General Formatting

Add Titles and Descriptions: Ensure each section has a clear title and a short description summarizing the key insights.

Consistent Alignment: Keep all percentage values aligned to two decimal places (e.g., 44.44%, 48.50%) for consistency.

Use Colors for Emphasis: Highlight high or low percentages using conditional formatting in tables for quick visual insights (e.g., use green for higher bike purchase rates and red for lower).

2. Gender Insights

Insight: Males have a slightly higher bike purchase percentage than females, but the difference is minimal.

Recommendation:

Suggest targeting both genders equally in bike marketing efforts since the purchase ratio is nearly balanced.

3. Marital Status

Insight: Singles are more likely to purchase bikes (54.30%) compared to married individuals (42.99%).

Recommendation:

Marketing campaigns can emphasize benefits tailored to single individuals, such as recreational or lifestyle enhancements.

4. Geographic Analysis

Insight: North America has the highest percentage of bike purchasers (44.44%).

Recommendation:

Focus marketing efforts and promotional campaigns in North America while exploring strategies to improve engagement in Europe and the Pacific regions.

5. Income Level

Insight: Bike purchasers have slightly higher average income levels ($57,474.75 vs. $55,028.25 for non-purchasers).

Recommendation:

Offer premium models or financing options targeting higher-income customers who are more likely to buy.

6. Children Factor

Insight: Households without children are marginally more likely to purchase bikes (50.52%) than those with children (47.35%).

Recommendation:

Highlight family-oriented bike packages or products suitable for child-friendly biking to tap into this demographic.

7. Commute Distance

Insight: Customers with a commute distance of 0-1 miles (41.82%) are the most common bike purchasers.

Recommendation:

Emphasize the benefits of short-distance biking, such as cost savings and convenience for urban commutes.

8. Education Level

Insight: Higher education levels (e.g., Bachelors, Graduate Degree) correspond with a greater likelihood of bike purchases.

Recommendation:

Partner with institutions or professional groups to market bikes as tools for work-life balance and fitness.

9. Occupation

Insight: Professionals (53.57%) and Clerical workers (50.80%) are more likely to purchase bikes.

Recommendation:

Develop targeted campaigns for professionals, emphasizing bikes as a sustainable and practical commuting option.