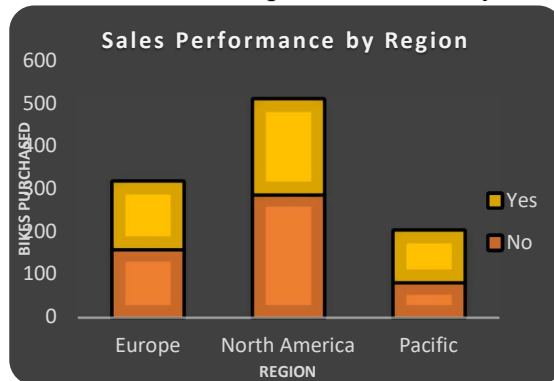
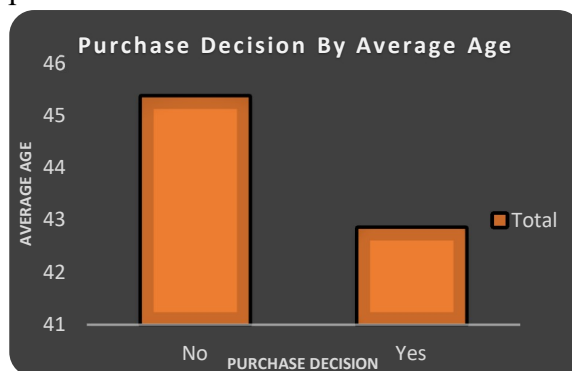


1. How does the sales performance vary across different regions or locations?



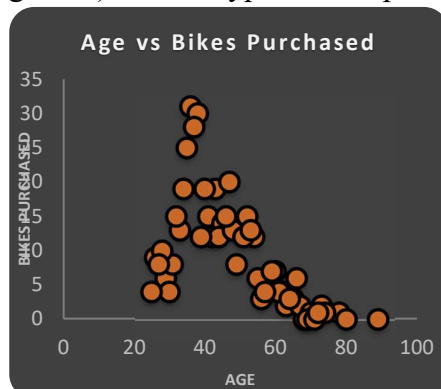
From this chart, it is observed that North America has the highest number of customers, but the conversion rate is only 43.3%. Whereas Pacific region has the least number of customers, and the conversion rate is 58.9%. While in Europe the conversion rate is 49.36%.

2. What is the average age of customers who purchased bikes or did not purchase bikes?



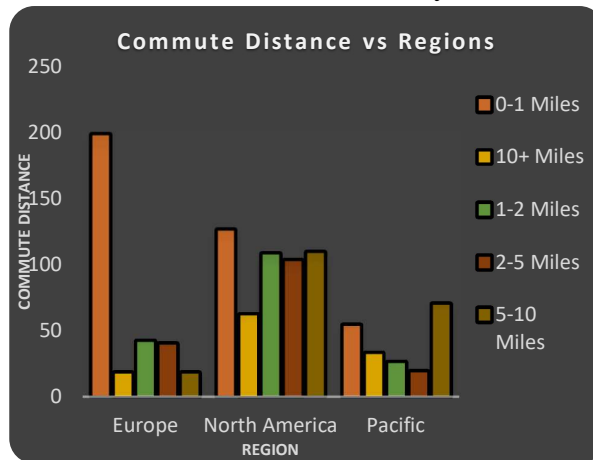
The Average age of customers who purchased bikes is 42.8. Whereas the average age of customers who did not purchase bikes is 45.34.

3. Are there any correlations between customer demographics (such as age or gender) and the type of bike purchased?



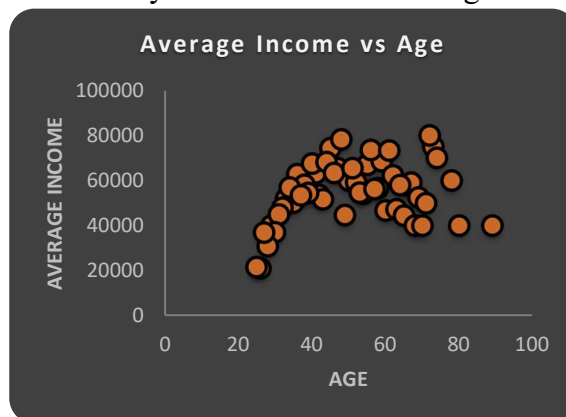
From this graph, it can be observed that the age and number of bikes purchased are negatively correlated with each other.

4. How does commute distance vary between different regions?



In Europe, most people opt for 0-1 miles and very less amount of people opt for 5-10 miles and 10+ miles. Whereas in North America, most people opt for 0-1 miles, followed by 5-10 miles, 1-2 miles, 2-5 miles and 10+ miles. In Pacific Region, most people opt for 5-10 miles, followed by 0-1 miles, 10+ miles, 1-2 miles and 2-5 miles.

5. IS there any correlation between Age and Income of individuals.



From this graph, it can be observed that the age and average income are positively correlated with each other.