Bike Sales Analysis

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Introduction

In this project I will be analyzing the data of a bike sales dataset trying to make a dynamic dashboard using excel.

Bike sales Analysis

First, we will store the data in a folder with the raw data to secure it if the anything went wrong when analyzing the data.

Second, as we are going to use excel, we can make different sheets for the raw, working data, dashboard, and pivot data so it is clear to us the usages of the sheets.

Steps of the Analysis

Step 1 (Cleaning & Manipulating)

- Finding any duplicates and deleting them.
- Replace M and S in the marital status column with Married and single respectively
- Replace M and F in the Gender column with Male and Female respectively.
- Changed some of the formats of the data.
- Made a new column for the ranges of the ages into groups (Young Adults, Adults, Elderly)

Step 2 (Building New Tables)

- Created a pivot table showing the average income per purchase of bikes.
- Created a pivot table showing the counts of bikes purchased per commute distance
- Created a pivot table showing the number of bikes purchased per age grouped

Step 3 (Building the Interactive Dashboard)

- Created the Avg. income per purchase Bar Chart
- Created Customer Commute line chart
- Created Customer age grouped chart

Adding all of those charts to the dashboard with the following slicers:

- Marital status
- Gender
- Region
- Homeowner
- Education
- Occupation

Bike Sales Dashboard

Marital Status

| Married |
| Single |

Gender

| Female |
| Male |

Region

| Europe |
| North America |
| Pacific |

Home Owner

| No |
| Yes |

Education

| Bachelors |
| Graduate Degree |
| High School |
| Partial College |
| Partial High School |

Occupation

| Clerical |
| Management |
| Manual |
| Professional |
| Skilled Manual |

Avg. Income Per Purchase

	Female	Male
No	53,440	56,208
Yes	55,774	60,124

Customer Age Grouped

Customer Commute