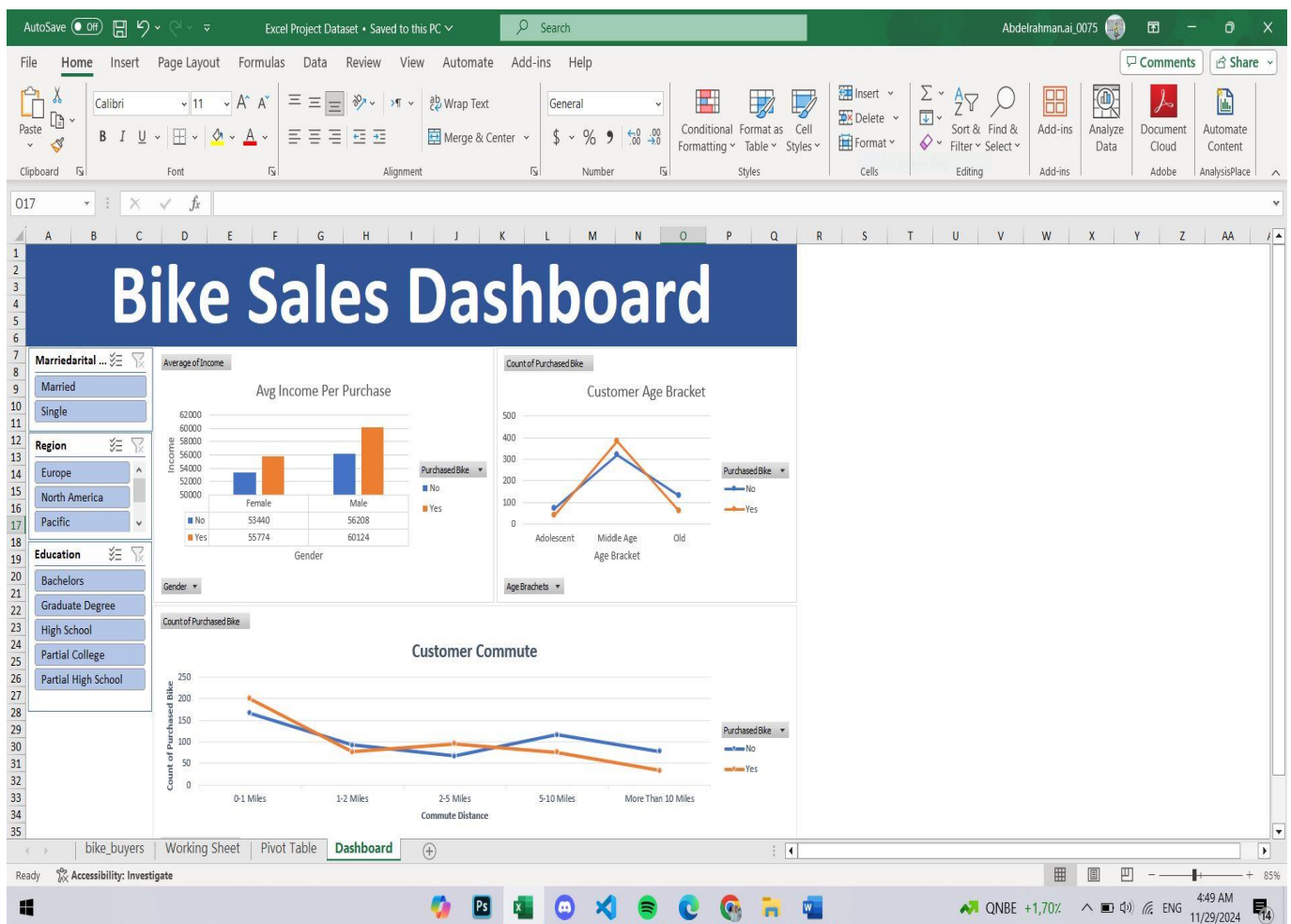


# Bikes Sales Analysis

This repository about Bikes Sales in the three different region (Europe , North America , Pacific) and many informations about the customers like (Education , Gender , Income , Marital status, others).

**In this file of excel there are 4 sheets:**

- The first sheet “bike\_buyers” has the real data without any editing.
- The second sheet is the working sheet, in this sheet I do data cleaning and make new feature in the data like “Age Brachets” and convert the Gender column and the Salary column.
- The third sheet in this sheet I do the pivot tables in the data after preparing the data and cleaning it.
- The fourth sheet in this sheet I do data visualization and many tools to make the data More clear and can help you to answer any questions about the data with easily.



### The data without any preparation:

**Excel Project Dataset - Saved to This PC**

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A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
ID	Marital Status	Gender	Income	Children	Education	Occupation	Home Owner	Cars	Commute Dist	Region	Age	Purchased Bike				
1	12496 M	F	\$40,000.00	0	1 Bachelors	Skilled Manual	Yes	0	0-1 Miles	Europe	42	No				
2	24107 M	M	\$30,000.00	0	2 Partial College	Clerical	Yes	1	0-1 Miles	Europe	43	No				
3	14177 M	M	\$80,000.00	5	Partial College	Professional	No	2	2-5 Miles	Europe	60	No				
4	24381 S	M	\$70,000.00	0	Bachelors	Professional	Yes	1	5-10 Miles	Pacific	41	Yes				
5	25597 S	M	\$30,000.00	0	Bachelors	Clerical	No	0	0-1 Miles	Europe	36	Yes				
6	13507 M	F	\$10,000.00	2	Partial College	Manual	Yes	0	1-2 Miles	Europe	50	No				
8	27974 S	M	\$160,000.00	2	High School	Management	Yes	4	0-1 Miles	Pacific	33	Yes				
9	19364 M	M	\$40,000.00	1	Bachelors	Skilled Manual	Yes	0	0-1 Miles	Europe	43	Yes				
10	22155 M	M	\$20,000.00	2	Partial High Sc	Clerical	Yes	2	5-10 Miles	Pacific	58	No				
11	19280 M	M	\$120,000.00	2	Partial College	Manual	Yes	1	0-1 Miles	Europe	40	Yes				
12	22173 M	F	\$30,000.00	3	High School	Skilled Manual	No	2	1-2 Miles	Pacific	54	Yes				
13	12697 S	F	\$90,000.00	0	Bachelors	Professional	No	4	10+ Miles	Pacific	36	No				
14	11434 M	M	\$170,000.00	5	Partial College	Professional	Yes	0	0-1 Miles	Europe	55	No				
15	25323 M	M	\$40,000.00	2	Partial College	Clerical	Yes	1	1-2 Miles	Europe	35	Yes				
16	23542 S	M	\$60,000.00	1	Partial College	Skilled Manual	No	1	0-1 Miles	Pacific	45	Yes				
17	20870 S	F	\$10,000.00	2	High School	Manual	Yes	1	0-1 Miles	Europe	38	Yes				
18	23316 S	M	\$30,000.00	3	Partial College	Clerical	No	2	1-2 Miles	Pacific	59	Yes				
19	12610 M	F	\$30,000.00	1	Bachelors	Clerical	Yes	0	0-1 Miles	Europe	47	No				
20	27183 S	M	\$40,000.00	2	Partial College	Clerical	Yes	1	1-2 Miles	Europe	35	Yes				
21	25940 S	M	\$20,000.00	2	Partial High Sc	Clerical	Yes	2	5-10 Miles	Pacific	55	Yes				
22	25598 M	F	\$40,000.00	0	Graduate Deg	Clerical	Yes	0	0-1 Miles	Europe	36	Yes				
23	21564 S	F	\$80,000.00	0	Bachelors	Professional	Yes	4	10+ Miles	Pacific	35	No				
24	19193 S	M	\$40,000.00	2	Partial College	Clerical	Yes	0	1-2 Miles	Europe	35	Yes				
25	26412 M	F	\$80,000.00	5	High School	Management	No	3	5-10 Miles	Europe	56	No				
26	27184 S	M	\$40,000.00	2	Partial College	Clerical	No	1	0-1 Miles	Europe	34	No				
27	12590 S	M	\$30,000.00	1	Bachelors	Clerical	Yes	0	0-1 Miles	Europe	63	No				
28	17841 S	M	\$30,000.00	0	Partial College	Clerical	No	1	0-1 Miles	Europe	29	Yes				
29	18283 S	F	\$100,000.00	0	Bachelors	Professional	No	1	5-10 Miles	Pacific	40	No				

bike\_buyers Working Sheet Pivot Table Dashboard

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### The data after the preparation and cleaning:

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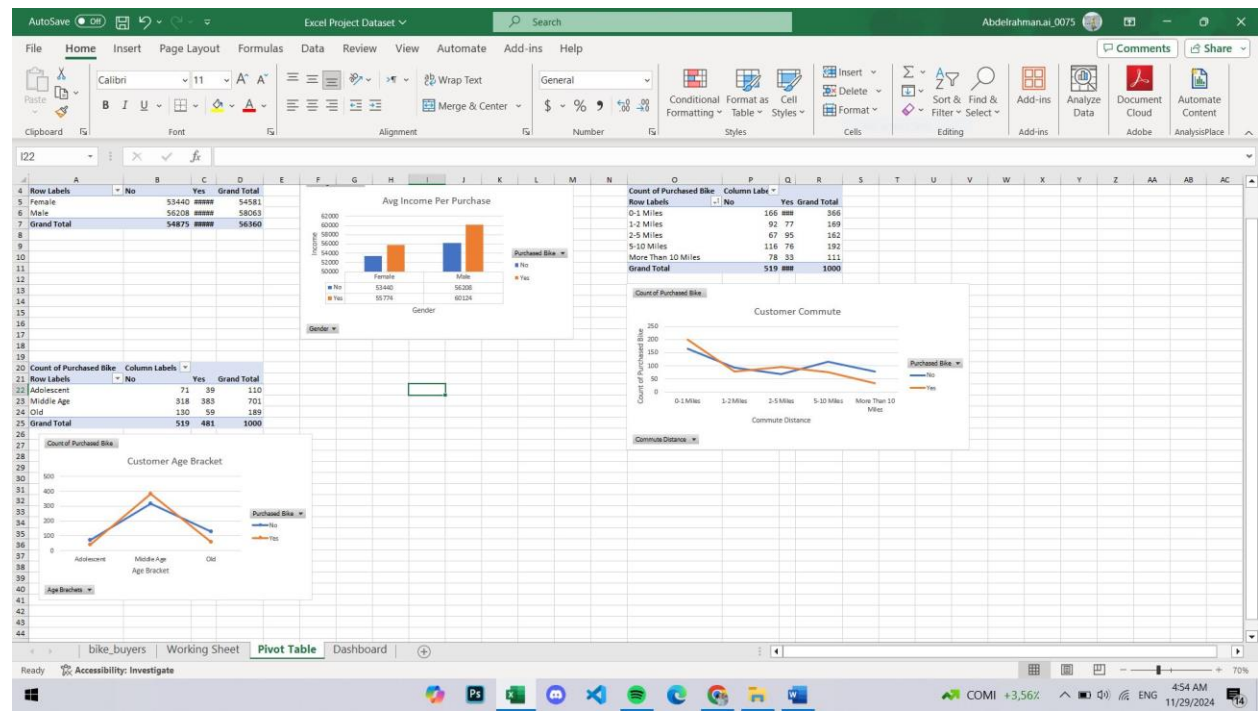
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I make three pivot table to make three charts to make any question about the data is easier:

1. The first chart to describe the relationship between average of the salary and the gender to know (What is the average purchaser of the most by gender?).
2. The second chart to describe the relationship between Age Bracket and the Count of Purchased Bike.
3. The third chart to describe the relationship between Customer Commute.



## Many queries in the project:

### Q1) What is the best selling area for bikes?

- North America (Count of Purchased Bike = 220)

### Q2) What is the age group that buys bikes the most for men and women?

- For male is middle age the most age group buys the bike ( = 185 person buy bike) , for female is middle age the most age group buys the bike( = 198 person buy bike).

### Q3) Which gender (men or women) buys the most bikes in North America?

- The Male is the most buying bikes in North America = 269.

### Q4) Which gender (men or women) buys the most bikes in Europe?

- The female is the most buying bikes in North America = 164.

### Q5) Which gender (men or women) buys the most bikes in Pacific?

- The Male is the most buying bikes in North America = 106.

**Q6) Which bike is more likely to be purchased, a person who owns a house or one who does not own one?**

- A person who owns a house is most buying the bike = 325 person.

**Q7) What is the social status that buys the most bikes, married or single?**

- The social status is single is the most buying bikes = 250 person and married is = 231 person.

**Q8) What is the most popular educational level for bike purchase?**

- The Bachelors is the most popular educational level for bike purchase = 169 person.

**Q9) The most convenient commuting distance for buying bikes?**

- The range from 0 to 1 mile is the most popular range for bike purchase.

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