Bike Sales Dashboard Region 0 Married Europe Bachelors Female Single North America Graduate Degree Male Pacific High School Partial College Partial High School Average of Income Count of Purchased Bike Avg Income Per Purchase **Customer Age Trend** 90.000 383 80,000 350 70,000 • 318 300 Purchased Bike Purchased Bike No -- No 30,000 □Yes **─**Yes 20,000 150 • 130 10,000 100 65,806 79,688 59 □Yes 65.000 75,833 GENDER Middle Age Old Age Bracket Age Brackets Gender Count of Purchased Bike 250 **Customer Commute** 200 200 166 Purchased Bike 150 ---Yes 116 100 67

2-5 Miles

5-10 Miles

More than 10 Miles

0

Commute Distance

0-1 Miles

1-2 Miles