**Portfolio Insights**

According to the data we find the following conclusions

**Observations**

**Gendered**

**Men**

a)Old male non homeowners tend to not have bikes for long commutes (10+ miles)(A reduced trend )

**Age Based**

**The age based data is statistically significant cause they show that middle aged people buy the most bikes**

**Suggestions and why they matter**

a)Market towards middle aged people . and you’ll make money on the marketing budget x