# 🚴 Bike Purchase Behavior Analysis

**Problem Statement:**

A bike manufacturing company aims to increase its sales by understanding customer demographics and behaviors that influence bike purchases. The company has collected customer data, including gender, income, age, marital status, education, commute distance, number of children, and region.

Despite having a broad customer base, the company lacks clarity on which customer segments are more likely to purchase bikes. This gap in insights hinders targeted marketing and optimized sales strategies.

**Objective**:

To analyze customer demographic data and purchasing patterns using an interactive Excel dashboard in order to:

* Identify key factors influencing bike purchases.
* Understand trends in customer age, income, and commute distance.
* Segment customers by education, marital status, and region to spot high-potential groups.
* Support data-driven decisions for improving marketing campaigns and increasing sales conversions.