestyle.

2. **Focus on Western Region**: Allocate more ad spend and dealer incentives in this region.

3. **Introduce Premium Models**: Cater to higher income customers with value-added features.

4. **Gender-Inclusive Advertising**: While males dominate, campaigns can also be designed to appeal to women by addressing specific needs like safety, design, and ease of use.

Conclusion

The analysis provides a comprehensive view of factors influencing bike purchase decisions. Key demographics like **age**, **income**, and **region**, along with behavioral traits like **commute distance** and **car ownership**, play a significant role. These insights can help the business tailor its marketing, improve sales strategy, and ultimately increase conversions and customer satisfaction