Bike Buyers Analysis – Key KPIs & Metrics

The objective of this project is to generate valuable insights from the Bike Buyers dataset that will help the company make data-driven decisions and increase its sales. The following KPIs and metrics are proposed to evaluate performance and identify growth opportunities.

1. Sales Performance KPIs

- Bike Purchase Rate (%) = (Number of customers who purchased bikes ÷ Total customers) × 100
- Bike Purchases by Region & Education
- Bike Purchases by Occupation
- Bike Purchases by Marital Status & Gender

2. Demographic Insights

- Average Income of Bike Buyers vs Non-Buyers
- Age Distribution of Bike Buyers
- Impact of Number of Children on Bike Purchases

3. Lifestyle & Accessibility Metrics

- Bike Purchases by Commute Distance
- Home Ownership Status vs Bike Purchases
- Cars Owned vs Bike Purchases

4. Regional & Educational Trends

- Region-wise Bike Purchase Share (%)
- Education Level Impact on Bike Purchases
- Region + Education Combination Analysis

5. High-Value Customer Indicators

- High-Income Buyer Rate (% buyers earning above $80,000)
- Top 10% Income Contribution to Sales
- Occupation + Income Clusters Driving Most Sales

6. Predictive & Strategic Metrics

- Customer Segments with Highest Conversion Rate
- Potential Upsell Targets

- Churn Risk Indicators