**Key Insights from the Bike Sales Data**

**1️. Who Buys More Bikes?**

* **Age & Income Impact**:  
  - Higher-income individuals are more likely to buy bikes.  
  - Most buyers are aged **25-40**.
* **Gender Influence**:  
  - Both men and women purchase bikes, but trends may vary based on income.

**2️. What Factors Affect Bike Sales?**

* **Commute Distance:**  
  - People commuting **5-10 miles** have a higher chance of buying a bike.  
  - Those commuting **0-1 miles** are less likely to purchase.
* **Marital Status & Family Size:**  
  - **Single individuals** are more likely to buy bikes.  
  - Families with **fewer children** tend to purchase more bikes.
* **Home Ownership & Cars Owned:**  
  - **Non-homeowners** seem to buy bikes more frequently.  
  - People with **0-1 cars** are more likely to purchase bikes.

**3️. Regional Insights**

* **Europe & Pacific** regions have **higher bike sales**.
* Customers in urban areas with good cycling infrastructure are more likely to buy bikes.

**Extra**

* **Visuals:** Used **Excel charts** to display trends dynamically.
* **Business Strategy:** Recommend targeted marketing for young professionals and urban commuters.