

Bike Dekho – Bike Sales Analysis Excel Project

Objective:

To analyze customer demographics and behavior to understand the factors influencing bike purchases, using cleaned and structured Excel data.

Tools Used:

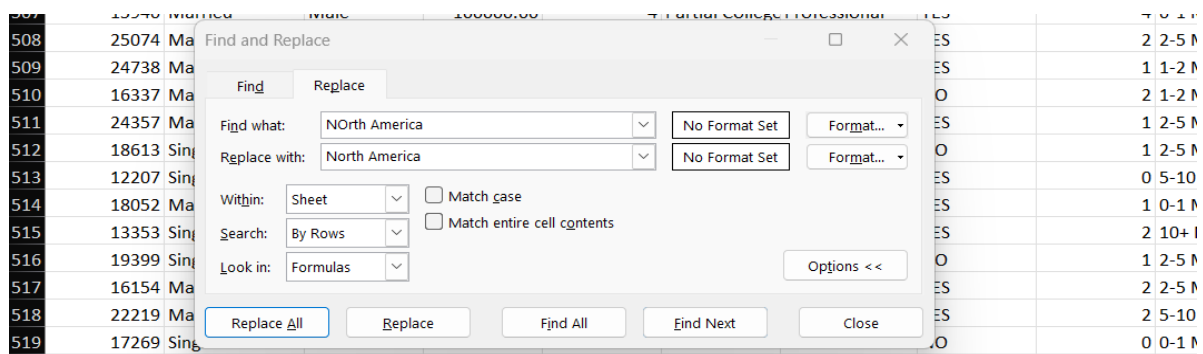
Microsoft Excel

- PivotTables
 - Charts (Clustered Column, Line, Stacked Column, Pie)
 - Conditional Formatting
 - Data Cleaning Techniques
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EXCEL CLEANED DATA

Data Cleaning Performed:

- Removed extra spaces and duplicate values.
- Standardized Purchased Bike values to YES/NO.
- Converted Income to numeric format for analysis.
- Title-cased inconsistent entries in respective columns.
- Formatted Commute Distance values consistently
- Applied conditional formatting to highlight key patterns.
- *Some of the actions performed as shown in below figures.*



EXCEL DASHBOARD

Purpose:

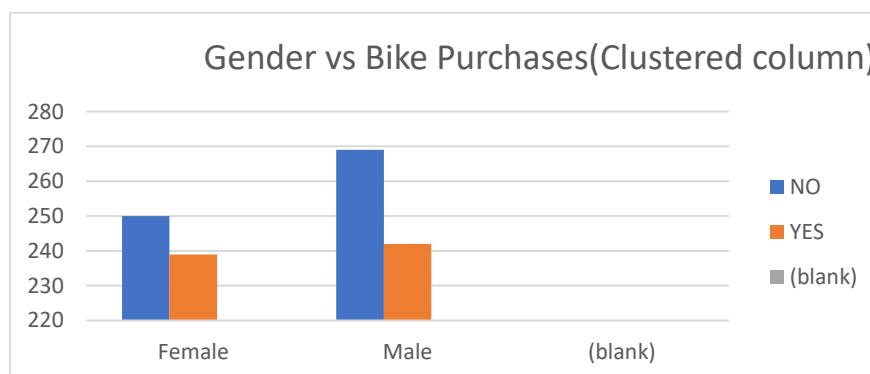
To visually analyze key factors influencing bike purchases using interactive PivotCharts and cleaned data.

1. Gender vs Bike Purchase

Chart Type Used: *Clustered Column Chart*

Insight:

- Below figure shows actual **counts** of bike buyers vs non-buyers across **Male** and **Female** categories.
- Insight:** Males may have a **higher count** of bike purchases than females (or vice versa depending on data), indicating **gender influence** in bike buying behavior.
- Suggests targeting marketing campaigns based on gender trends.

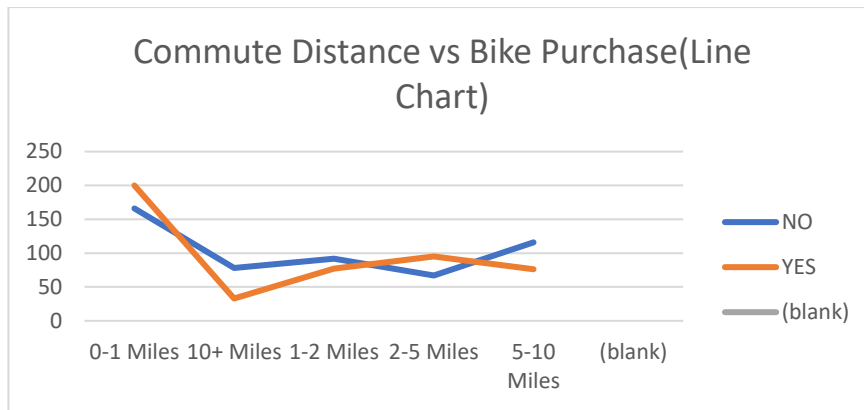


2. Commute Distance vs Bike Purchase

Chart Type Used: *Line Chart*

Insight:

- Below figure illustrates how **commute length** affects bike buying patterns.
- Trend Insight:** If bike purchase peaks at mid or long distances (like 2–5 miles or 5–10 miles), it shows users with **longer commutes prefer bikes**.
- Very short or very long distances may have **lower purchase rates**, indicating people either walk or use public transport/cars for extremes.

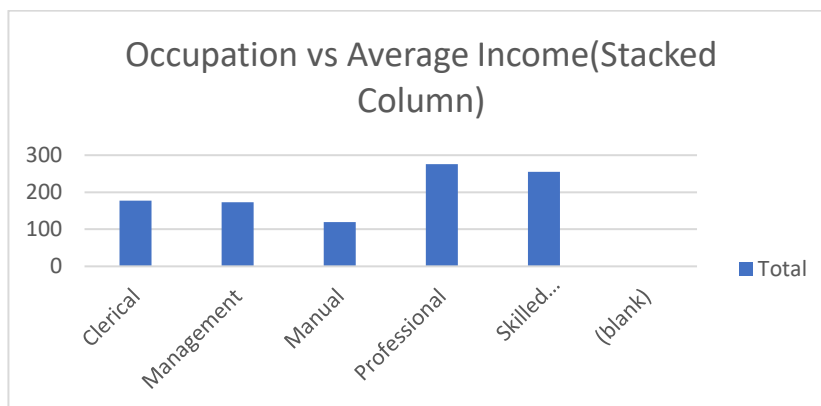


3. Occupation vs Average Income

Chart Type Used: *Stacked Column Chart*

Insight:

- Below figure visualizes how **income differs** across occupations.
- Professionals, Managers, or Skilled Manual Workers** may have higher **average income** → more likely to afford bikes.
- Clerical or Manual labor** categories may show **lower income**, correlating with fewer purchases or more budget-conscious buyers.



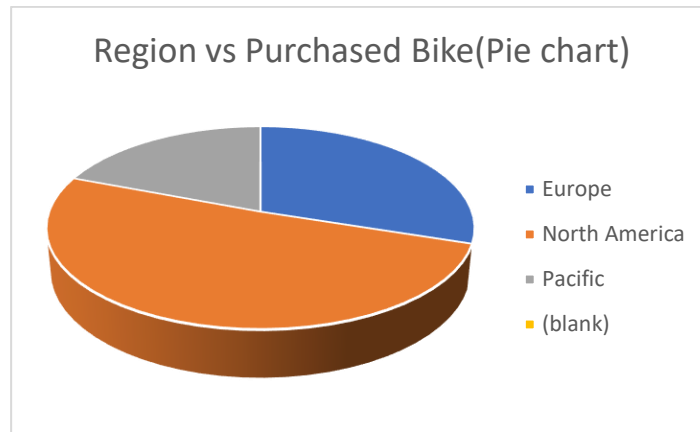
4. Region-wise Bike Purchase

Chart Type Used: *Pie Chart*

Insight:

- Below figure shows **proportional distribution** of bike purchases across regions.
- Helps identify **top-performing regions** (e.g., North America might account for 40% of purchases).

- Good for **regional targeting** — focus sales or campaigns where adoption is already high or needs improvement.



Business Insights :

1. Target Demographics Identified

- Males may purchase more bikes than females → focus marketing efforts accordingly.

2. Commute-Based Purchase Trend

- People with medium-to-long commute distances are more likely to buy bikes → segment ads based on travel needs.

3. Income Influence on Purchase

- High-income occupations (e.g., Professionals, Managers) show higher potential for conversion.

4. Region-Specific Opportunities

- Certain regions show higher bike adoption → prioritize high-performing regions for campaigns or dealerships.

5. Education & Occupation Influence

- Educated customers in skilled jobs are more likely buyers → aligns with aspirational buying behavior.

Deliverables :

- Cleaned and standardized dataset.
- Interactive Excel dashboard with 4 key charts.
- PivotTable-based analysis.

- Summary of business insights.

Skills Demonstrated :

- Data cleaning and formatting in Excel.
 - PivotTable creation and analysis.
 - Data visualization using charts.
 - Dashboard design and layout.
 - Business insight generation.
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