

The background is a dark blue gradient with a subtle pattern of small white dots. Overlaid on this are several faint, light blue circular elements. On the left side, there is a large circular scale with tick marks and numbers ranging from 140 to 260. Other circular patterns, some with arrows, are scattered across the upper and lower portions of the slide.

BIKE SALES DASHBOARD ANALYSIS

INSIGHTS ON CUSTOMER PREFERENCES AND SALES PATTERNS

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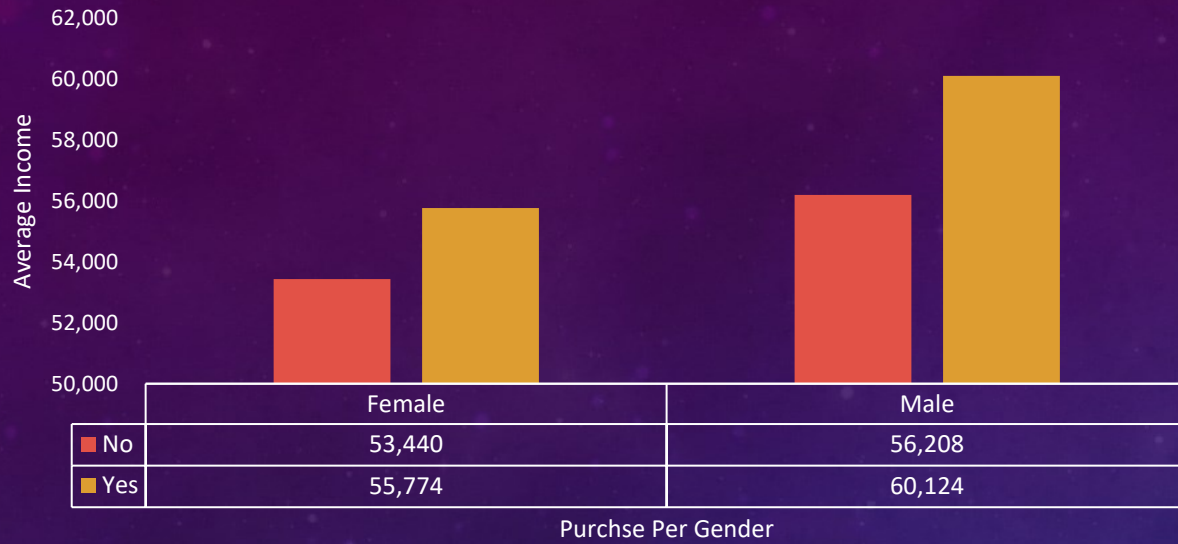
Objective

The Purpose of this analysis is to uncover key insights from bike sales data to improve marketing strategies, product offerings, and customer targeting.

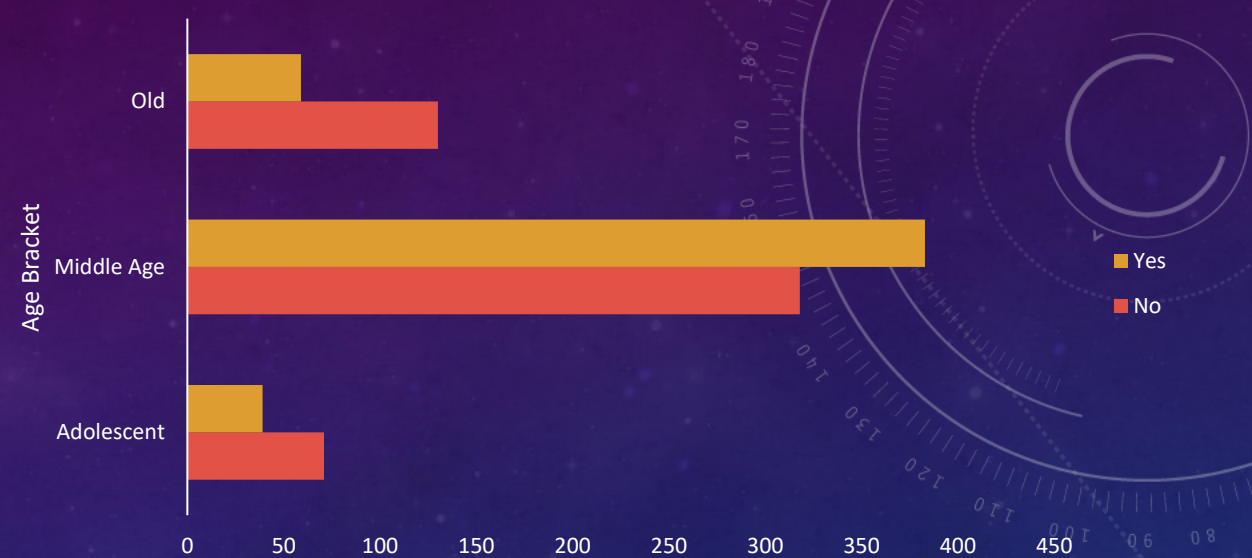
Key Questions Answered

- How does income influence bike purchase decisions?
- Which age brackets are most likely to buy bikes?
- How do customer commute distances vary across different marital statuses, education levels, and regions?

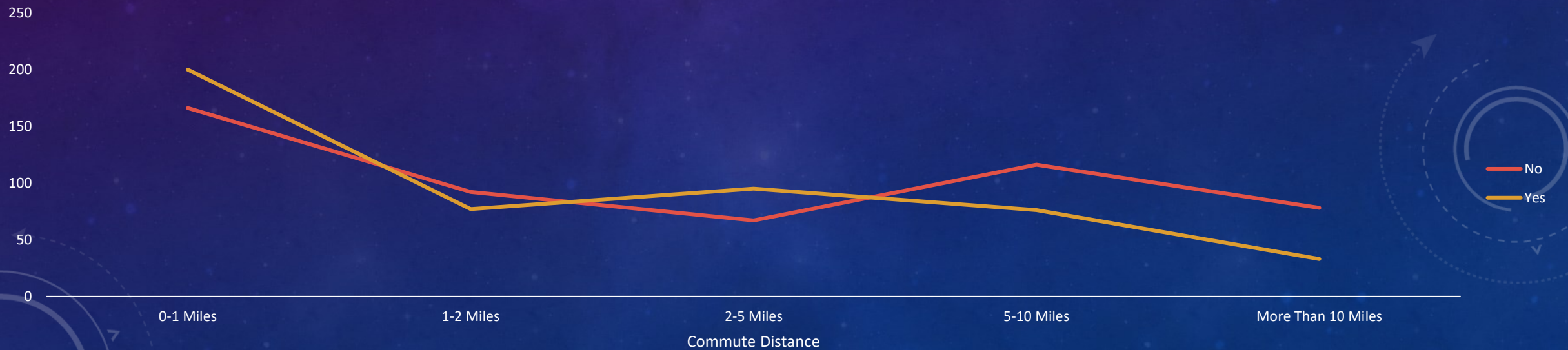
Average Income Per Purchase



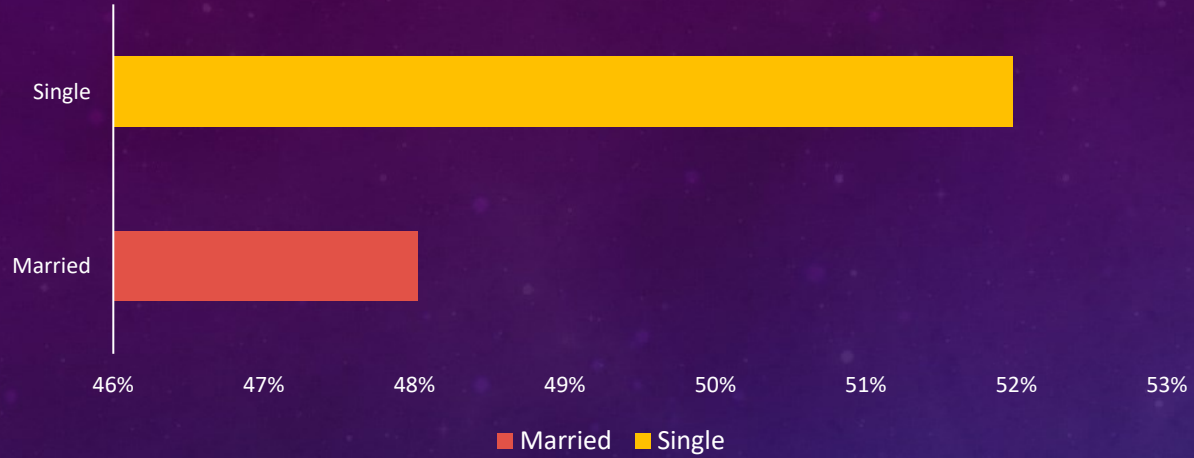
Customer Age Brackets



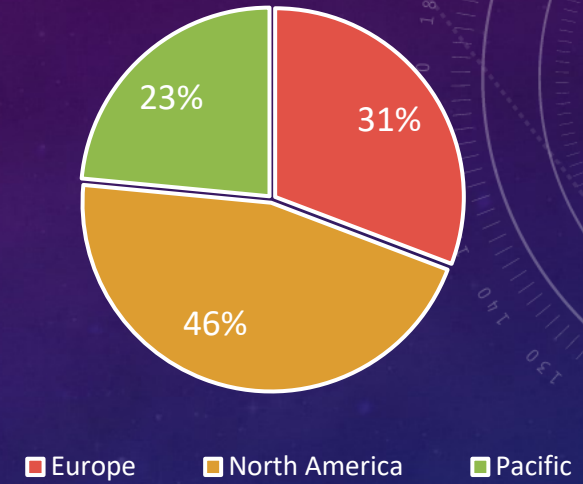
Customer Commute



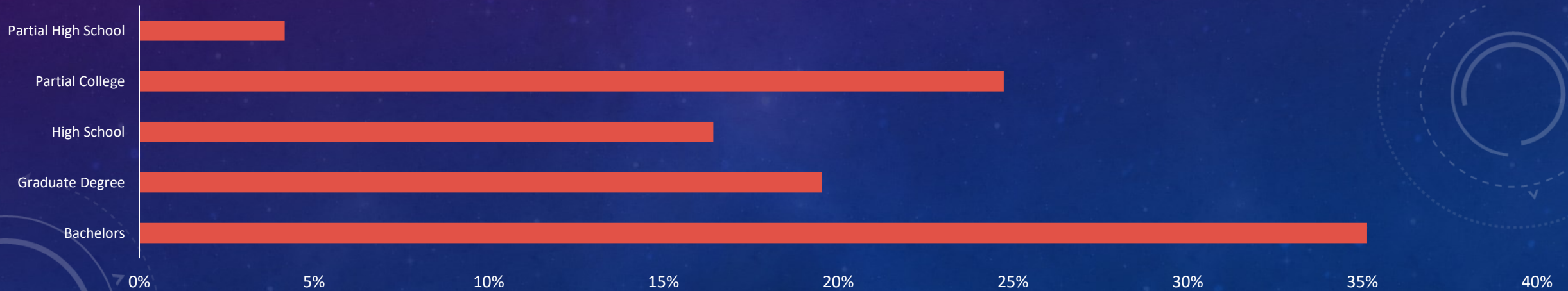
Purchase Percentage by Marital Status



Purchase Percentage by Region



Purchase Percentage by Education Level



Recommendations

Marketing Focus

Target high-income, mid-age customers with marketing campaigns.

Regional Customization

Tailor offerings in regions with low purchase rates to improve sales.

Commute Solutions

Promote bike purchases for short commutes as an eco-friendly and economical option.

Next Steps

Predictive Modelling

Use advanced analytics to predict future bike buyers based on historical data.

Further Data Collection

Gather additional data points like customer satisfaction and reasons for non-purchase to improve recommendations.

Pricing Optimization

Adjust pricing strategies based on customer demographics and purchasing trends.

Summaries

Key Findings

- Income Factor: Higher-income customers show a higher likelihood of purchasing bikes.
- Age Trends: Customers aged 25-40 are the primary bike purchasers.
- Commute Insights: Customers with shorter commutes are likelier to invest in bikes.
- Educational Impact: Education levels correlate with purchase trends, with bachelor's degree holders leading.

Actionable Insights

- Focus on customers with mid-to-high incomes and short commutes.
- Develop region-specific marketing campaigns.
- Promote bikes as a solution for eco-friendly, efficient commuting.