**MODULE 1 PROJECT: SALE ANALYSIS**

# **SALES BY GENDER**

The count of people who have purchased the bike and not, categorized by gender was considered. The maximum number of sales was done by men and the maximum number who did not purchase was also males.

# **SALES VS AVERAGE INCOME BELOW 1 MILLION**

The average number of people with income less than one million who have purchased the bike and not has been considered. The major portion has purchased the bike while some below 48000 average income has said no.

# **SALES VS AVERAGE INCOME ABOVE 1 MILLION**

The average number of people with income of more than one million who have purchased the bike and not has been considered. The major portion has purchased the bike but a few with up to income 11800 have said no.

# **SALES BY PROFESSION AND EDUCATION**

People who purchased the bike were categorized by their profession and education was considered. The maximum number of sales was made by people with bachelor's education doing professional jobs.

# **SALES BY REGION**

The maximum sales were made in the North American region.

# **SALES VS MARITAL OF HOMEOWNERS WITH CARS**

The count of people who were single and married and with property and cars were taken. Maximum sales were made by people who were married and owned a property but no car.

# **SALES VS MARITAL OF NON-PROPERTY OWNERS WITH CARS**

The maximum sales were made by people who are single with one car.