Bicycle Sales Analysis

by Rebecca Trafny

This is a brief summary of the data provided in the Bicycle Sales Dashboard.

The data presented is a survey of 1000 customers in 3 regions: Europe, Pacific and North America. Of these customers 481 or 48% purchased a bike from the company. The survey included demographic information such as gender, age, marital status and family size, as well as employment information including income and occupation. Other details of note included home and car ownership as well as commute distance.

The first chart, "Sales by Average Customer Income," indicates that the average income of male customers exceeds that of female customers. Customers with higher incomes were more likely to purchase a bike. These trends persisted regardless of occupation. People with higher education levels were less likely to buy a bicycle.

The second chart, "Sales by Customer Age," indicates that the primary market for bicycle sales is 30s, with Europe having the strongest market.

Finally, in Chart 3: "Sales by Customer Commute Distance," we determine that the further the customer has to commute the less likely they are to purchase a bike. The majority of sales given to customers with less than 2 miles to commute. This trend varied slightly depending on the region with a spike in sales in the 5-10 miles range for the Pacific region.