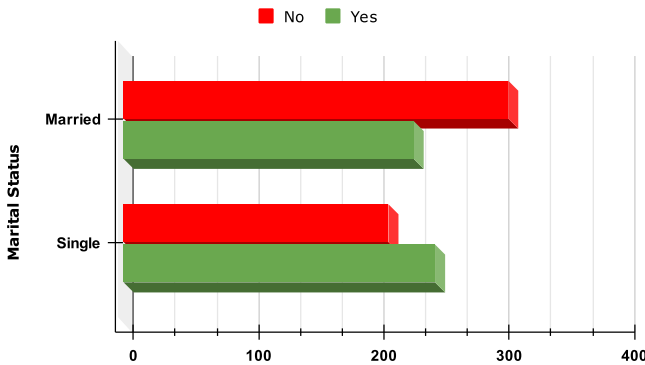
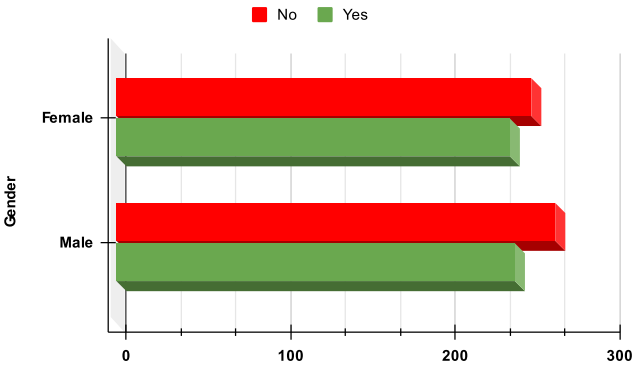


BIKE BUYERS DASHBOARD

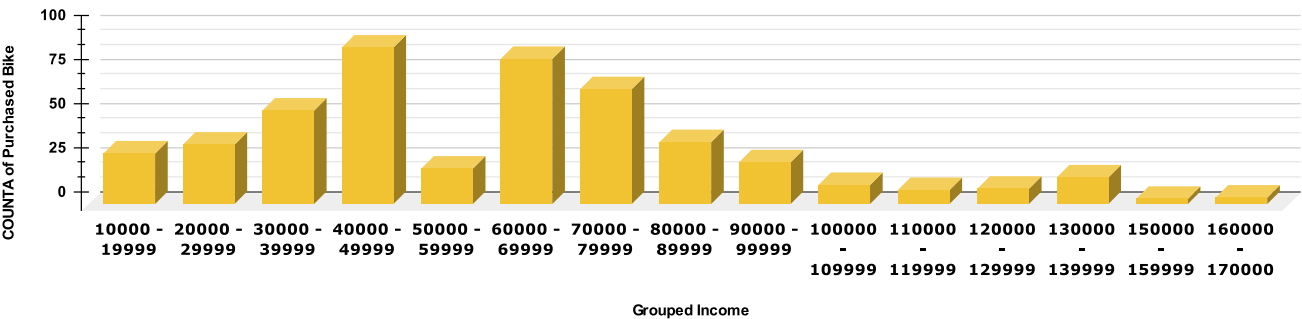
Bike Purchases by Marital Status



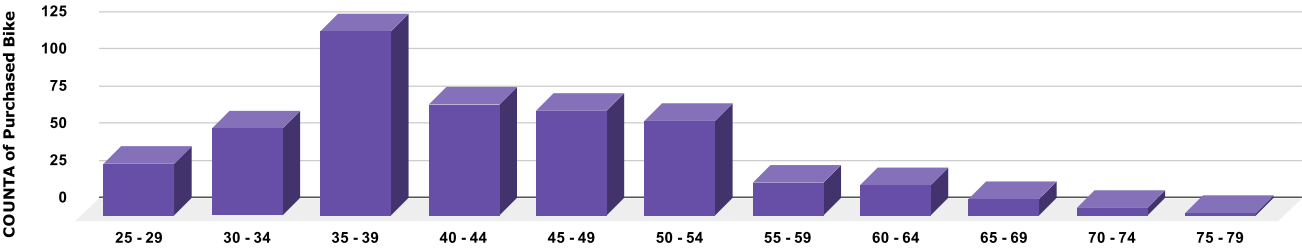
Bike Purchases by Gender



Distribution of Income among Bike Buyers



Age-wise Buyer Distribution



Marital Status

Married
Single

Gender

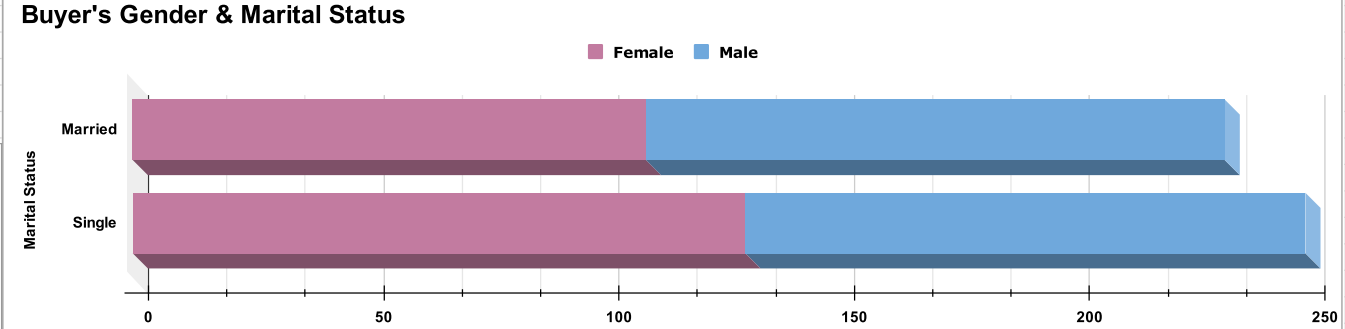
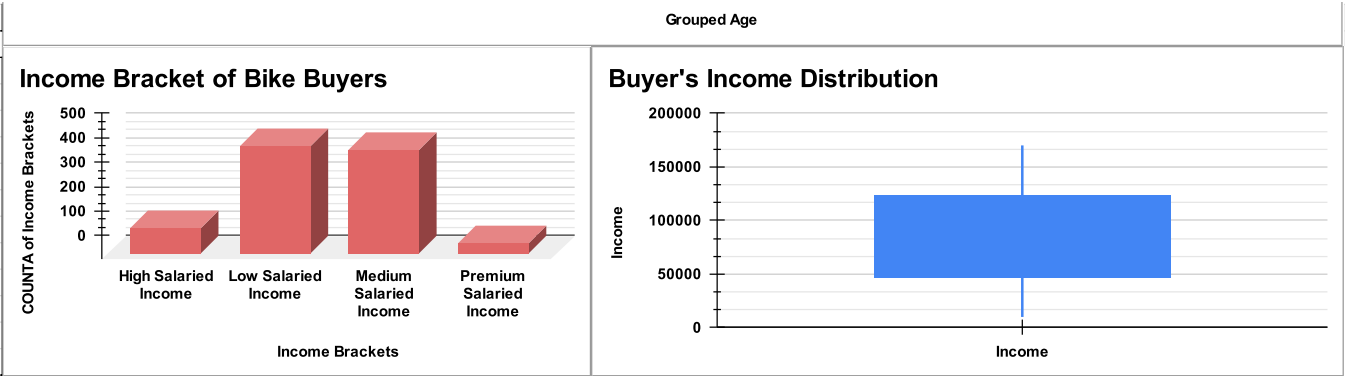
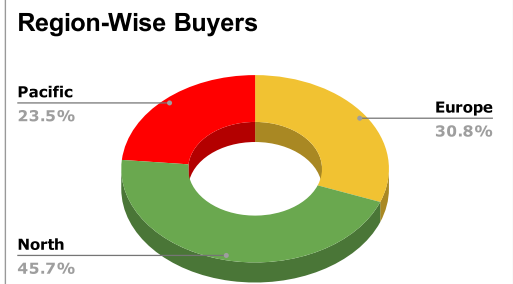
Male
Female

Income

10000
20000
30000
40000
50000
60000
70000
80000
90000
100000
110000
120000
130000
150000
160000

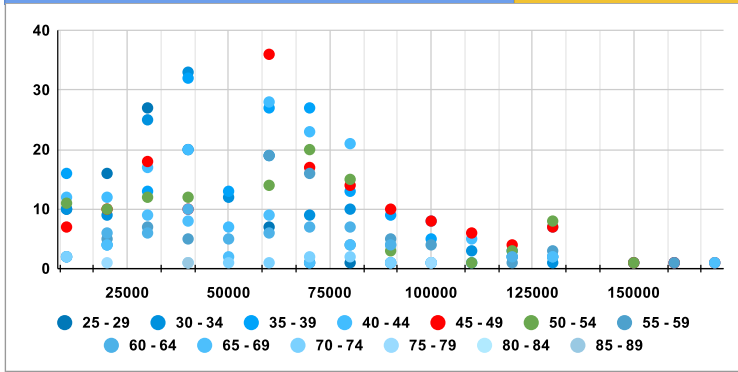
170000
Age
25 - 29
30 - 34
35 - 39
40 - 44
45 - 49
50 - 54
55 - 59
60 - 64
65 - 69
70 - 74
75 - 79

Income Bracket
High Salaried Income (85,000 - 1,27,499)
Low Salaried Income (<42,500)
Medium Salaried Income (42,500 - 84,999)
Premium Salaried Income (1,27,500 - 1,70,000)



Region	COUNTA of Region	SUM of Income	SUM of Children	SUM of Cars	AVERAGE of Age
Europe	148	6080000	210	117	42
North America	220	14320000	458	293	44
Pacific	113	7260000	151	175	43
Grand Total	481	27660000	819	585	43

RELATIONSHIP BETWEEN INCOME AND AGE



CORRELATION HEATMAP

THANK YOU!