

BIKE SALES REPORT

The primary objective of this project was to analyze customer data related to bike purchases. The analysis focused on understanding patterns and trends in bike sales by examining various demographic and behavioral factors that influence purchasing decisions.

Factors Analyzed:

- **Marital Status:** Examined the influence of being married or single on bike purchasing behavior.
- **Gender:** Analyzed how gender differences impact bike purchase decisions.
- **Income:** Investigated the relationship between income levels and the likelihood of purchasing a bike.
- **Children:** Considered the number of children in a household as a factor in bike purchases.
- **Education:** Assessed how educational background affects bike buying preferences.
- **Occupation:** Analyzed the impact of different occupations on the decision to purchase a bike.
- **Home Ownership:** Explored whether home ownership status influences bike buying behavior.
- **Number of Cars:** Investigated how the number of cars owned by a household affects bike purchase decisions.
- **Commute Distance:** Examined the role of commute distance in determining the need for a bike.
- **Region:** Analyzed regional differences in bike purchasing patterns.
- **Age:** Considered the effect of age on the likelihood of buying a bike.
- **Bike Purchase Decision (Yes/No):** Focused on whether or not the customer ultimately decided to purchase a bike.