

BIKE SHOP SALES ANALYSIS



By

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The main objective of this project is to analyse the buying behaviour of customers to understand what factors influence a customer's decision to purchase a bike. The goal is to identify key patterns in customer demographics, income, job roles, and other factors that differentiate bike buyers from non-buyers. This analysis will support targeted marketing and product positioning strategies.

Buyer Demographics

What is the gender distribution among bike buyers?

How does age correlate with bike purchase behaviour?

Which marital status group has a higher likelihood of buying a bike?

Professional Profile

What are the top job titles of customers who purchased bikes?

Do homeowners purchase more bikes compared to renters?

Financial Insight

How does income range affect the likelihood of buying a bike?

Regional Trends

Which regions or states have the highest number of bike buyers?