

The insights obtained from the visuals are:

1. North America has the highest number of customers, but the conversion rate is only 43.3%. Whereas pacific region has the least number of customers, and the conversion rate is 58.9%. While in Europe the conversion rate is 49.36%.
2. The Average age of customers who purchased bikes is 42.8. Whereas the average age of customers who did not purchase bikes is 45.34.
3. Most bikes are purchased by the people in the age bucket of 32-54 years.
4. Mostly the bikes are purchased for 0–1 mile distance.
5. The single people tend to purchase more bikes than the married people.
6. People with 0-2 cars purchase more number of cars than other people.
7. Professional and skilled people purchase more number of cars than other people.
8. People who are homeowners purchase more number of cars than other people.