



Bike Buyers' Income Analysis



Income	Min	Q1	Median	Q3	Max
Income	10000	28000	68000	70000	170000

Numeric Variables Correlation Heatmap: Impact on Purchasing Behavior

Region	SUM of Inc	SUM of Ca	Count of G	SUM of Ch	Count of R
Europe	12080000	320	300	480	300
North Ame	31860000	774	508	1086	508
Pacific	12200000	358	192	342	192
Grand Tot	56140000	1452	1000	1908	1000

Bike Purchases by Gender



Gender	Count of Purchased Bike
Male	509
Female	491