Bike Sales Dashboard

1. **Objective:**

   To analyze customer demographics and purchasing behavior to identify key factors influencing bike sales.
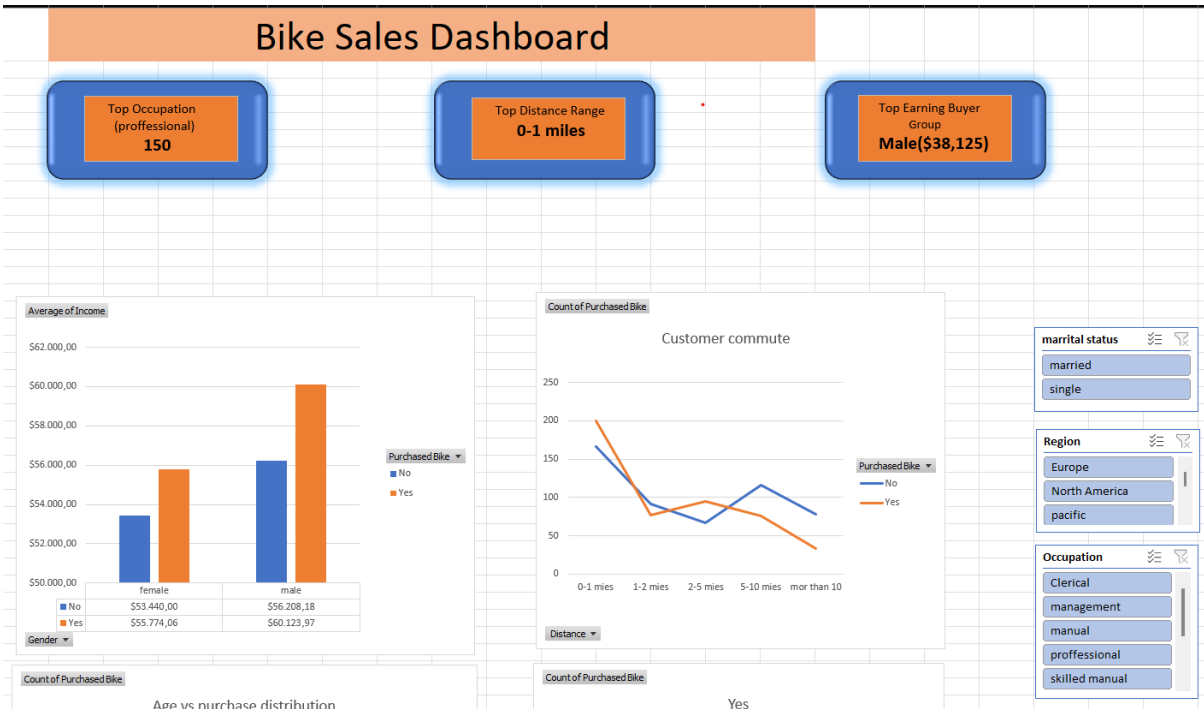
2. **Key KPIs**

   Top 3 KPIs Identified:

   - **Top Occupation:** *Professionals* (150 purchases)
   - **Top Distance Range:** *0–1 miles*
   - **Top Earning Buyer Group:** *Male ($38,125 average income)*

These KPIs help identify ideal customer profiles for targeted marketing.

3.Visual Insights

- Most buyers are from close distances, suggesting local demand.
- Male professionals dominate purchases, possibly due to higher income and commuting needs.
- Income is not the sole factor — proximity and occupation influence decisions more.

Conclusion: This dashboard enables targeted marketing by identifying buyer personas based on income, occupation, and proximity.