

# Bike Sales Dashboard

## Marital Status

Married

Single

## Region

Europe

North America

Pacific

## Education

Bachelors

Graduate Degree

High School

Partial College

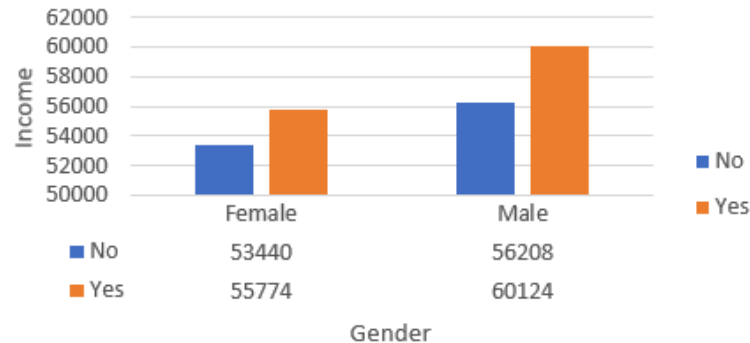
Partial High School

## Purchased Bike

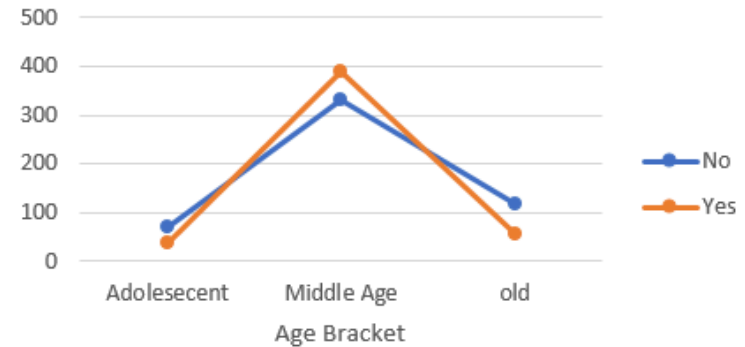
No

Yes

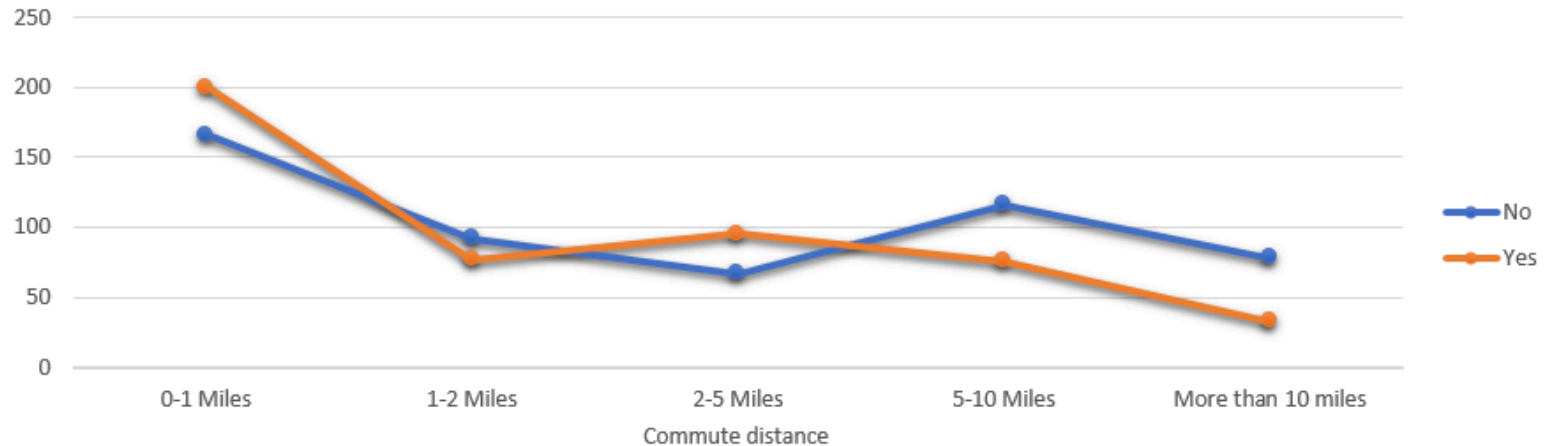
## Avg Income Per Purchase by Gender



## Customer Age Brackets

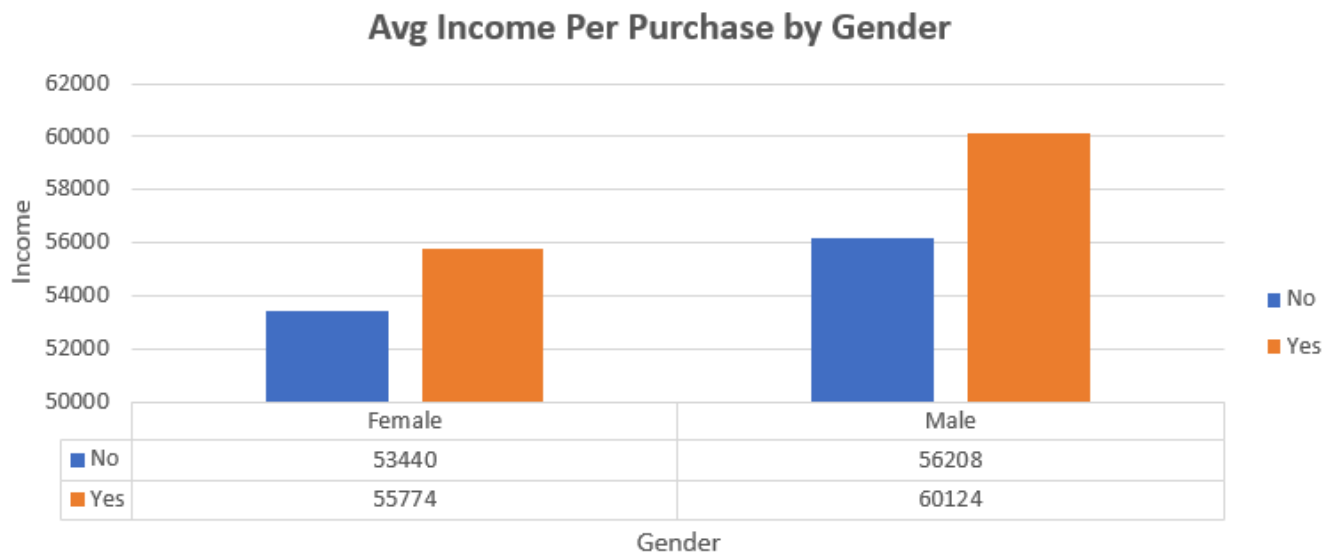


## Customer Commute(Distance between home and work place)

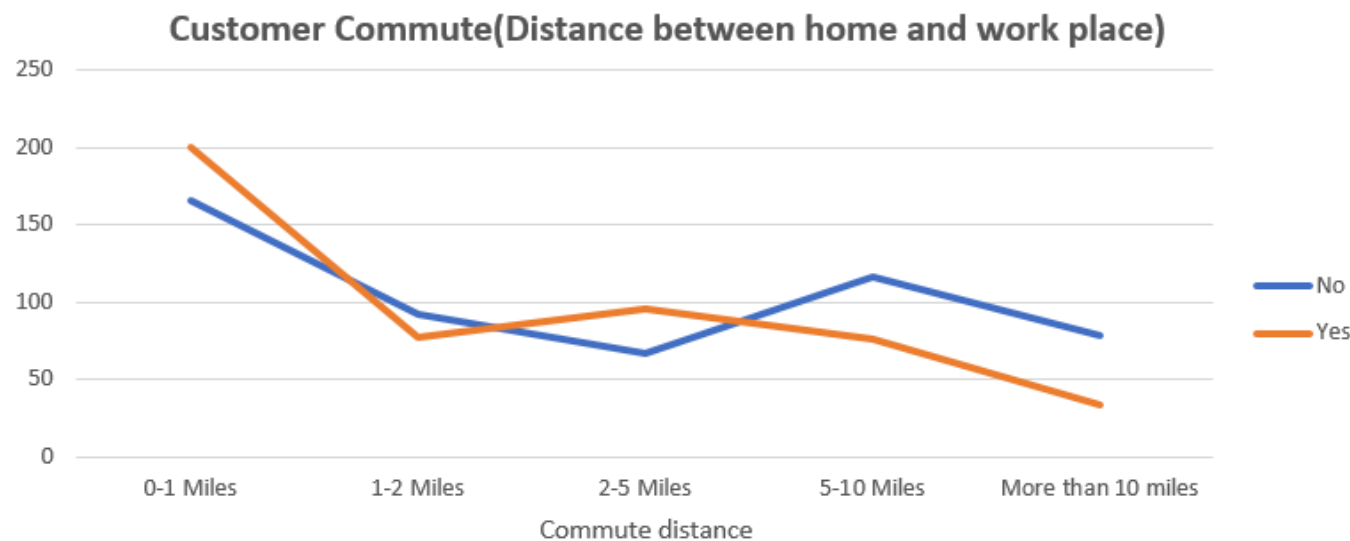


ID	Marital Status	Gender	Income	Children	Education	Occupation	Home Owner	Cars	Commute Distance	Region	Age	Age brackets	Purchased Bike
12496	Married	Female	\$40,000	1	Bachelors	Skilled Manual	Yes	0	0-1 Miles	Europe	42	Middle Age	No
24107	Married	Male	\$30,000	3	Partial College	Clerical	Yes	1	0-1 Miles	Europe	43	Middle Age	No
14177	Married	Male	\$80,000	5	Partial College	Professional	No	2	2-5 Miles	Europe	60	old	No
24381	Single	Male	\$70,000	0	Bachelors	Professional	Yes	1	5-10 Miles	Pacific	41	Middle Age	Yes
25597	Single	Male	\$30,000	0	Bachelors	Clerical	No	0	0-1 Miles	Europe	36	Middle Age	Yes
13507	Married	Female	\$10,000	2	Partial College	Manual	Yes	0	1-2 Miles	Europe	50	Middle Age	No
27974	Single	Male	\$160,000	2	High School	Management	Yes	4	0-1 Miles	Pacific	33	Middle Age	Yes
19364	Married	Male	\$40,000	1	Bachelors	Skilled Manual	Yes	0	0-1 Miles	Europe	43	Middle Age	Yes
22155	Married	Male	\$20,000	2	Partial High School	Clerical	Yes	2	5-10 Miles	Pacific	58	old	No
19280	Married	Male	\$120,000	2	Partial College	Manual	Yes	1	0-1 Miles	Europe	40	Middle Age	Yes
22173	Married	Female	\$30,000	3	High School	Skilled Manual	No	2	1-2 Miles	Pacific	54	Middle Age	Yes
12697	Single	Female	\$90,000	0	Bachelors	Professional	No	4	More than 10 miles	Pacific	36	Middle Age	No
11434	Married	Male	\$170,000	5	Partial College	Professional	Yes	0	0-1 Miles	Europe	55	Middle Age	No
25323	Married	Male	\$40,000	2	Partial College	Clerical	Yes	1	1-2 Miles	Europe	35	Middle Age	Yes
23542	Single	Male	\$60,000	1	Partial College	Skilled Manual	No	1	0-1 Miles	Pacific	45	Middle Age	Yes
20870	Single	Female	\$10,000	2	High School	Manual	Yes	1	0-1 Miles	Europe	38	Middle Age	Yes
23316	Single	Male	\$30,000	3	Partial College	Clerical	No	2	1-2 Miles	Pacific	59	old	Yes
12610	Married	Female	\$30,000	1	Bachelors	Clerical	Yes	0	0-1 Miles	Europe	47	Middle Age	No
27183	Single	Male	\$40,000	2	Partial College	Clerical	Yes	1	1-2 Miles	Europe	35	Middle Age	Yes
25940	Single	Male	\$20,000	2	Partial High School	Clerical	Yes	2	5-10 Miles	Pacific	55	Middle Age	Yes
25598	Married	Female	\$40,000	0	Graduate Degree	Clerical	Yes	0	0-1 Miles	Europe	36	Middle Age	Yes
21564	Single	Female	\$80,000	0	Bachelors	Professional	Yes	4	More than 10 miles	Pacific	35	Middle Age	No
19193	Single	Male	\$40,000	2	Partial College	Clerical	Yes	0	1-2 Miles	Europe	35	Middle Age	Yes
26412	Married	Female	\$80,000	5	High School	Management	No	3	5-10 Miles	Europe	56	old	No
27184	Single	Male	\$40,000	2	Partial College	Clerical	No	1	0-1 Miles	Europe	34	Middle Age	No
12590	Single	Male	\$30,000	1	Bachelors	Clerical	Yes	0	0-1 Miles	Europe	63	old	No
17841	Single	Male	\$30,000	0	Partial College	Clerical	No	1	0-1 Miles	Europe	29	Adolesecent	Yes
18283	Single	Female	\$100,000	0	Bachelors	Professional	No	1	5-10 Miles	Pacific	40	Middle Age	No
18299	Married	Male	\$70,000	5	Partial College	Skilled Manual	Yes	2	5-10 Miles	Pacific	44	Middle Age	No

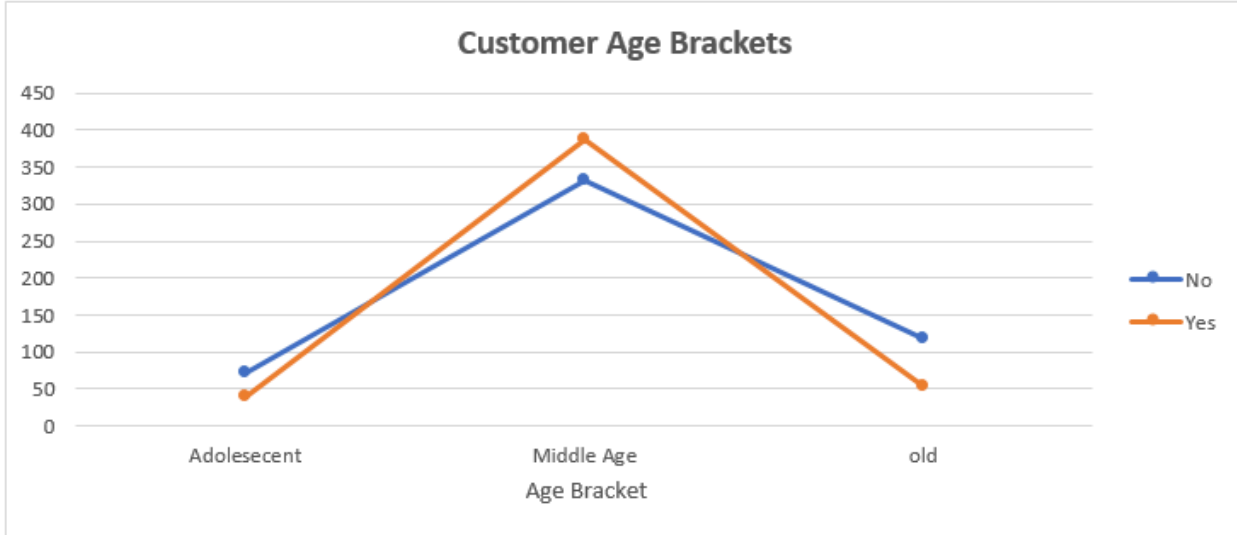
Average of Income	Column Labels		
Row Labels	No	Yes	Grand Total
Female	53440	55774	54581
Male	56208	60124	58063
<b>Grand Total</b>	<b>54875</b>	<b>57963</b>	<b>56360</b>



Count of Income	Column Labels		
Row Labels	No	Yes	Grand Total
0-1 Miles	166	200	366
1-2 Miles	92	77	169
2-5 Miles	67	95	162
5-10 Miles	116	76	192
More than 10 miles	78	33	111
<b>Grand Total</b>	<b>519</b>	<b>481</b>	<b>1000</b>



Count of Income	Column Labels		
Row Labels	No	Yes	Grand Total
Adolescent	71	39	110
Middle Age	331	388	719
old	117	54	171
Grand Total	519	481	1000



Count of Income	Column Labels		
Row Labels	No	Yes	Grand Total
Europe	152	148	300
North America	288	220	508
Pacific	79	113	192
Grand Total	519	481	1000

