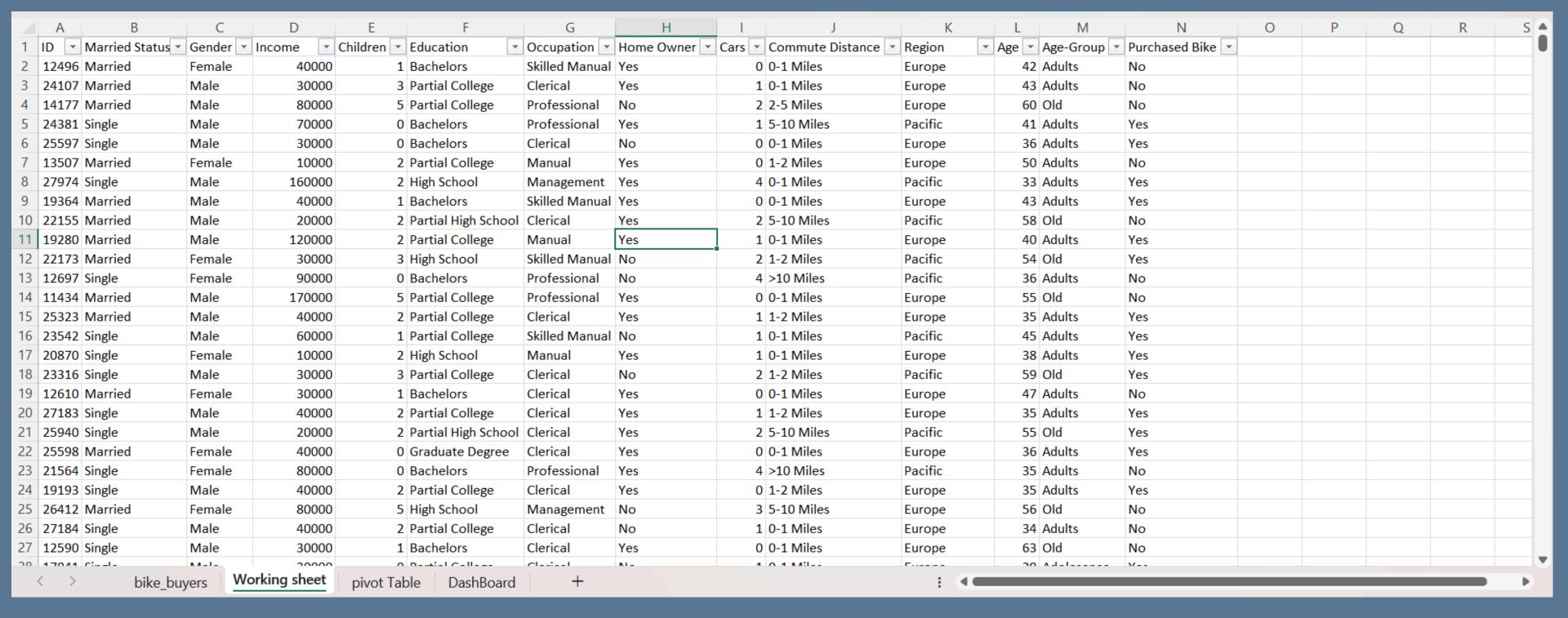


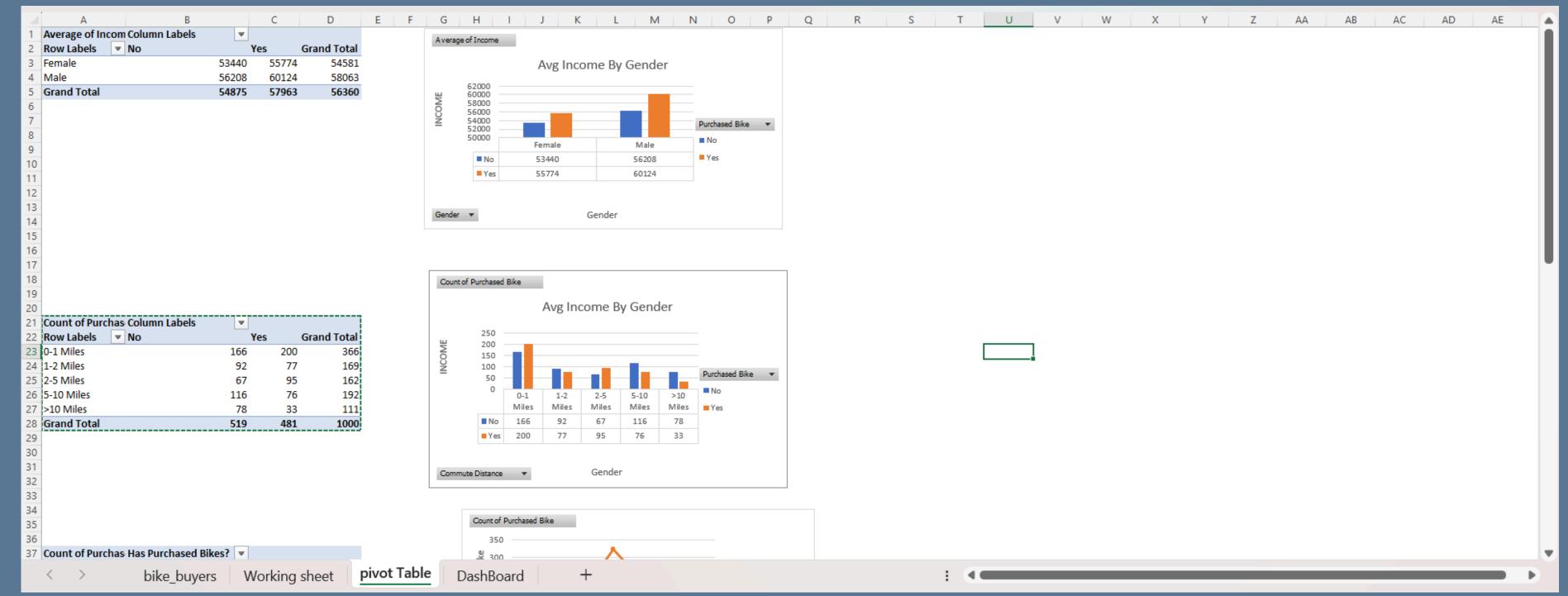
FIRST SHEET: Bike_buyers

This dataset was sourced from GitHub and contains demographic and purchasing information of bike buyers. It includes details such as age, gender, income, education, region, and whether the individual purchased a bike



SECOND SHEET:Working_Sheet

This sheet is a duplicate of the original Bike_Buyers dataset, created to preserve the raw data. Cleaning and preprocessing steps were applied to make the dataset more analysis-friendly

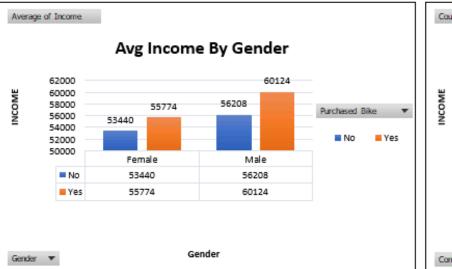


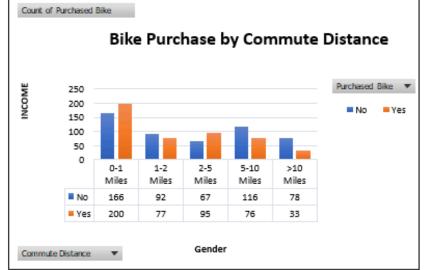
THIRD SHEET: Pivot Table

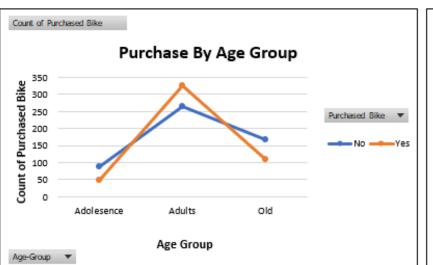
This sheet contains pivot tables created from the cleaned dataset, along with charts generated to visualize key insights effectively.

SLICER CORNER Commute Distance 📒 Age-Group Adolesence >10 Miles Adults 0-1 Miles 1-2 Miles invalid 2-5 Miles 5-10 Miles 10+ Miles Purchased Bike Female Male

Bike Purchase Behavior Analysis Dashboard









KEY FINDING FROM THE ANALYSIS

- 1. Male buyers have a higher average income than females, leading to more bike purchases among men.
- 2. **Buyers within a 1-mile commute distance** are more likely to purchase bikes.
- 3. Age-wise purchasing trend shows:

Adolescents: Less than 31 years

Adults: 31 to 50 years

Older Adults: Above 50 years

Majority of purchases are from adults aged 31-50.

- 4. Single individuals are slightly more likely to purchase bikes than married ones.
- 5. **North America** has the highest number of bike purchases among all regions



LAST SHEET: Dashboard

This dashboard is built using charts from the pivot tables and includes slicers for Cars, Gender, Age Group, and more. These filters allow for dynamic and insightful analysis. A summary section highlights the key outcomes and trends observed from the data.

