Bike Sales Dashboard in Excel: Data Visualization and Insights

Dataset

This dataset contains 1027 rows and 13 columns, in CSV format. The Marital Status column contains 2 kinds of values Married and Single.
The Gender Column contains 2 kinds of values Female and Male.
The Education column has various education levels ,their occupation ,income, age , whether they own a home or not and number of children. The region they live in along with the commute distance (in miles) they traveled in order to purchase a bike. Based on the above factors and recorded data, here is the analysis of Bike Sales.

Analysis steps:

- **Cleaned and organized bike sales dataset:** removed many duplicate or unnecessary data and made sure everything was in order to create pivot tables.

- **Analyzed data using pivot tables and charts:** Used pivot tables (a data summarization tool) and charts (visual representations of data) to understand and present the information in your dataset.

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- **Created a sales dashboard for clear insights :** designed a dashboard (a Visual representation of data)to provide a clear and concise overview of the sales data, making it easy for other to gain insights**.**

Bike Sales Dashboard

Marital Status
- Married
- Single

Region
- Europe
- North America
- Pacific

Education
- Bachelors
- Graduate Degree
- High School
- Partial College
- Partial High School

AVG INCOME PRE PURCHASE

	Female	Male
No	43333	45000
Yes	70000	45000

Bike Purchased on Different Educational levels

Education	Count
Partial High School	76
Partial College	265
High School	179
Graduate Degree	174
Bachelors	306

Purchase Count as Pre Distance

Commute Distance: 0-1 Miles, 1-2 Miles, 2-5 Miles, 5-10 Miles, More than 10 miles

Legend: No, Yes

Age Bracket of bike purchased

- Middle Age
- Old
- Young