Bike Dekho – Bike Sales Analysis

Data Analysis and Dashboard Summary
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Content:
- Explores trends in the biking industry using Excel.
- Cleaned raw sales data and added calculated fields.
- Performed EDA and visualized results.
- Built interactive dashboards and extracted insights.

Purpose:
- Gives a high-level summary of the entire project in one glance.

Key Points:
- The project involved **hands-on data work** using Microsoft Excel.

- You handled a complete pipeline: from **data cleaning → analysis → dashboarding**.

- Visual tools and formulas were used to reveal meaningful sales patterns.

Project Overview

- Clean and structure raw data.
- Analyze customer demographics and preferences.
- Visualize performance across segments.
- Deliver a business-friendly dashboard.

Purpose:
- Defines **what you set out to achieve** with the project.

Key Objectives:
- **Clean & organize** raw sales data to make it usable.
- Analyze **demographic behavior** (age, income, gender, etc.)
- Understand **bike preferences** across regions.
- Deliver **executive-style dashboards** for quick decision-making.

Project Overview

- Removed duplicates and cleaned data.
- Created age and income brackets.
- Applied Excel formulas (IF, COUNTIFS, etc.).
- Built visual dashboards with KPIs and slicers.

Purpose:
- Breaks down **how** you achieved your objectives.

Tasks Listed:
- Data Cleaning:
  - Removed duplicates
  - Standardized dates, currency, and text fields
- Calculated New Fields:
  - Age Group, Income Bracket, Profit Margin (if applicable)
- Used Excel Formulas:
  - IF, COUNTIFS, SUMIFS, VLOOKUP
- Visualized Trends:
  - Bar charts for comparisons
  - Pie charts for categorical data
  - Line charts for time-based trends
- Created a Dashboard:
  - KPIs: Total Sales, Avg. Income, etc.
  - Slicers for Gender, Region, Marital Status

Key Tasks Performed

- Married males (30–45) with high income = key buyers.
- Mountain bikes = most popular.
- Western region = highest sales.
- Income & job role influence purchases.

- **Purpose:**
- Showcases the **key takeaways** — your conclusions from the analysis.

Insights:
- **Top Buyers**: Married males, aged 30–45 with higher income
- **Most Popular Product**: Mountain bikes
- **High-Performing Region**: Western region leads in bike sales
- **Influence Factors**: Higher income and certain occupations correlate strongly with purchase behavior

Business Insights

- Cleaned Excel dataset.
- Pivot-based EDA worksheet.
- Interactive Excel dashboard.
- PPT/PDF report and walkthrough video.

Purpose:
- Lists all the **final outputs** you're submitting.

Deliverables:
- Cleaned Excel Dataset
- Pivot Table-based EDA sheet
- Fully interactive Excel dashboard
- PowerPoint & PDF Report
- Recorded walkthrough video

Deliverables

- Excel: PivotTables, Charts, Slicers.
- Data Cleaning and Preprocessing.
- Business Intelligence & Reporting.
- Dashboard Design & Storytelling.

Purpose:
- Showcases your **technical and analytical abilities**.

Tools Used:
- Microsoft Excel:
  - Formulas
  - PivotTables & Charts
  - Conditional Formatting
  - Slicers & Timelines

Skills Demonstrated:
- Data Cleaning & Structuring
- EDA & Pattern Recognition
- Dashboard Design
- Business Insight Communication

Tools & Skills