

Bike Sales Project - Insights & Business Recommendations

Insights

1. **Income:** Higher income individuals are more likely to purchase bikes. Businesses can target premium marketing campaigns at higher earners.
2. **Marital Status:** Married individuals show higher likelihood of purchasing bikes compared to singles. Family-oriented promotions could boost sales.
3. **Gender:** Men are slightly more likely to buy bikes than women, but targeting both groups with tailored campaigns can maximize sales.
4. **Children:** Families with fewer children purchase more bikes, likely due to affordability and lifestyle. Offering family packages could help.
5. **Education:** People with higher education (Bachelors and Graduate degrees) purchase more bikes. Marketing through universities or professional platforms may be effective.
6. **Occupation:** Professionals and skilled manual workers are more likely to purchase bikes. Tailoring ads by occupation segment could increase conversion.
7. **Home Ownership:** Home owners tend to purchase more bikes. Partnerships with housing communities may be beneficial.
8. **Cars Owned:** Those with fewer cars are more likely to purchase bikes, suggesting bikes are used as primary transport for some households.
9. **Commute Distance:** People with short commutes (0-5 miles) are more likely to buy bikes. Marketing campaigns in urban areas with short commutes will be effective.
10. **Region:** Some regions show stronger bike purchase trends. Region-specific promotions should be considered.
11. **Age:** Middle-aged individuals are the most likely to buy bikes. Youth-focused campaigns could be developed to grow a younger customer base.

Business Recommendations

- Target high-income professionals with premium bike models.
- Introduce family and couple bike packages to attract married customers.
- Develop gender-inclusive marketing to appeal to both men and women.
- Offer discounts for younger buyers to grow long-term loyalty.
- Focus marketing in urban areas with short commute distances.
- Partner with employers or housing communities for group bike purchase programs.