

FINAL DASHBOARD INSIGHTS – VISUALS INTERPRETED

1. Revenue by State (Bar Chart)

🔍 Insight:

- **Tamil Nadu, Punjab, and Rajasthan** are the top-performing states in terms of total revenue.
- **Delhi and Gujarat** show relatively lower revenue compared to other high-density states.

Recommendation:

Focus marketing and inventory efforts on **TN, Punjab, and Rajasthan**. Run targeted awareness campaigns in **Delhi and Gujarat** to boost sales.

2. Revenue by Gender (Bar + Donut Chart)

🔍 Insight:

- **Female buyers** contributed **more total revenue** than male buyers.
- The revenue gap is visually significant (~81.9M for females vs ~82.6M for males), meaning both genders are strong markets, but **female engagement is slightly higher**.

Recommendation:

Consider running **female-centric bike promotions or finance schemes**, especially for working women. Highlight features like lightweight design, commuting comfort, and style.

3. Marital Status vs Bike Purchase (Line Chart)

🔍 Insight:

- **Married customers** have higher bike purchase counts overall.
- Within singles, **those who responded "Yes" to purchasing** are still substantial in number (250 buyers).
- Drop in purchases for "Married - No" category may indicate household budget constraints or alternate commuting options.

Recommendation:

Offer **family combo packages** or EMI plans for married segments. For singles, introduce stylish or budget-friendly variants to increase appeal.

BONUS COMBINED INSIGHT:

Demographic Power Segment:

Married women from revenue-heavy states (like Tamil Nadu and Punjab) could be your **highest-converting target group**. Focus digital campaigns on that segment using region + gender-based targeting.
