BIKE SALES ANALYSIS

Insights and Trends

INTRODUCTION

- 1.) Welcome to the bike sales report presentation.
- 2.) Today we will dive into the dynamic world of bike sales, exploring key trends, market insights and opportunities.
- 3.) This presentation aims to provide valuable insights into current sales dynamic and future prospects.
- 4.) Join us as we explore the factors driving consumers choices, average income based on gender and marital status with a focus on regional analysis.

Lets ride into the world of bike sales!

Average Income and Gender Perspectives By Region

- 1.) The first graph depicts the average income of female and male with males slightly having an edge with respect to people who have purchased the bike for Europe.
- 2.) The second graph portrays the average income of female and male for people who have purchased a bike where in the difference is almost negligible.
- 3.) The third graph displays the data for pacific region with a similar data as that of North America.

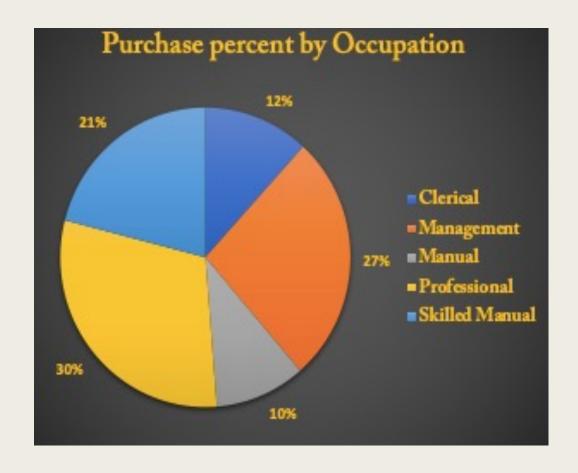






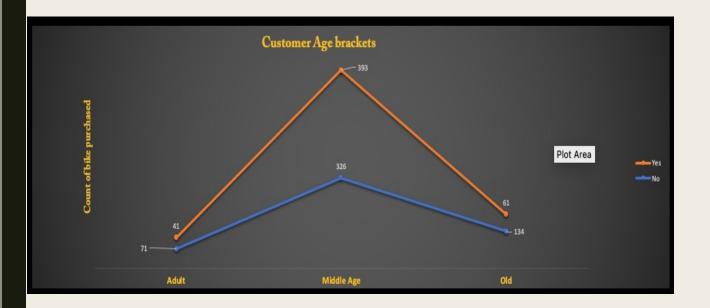
Representing Purchase Percentages Categorized By Occupation

- 1.) The pie chart illustrates bike purchases categorized by occupation.
- 2.) Majority of the people who have purchased a bike belong to a Professional background accounting for 30 percent which is followed by Management for 27 percent.
- 3.) The lowest share of people who have purchased a bike belong to manual sector.



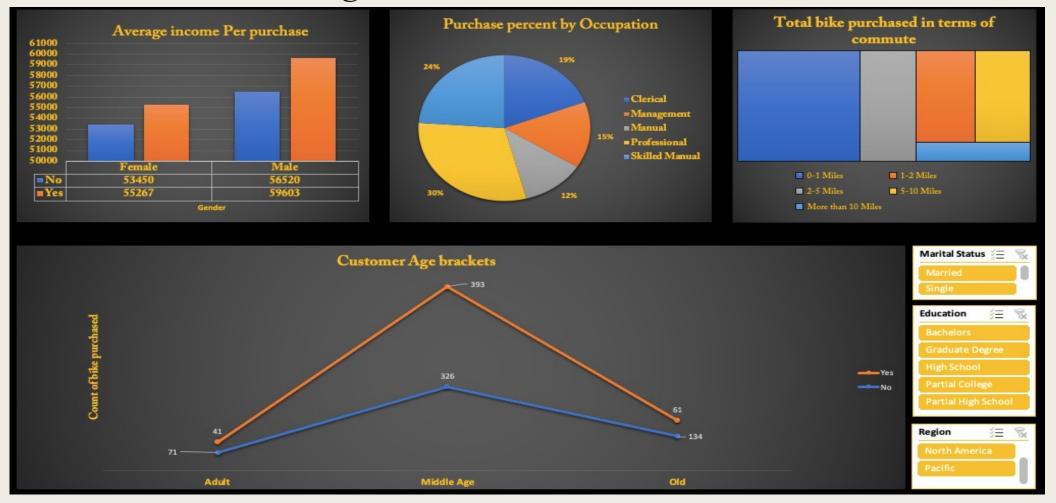
Age and Commute: Bike Buying Trends

- 1.) The line graph shows a clear difference in trend in the population where in people who are aged between 31-55(middle age) have a staggering count of 392 purchases, on the other hand Adult(18 -31) account for the lowest contribution with mere 41 units of bike.
- 2.) The blue line indicates people who have not purchased bikes with a similar trend as that of the people who have purchased.
- 3.) The tree map showcases the population who have purchased bikes with respect to the commute that they have to make for work. The blue bar which comprises of people who have to commute 0-1 miles for work have the highest value at 207 purchases.





Insights and Overview



- 1. <u>Affordable Pricing Options</u>: Introduce entry level models or financing options that cater specifically to Individuals with lower incomes.
- 2. <u>Commute-Ready Features</u>: Highlight bikes suited for urban commuting.
- 3. <u>Provide Maintenance Packages</u>: Offer affordable maintenance packages or partnerships with local bike shops to ensure ongoing support and upkeep, addressing concerns about maintenance costs.
- 4. <u>Customization</u>: Offer options for personalization and accessories.