



DATA-DRIVEN INSIGHTS: BIKE BUYERS ANALYSIS DASHBOARD

SHOWCASING DATA ANALYSIS AND VISUALIZATION IN EXCEL



Hendryawan Cipta Mulia

aanhendry3@gmail.com

www.linkedin.com/in/hendryawan

OVERVIEW

This project analyzes Velocore's bike sales data, showcasing insights into customer behavior using Excel for data cleaning, visualization, and dynamic dashboards.



OBJECTIVE

Analyze Purchasing Patterns

Provide data-driven solutions for marketing strategies.

EXCEL FEATURE USED IN THIS PROJECT

Data Cleaning

Data Validation

Pivot Table and charts

Logical function

Interactive Filter

*Velocore is not a real company

DATA OVERVIEW

ID	Marital Status	Gender	Income	Children	Education	Occupation	Home Owner	Cars	Commute Dist	Region	Age	Purchased Bike
12496	M	F	\$40.000,00	1	Bachelors	Skilled Manual	Yes		0 0-1 Miles	Europe	42	No
24107	M	M	\$30.000,00	3	Partial College	Clerical	Yes		1 0-1 Miles	Europe	43	No
14177	M	M	\$80.000,00	5	Partial College	Professional	No		2 2-5 Miles	Europe	60	No
24381	S	M	\$70.000,00	0	Bachelors	Professional	Yes		1 5-10 Miles	Pacific	41	Yes
25597	S	M	\$30.000,00	0	Bachelors	Clerical	No		0 0-1 Miles	Europe	36	Yes
13507	M	F	\$10.000,00	2	Partial College	Manual	Yes		0 1-2 Miles	Europe	50	No
27974	S	M	\$160.000,00	2	High School	Management	Yes		4 0-1 Miles	Pacific	33	Yes
19364	M	M	\$40.000,00	1	Bachelors	Skilled Manual	Yes		0 0-1 Miles	Europe	43	Yes
22155	M	M	\$20.000,00	2	Partial High Sc	Clerical	Yes		2 5-10 Miles	Pacific	58	No
19280	M	M	\$120.000,00	2	Partial College	Manual	Yes		1 0-1 Miles	Europe	40	Yes
22173	M	F	\$30.000,00	3	High School	Skilled Manual	No		2 1-2 Miles	Pacific	54	Yes
12697	S	F	\$90.000,00	0	Bachelors	Professional	No		4 10+ Miles	Pacific	36	No
11434	M	M	\$170.000,00	5	Partial College	Professional	Yes		0 0-1 Miles	Europe	55	No
25323	M	M	\$40.000,00	2	Partial College	Clerical	Yes		1 1-2 Miles	Europe	35	Yes
23542	S	M	\$60.000,00	1	Partial College	Skilled Manual	No		1 0-1 Miles	Pacific	45	Yes
20870	S	F	\$10.000,00	2	High School	Manual	Yes		1 0-1 Miles	Europe	38	Yes
23316	S	M	\$30.000,00	3	Partial College	Clerical	No		2 1-2 Miles	Pacific	59	Yes
12610	M	F	\$30.000,00	1	Bachelors	Clerical	Yes		0 0-1 Miles	Europe	47	No
27183	S	M	\$40.000,00	2	Partial College	Clerical	Yes		1 1-2 Miles	Europe	35	Yes
25940	S	M	\$20.000,00	2	Partial High Sc	Clerical	Yes		2 5-10 Miles	Pacific	55	Yes
25598	M	F	\$40.000,00	0	Graduate Degr	Clerical	Yes		0 0-1 Miles	Europe	36	Yes
21564	S	F	\$80.000,00	0	Bachelors	Professional	Yes		4 10+ Miles	Pacific	35	No
19193	S	M	\$40.000,00	2	Partial College	Clerical	Yes		0 1-2 Miles	Europe	35	Yes
26412	M	F	\$80.000,00	5	High School	Management	No		3 5-10 Miles	Europe	56	No

Contains **1027 rows** and **13 columns**

The dataset contains detailed information about individuals, focusing on their **demographics, financial status, commuting habits, and whether they purchased a bike.**

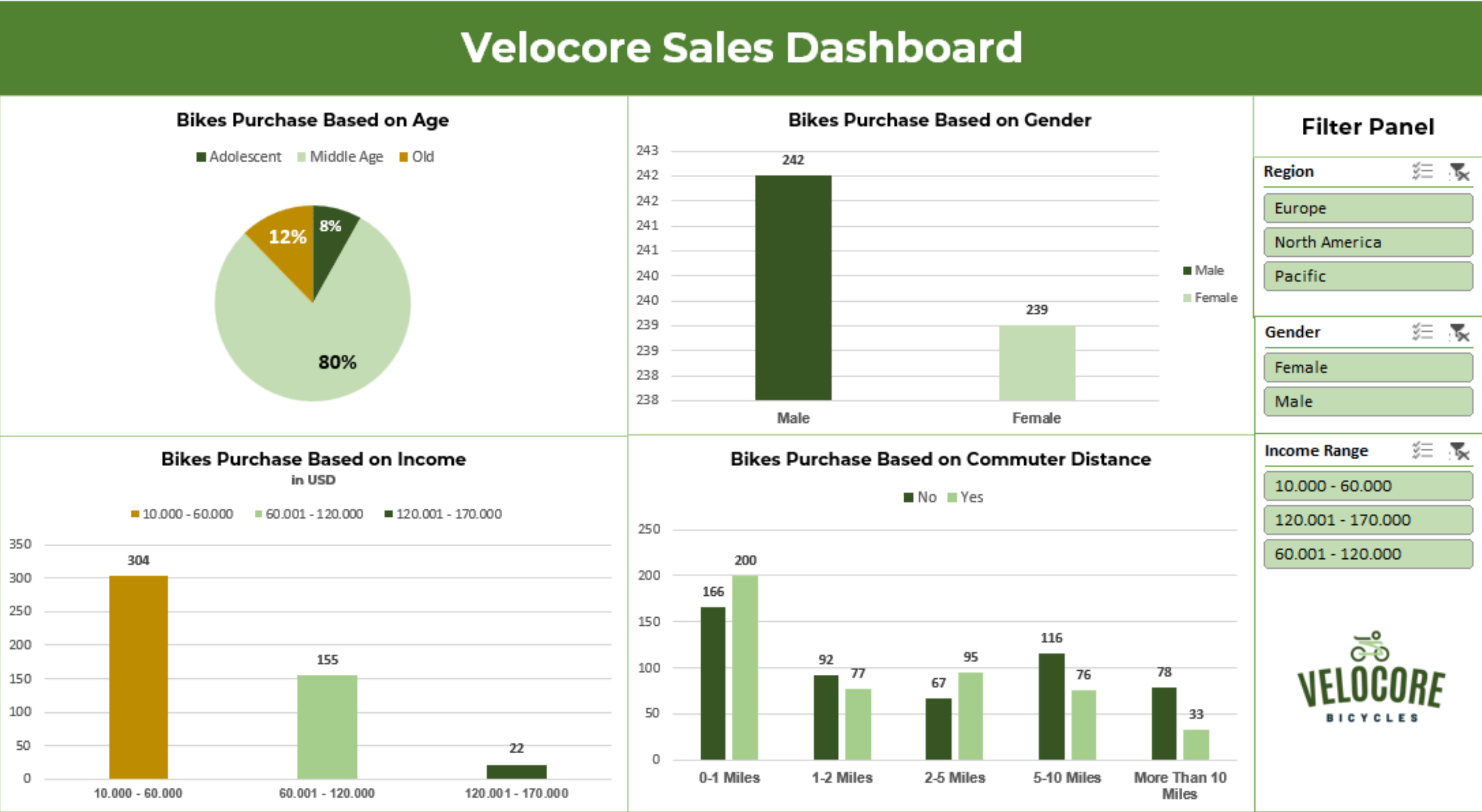
DATA READY FOR USE

ID	Marital Status	Gender	Income	Income Range	Children	Education	Occupation	Home Owner	Cars	Commute Distance	Region	Age	Age Brackets	Purchased
12496	Married	Female	\$40,000	10,000 - 60,000	1	Bachelors	Skilled Manual	Yes		0 0-1 Miles	Europe		42 Middle Age	No
24107	Married	Male	\$30,000	10,000 - 60,000	3	Partial College	Clerical	Yes		1 0-1 Miles	Europe		43 Middle Age	No
14177	Married	Male	\$80,000	60,001 - 120,000	5	Partial College	Professional	No		2 2-5 Miles	Europe		60 Old	No
24381	Single	Male	\$70,000	60,001 - 120,000	0	Bachelors	Professional	Yes		1 5-10 Miles	Pacific		41 Middle Age	Yes
25597	Single	Male	\$30,000	10,000 - 60,000	0	Bachelors	Clerical	No		0 0-1 Miles	Europe		36 Middle Age	Yes
13507	Married	Female	\$10,000	10,000 - 60,000	2	Partial College	Manual	Yes		0 1-2 Miles	Europe		50 Middle Age	No
27974	Single	Male	\$160,000	120,001 - 170,000	2	High School	Management	Yes		4 0-1 Miles	Pacific		33 Middle Age	Yes
19364	Married	Male	\$40,000	10,000 - 60,000	1	Bachelors	Skilled Manual	Yes		0 0-1 Miles	Europe		43 Middle Age	Yes
22155	Married	Male	\$20,000	10,000 - 60,000	2	Partial High Scho	Clerical	Yes		2 5-10 Miles	Pacific		58 Old	No
19280	Married	Male	\$120,000	60,001 - 120,000	2	Partial College	Manual	Yes		1 0-1 Miles	Europe		40 Middle Age	Yes
22173	Married	Female	\$30,000	10,000 - 60,000	3	High School	Skilled Manual	No		2 1-2 Miles	Pacific		54 Middle Age	Yes
12697	Single	Female	\$90,000	60,001 - 120,000	0	Bachelors	Professional	No		4 More Than 10 Miles	Pacific		36 Middle Age	No
11434	Married	Male	\$170,000	120,001 - 170,000	5	Partial College	Professional	Yes		0 0-1 Miles	Europe		55 Old	No
25323	Married	Male	\$40,000	10,000 - 60,000	2	Partial College	Clerical	Yes		1 1-2 Miles	Europe		35 Middle Age	Yes
23542	Single	Male	\$60,000	10,000 - 60,000	1	Partial College	Skilled Manual	No		1 0-1 Miles	Pacific		45 Middle Age	Yes
20870	Single	Female	\$10,000	10,000 - 60,000	2	High School	Manual	Yes		1 0-1 Miles	Europe		38 Middle Age	Yes
23316	Single	Male	\$30,000	10,000 - 60,000	3	Partial College	Clerical	No		2 1-2 Miles	Pacific		59 Old	Yes
12610	Married	Female	\$30,000	10,000 - 60,000	1	Bachelors	Clerical	Yes		0 0-1 Miles	Europe		47 Middle Age	No
27183	Single	Male	\$40,000	10,000 - 60,000	2	Partial College	Clerical	Yes		1 1-2 Miles	Europe		35 Middle Age	Yes
25940	Single	Male	\$20,000	10,000 - 60,000	2	Partial High Scho	Clerical	Yes		2 5-10 Miles	Pacific		55 Old	Yes
25598	Married	Female	\$40,000	10,000 - 60,000	0	Graduate Degree	Clerical	Yes		0 0-1 Miles	Europe		36 Middle Age	Yes
21564	Single	Female	\$80,000	60,001 - 120,000	0	Bachelors	Professional	Yes		4 More Than 10 Miles	Pacific		35 Middle Age	No
19193	Single	Male	\$40,000	10,000 - 60,000	2	Partial College	Clerical	Yes		0 1-2 Miles	Europe		35 Middle Age	Yes
26412	Married	Female	\$80,000	60,001 - 120,000	5	High School	Management	No		3 5-10 Miles	Europe		56 Old	No
27184	Single	Male	\$40,000	10,000 - 60,000	2	Partial College	Clerical	No		1 0-1 Miles	Europe		34 Middle Age	No
12590	Single	Male	\$30,000	10,000 - 60,000	1	Bachelors	Clerical	Yes		0 0-1 Miles	Europe		63 Old	No
17841	Single	Male	\$30,000	10,000 - 60,000	0	Partial College	Clerical	No		1 0-1 Miles	Europe		29 Adolescent	Yes
18283	Single	Female	\$100,000	60,001 - 120,000	0	Bachelors	Professional	No		1 5-10 Miles	Pacific		40 Middle Age	No
18299	Married	Male	\$70,000	60,001 - 120,000	5	Partial College	Skilled Manual	Yes		2 5-10 Miles	Pacific		44 Middle Age	No
16466	Single	Female	\$20,000	10,000 - 60,000	0	Partial High Scho	Manual	No		2 0-1 Miles	Europe		32 Middle Age	Yes
19273	Married	Female	\$20,000	10,000 - 60,000	2	Partial College	Manual	Yes		0 0-1 Miles	Europe		63 Old	No
22400	Married	Male	\$10,000	10,000 - 60,000	0	Partial College	Manual	No		1 0-1 Miles	Pacific		26 Adolescent	Yes
20942	Single	Female	\$20,000	10,000 - 60,000	0	High School	Manual	No		1 5-10 Miles	Europe		31 Middle Age	No
18484	Single	Male	\$80,000	60,001 - 120,000	2	High School	Skilled Manual	No		2 1-2 Miles	Pacific		50 Middle Age	Yes
13301	Single	Male	\$30,000	10,000 - 60,000	5	Partial College	Professional	No		3 0-1 Miles	Europe		60 Old	No

Contains **1001 rows** and **15 columns**

The dataset is now **clean, consistent, and enriched with additional categorical columns** to simplify analysis and improve visualization.

DASHBOARD OVERVIEW



KEY INSIGHTS

80%

Buyers come from the Middle Ages
($31 \leq \text{age} \leq 54$) age category

Purchases are relatively **balanced** between genders

Customers with incomes of
\$10,000–\$60,000

have the highest purchase rates

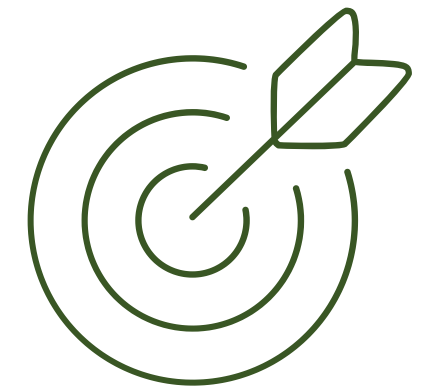
The majority of purchases are made by customers with a
travel distance of

0–1 mile

With these insights, we can craft impactful strategies to drive results

TURNING INSIGHTS INTO ACTION

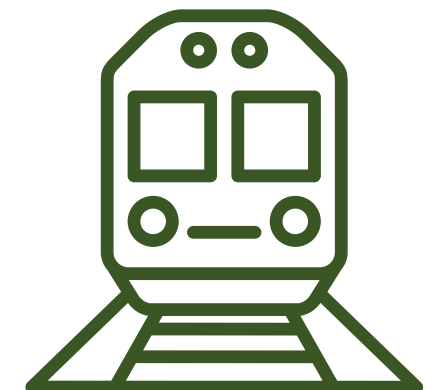
Focus on middle-aged customers with tailored campaigns, while maintaining a balanced appeal for **both genders**.



Offer budget-friendly options targeting incomes of \$10,000–\$60,000.



Highlight convenience for **short-distance commuters (0–1 mile)**.



Let's Connect!

Excited to leverage my skills in data analytics to drive impactful business solutions!

LinkedIn: Hendryawan Cipta Mulia | GitHub: Hendryawan99 | Instagram: @gwe.aan

