Bike Sales Analysis - Key Insights & Recommendations

1. Executive Summary

This dashboard provides a data-driven overview of bike purchases based on demographic and behavioral factors. The insights from this analysis will help in understanding customer trends, income-based preferences, and distance-related purchase behaviors.

---

2. Key Performance Indicators (KPIs)

- **Income by Gender:**
  - **Female Average Income:** $57,246
  - **Male Average Income:** $62,216
- **Bike Purchases by Commute Distance:**
  - **0-1 Miles:** 23%
  - **10+ Miles:** 13%
  - **1-2.5 Miles:** 13%
  - **2.5-5 Miles:** 13%

These metrics highlight customer income distribution and the relationship between commuting distance and purchasing decisions.

---

3. Gender-Based Income & Purchase Behavior

- **Males have a higher average income ($62,216) compared to females ($57,246).**
- **Higher-income individuals are more likely to purchase bikes.**

Recommendations:

✔ Design marketing campaigns targeting higher-income segments.
✔ Offer flexible financing or installment options for lower-income buyers.

---

4. Commute Distance vs. Bike Purchase Trends

- The highest percentage (23%) of bike purchases is from customers **living within 0-1 miles of their workplace**.
- Customers commuting **longer distances (10+ miles)** have **lower purchase rates (13%)**.

Insights:

- Short-distance commuters prefer bikes over public transport or cars.
- Long-distance commuters may prefer other transportation modes.

Recommendations:

- ✔ Promote fuel-efficient or electric bikes for long-distance commuters.
- ✔ Offer discounts and incentives for customers commuting 10+ miles.

---

5. Children & Bike Purchase Trends

- **Households with 2-3 children** have higher bike purchase rates.
- **Families with 1 child or more tend to invest more in bikes.**

Insights:

- Families may prioritize bikes for personal use or commuting purposes.
- More children in a household could correlate with a greater need for mobility solutions.

Recommendations:

- ✔ Launch family-oriented bike models or bundle offers.
- ✔ Market child-friendly accessories like safety gear or add-on seats.

---

6. Education & Occupation Impact on Purchases

- **Graduate degree holders show the highest purchase rates.**
- **High school and partial college students have lower purchase rates.**

Insights:

- Educated individuals with stable jobs are more likely to buy bikes.
- Students and part-time workers might have budget constraints.

Recommendations:

- ✔ Offer student discounts or flexible financing for younger buyers.
- ✔ Target working professionals with premium models or EMI options.

Conclusion & Next Steps

This dashboard provides valuable insights into bike sales trends based on demographics and commuting behavior. **By leveraging these insights, targeted marketing, flexible pricing strategies, and product enhancements can be implemented to maximize sales growth.**

Would you like to integrate more advanced financial metrics, such as **profit margins or cost analysis**, to refine this analysis further? 🚴