Bike Sales Data Analysis Dashboard User Guide

Introduction

Welcome to the Bike Sales Data Analysis Dashboard! This dashboard provides valuable insights into bike sales data for our company. With interactive features such as slicers and charts, you can explore customer demographics and behavior to better understand sales trends.

Using the Dashboard

1. Slicers

- **Marital Status**: Filter the data based on customer marital status.

- **Education**: Filter the data based on customer education level.

- **Region**: Filter the data based on customer region.

- **Occupation**: Filter the data based on customer occupation.

2. Charts

The dashboard contains three charts representing different aspects of customer demographics and behavior:

1. **Average Income per Customer**: Shows the average income of customers based on selected filters.

2. **Customer Commute**: Illustrates how customers commute to the store, based on selected filters.

3. **Customer Age Bracket**: Displays the distribution of customers across age brackets, based on selected filters.

3. Interacting with the Dashboard

- **Filtering Data**: Use the slicers to filter the data based on specific criteria such as marital status, education, region, and occupation. Select one or multiple options to refine the data displayed in the charts.

- **Exploring Insights**: As you apply filters, observe how the charts update dynamically to reflect changes in the data. Analyze trends and patterns to gain insights into customer demographics and behavior.

- **Resetting Filters**: To reset the filters and view the original dataset, click the "Clear Filter" button on each slicer or use the "Clear Filters" option in the slicer menu.

Getting Started

1. Open the **bike_sales_data.xlsx** file in Microsoft Excel (version 2403) or compatible spreadsheet software.

2. Navigate to the "Dashboard" worksheet to access the interactive dashboard.

3. Use the slicers to filter the data based on your preferences.

4. Explore the charts to analyze bike sales trends and customer demographics.

Troubleshooting

If you encounter any issues or have questions about using the dashboard, please refer to the "Contact" section below for assistance.

Contact

For further assistance or feedback, please contact maragretokungbowa10@gmail.com