

# Bike Sales Dashboard

Participants  
1000

Average Income  
56K

Average Age  
44

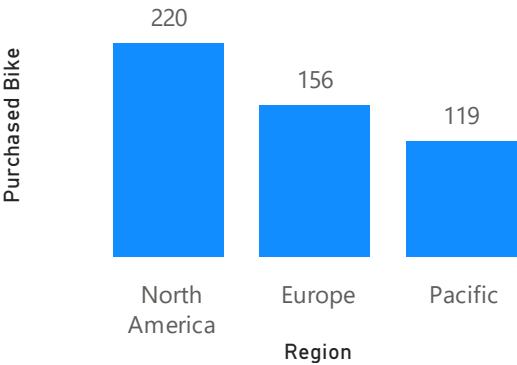
Regions  
3

Gender  
All

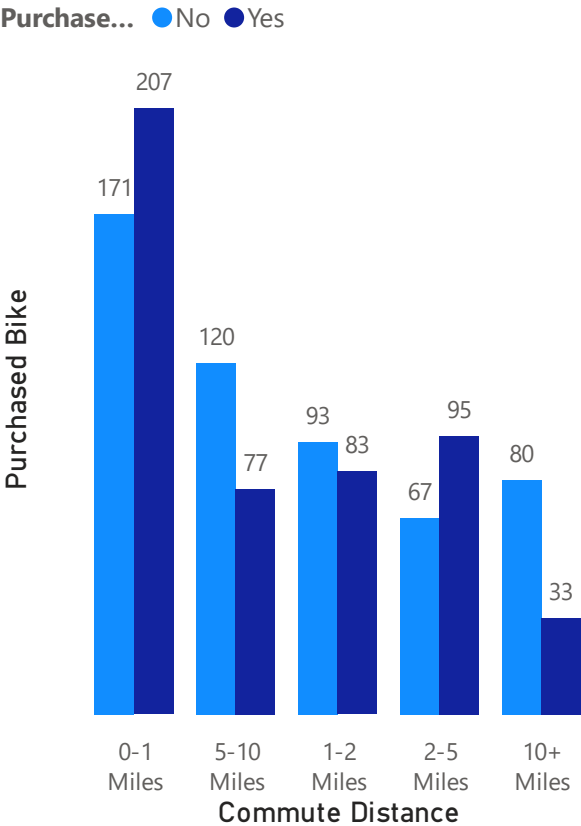
Age Bracket  
All

Region  
All

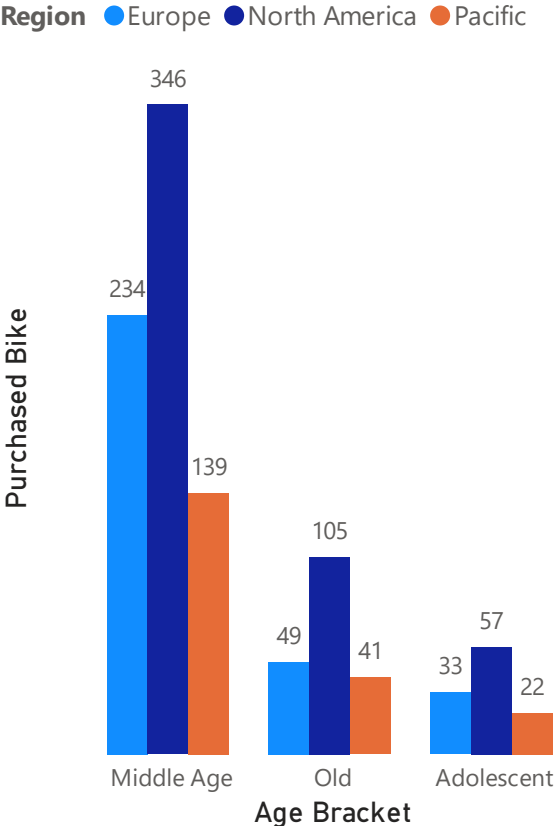
Purchased Bike by Region



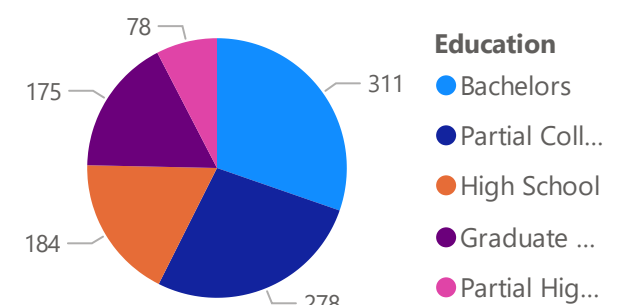
Purchased Bike by Commute Distance and Purchased Bike



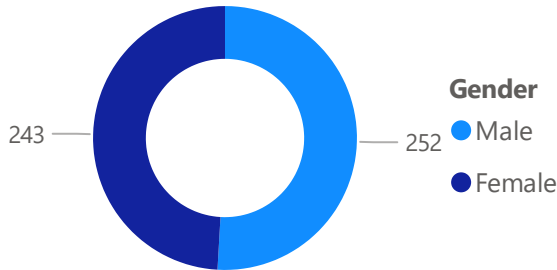
Purchased Bike by Age Bracket and Region



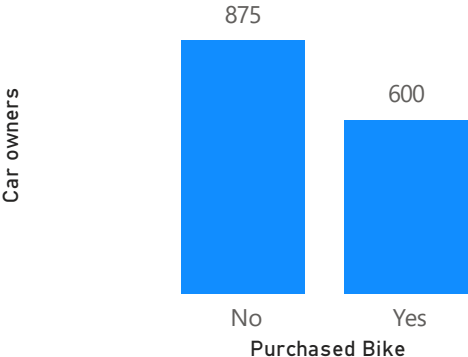
Purchased Bike by Education



Purchased Bike by Gender



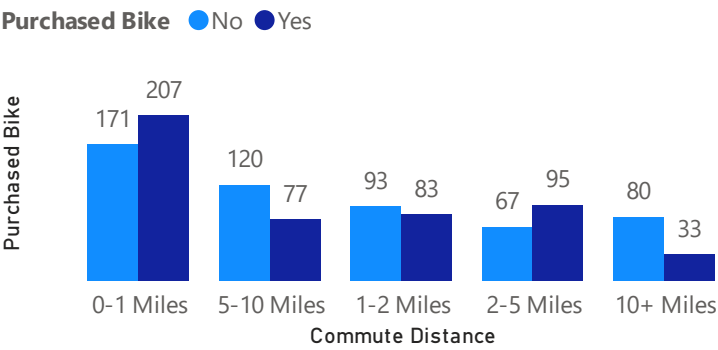
Car owners by Purchased Bike



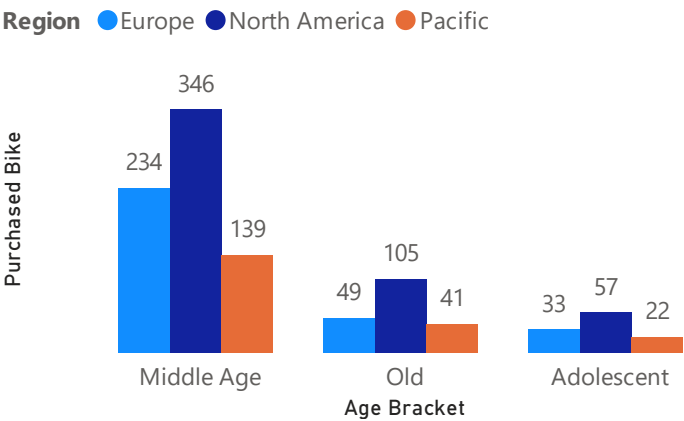
# INSIGHTS

The data collected has proven that participants who commute shorter distance are more willing to purchase bike as compared to those commuting longer distance.

Purchased Bike by Commute Distance and Purchased Bike



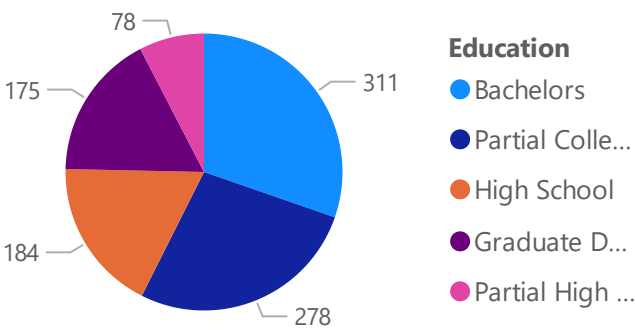
Purchased Bike by Age Bracket and Region



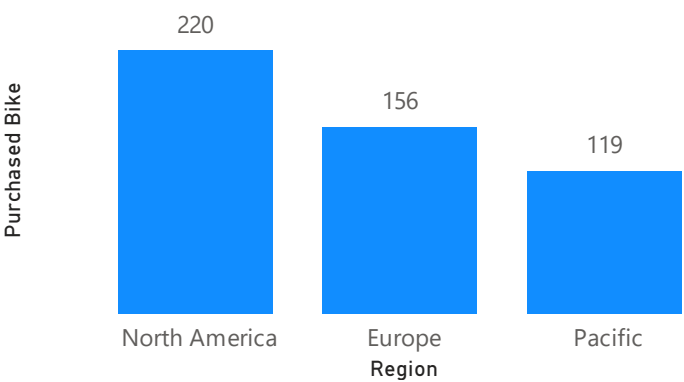
It's important to note that the actual age bracket moving the sales of the bike industry is the middle age around all regions, more ads should be targeted towards that demography.

It's important to note that the income of an individual is grossly determined by their level of education, hence the apt increase in number of purchase bike by bachelors and partial college graduate, hence targeted ads and discount should be offered to boost further interest from that demography.

Purchased Bike by Education



Purchased Bike by Region



The North American region has more bike purchase compared to Europe and the Pacific as a result of the infrastructures and laws put in-place for bikers as compared to other regions. To push bike sales for other regions, bike manufacturers should aim to help impose laws that will make bike use safe like in the North American region.