



Champion Bikes

Customer Data Analysis
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Introduction

Champion Bikes Inc

We intend to use our findings to create a sales strategy for the upcoming year and increase sales and customer retention



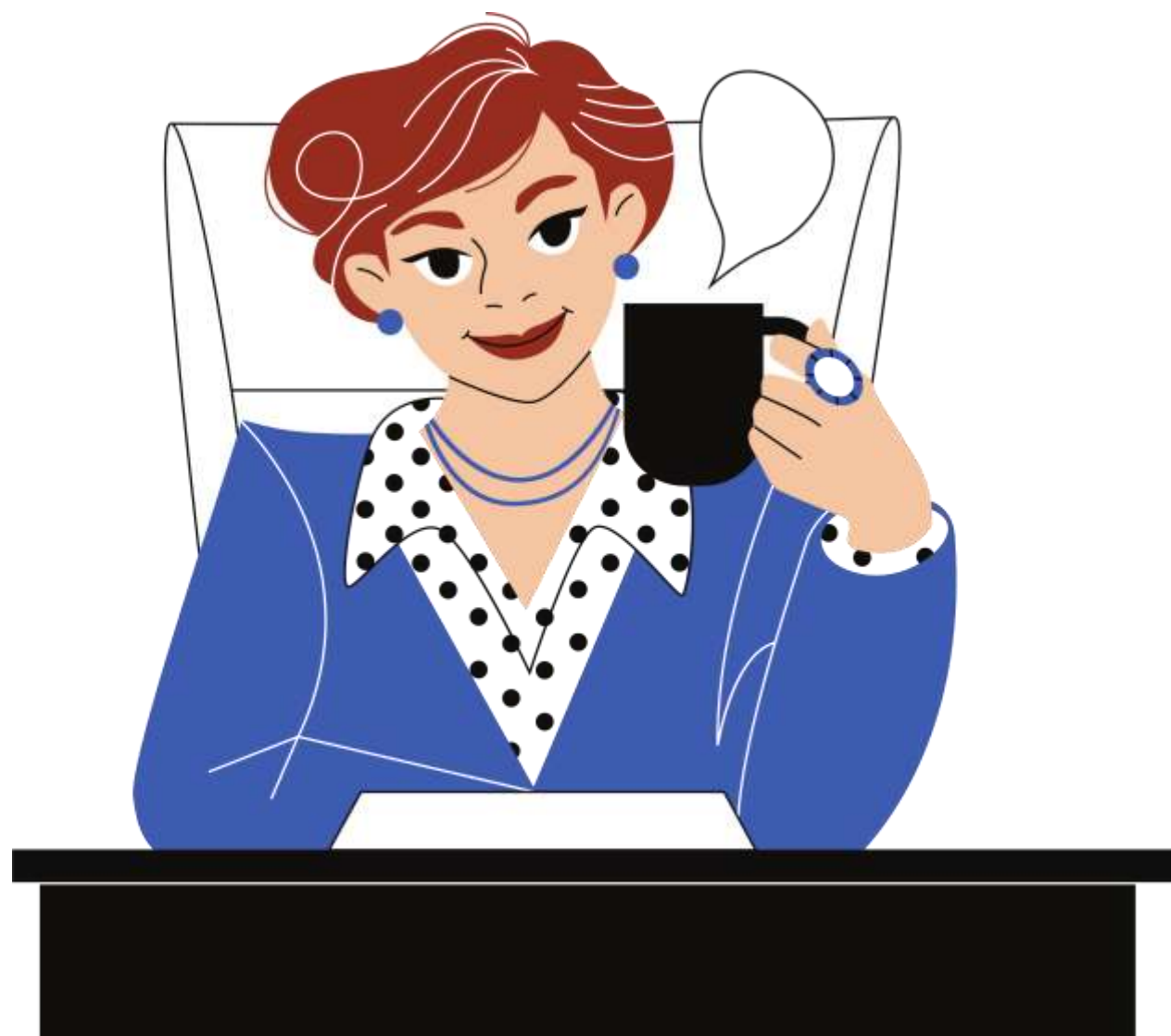
Teressa Dominic
Data Analysis Director



Roselyn Grace
Creative Director



Agenda



01

Factors of Consideration

02

Classified Segregation

03

Key Findings

04

Overall Analysis



Factors

Fields used to determine and analysis the findings from our annual customer report

01 Income

02 Occupation

03 Marital Status

04 Age

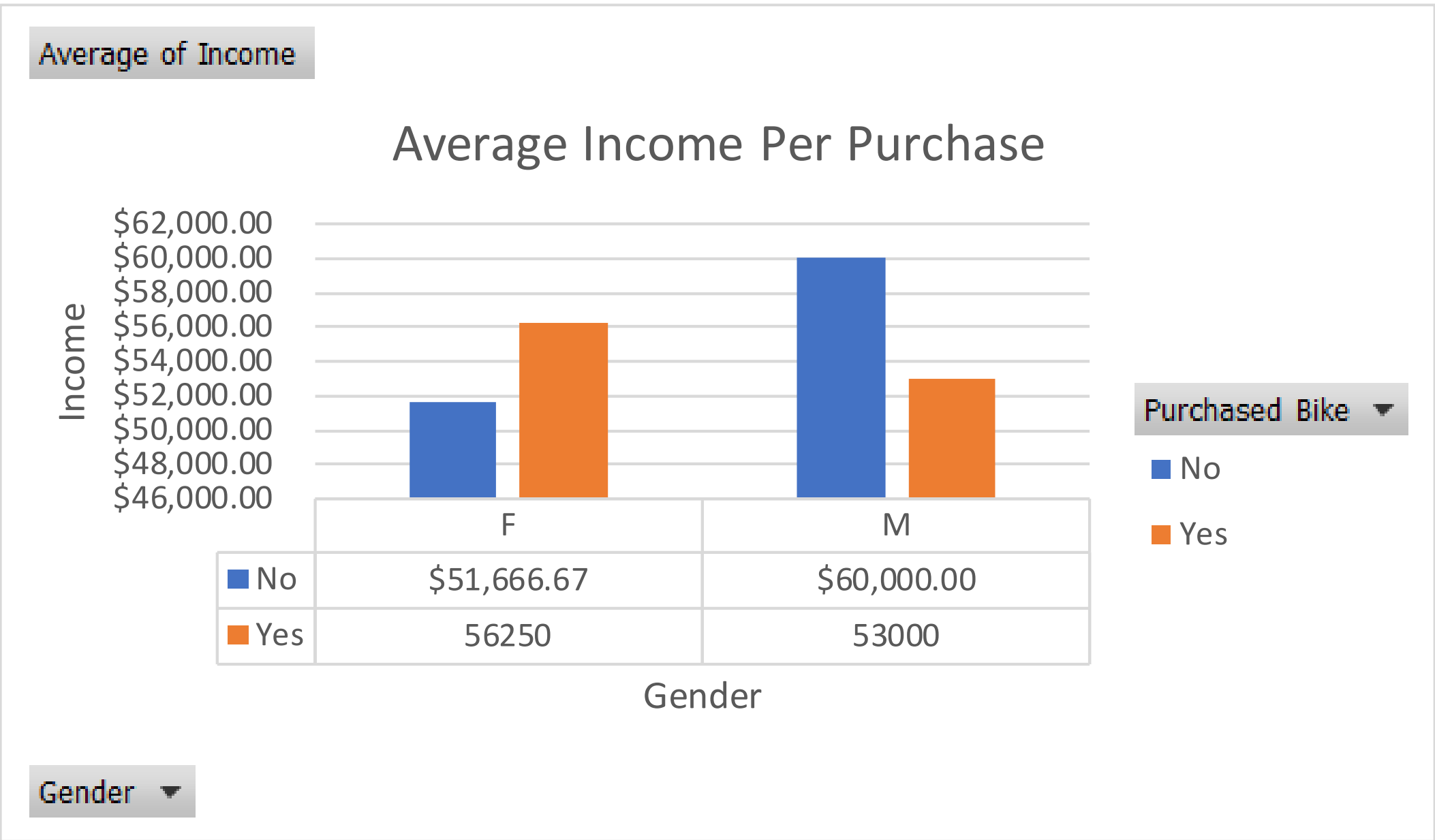
05 Commute Distance

06 Bike Sales



Average Income Analysis

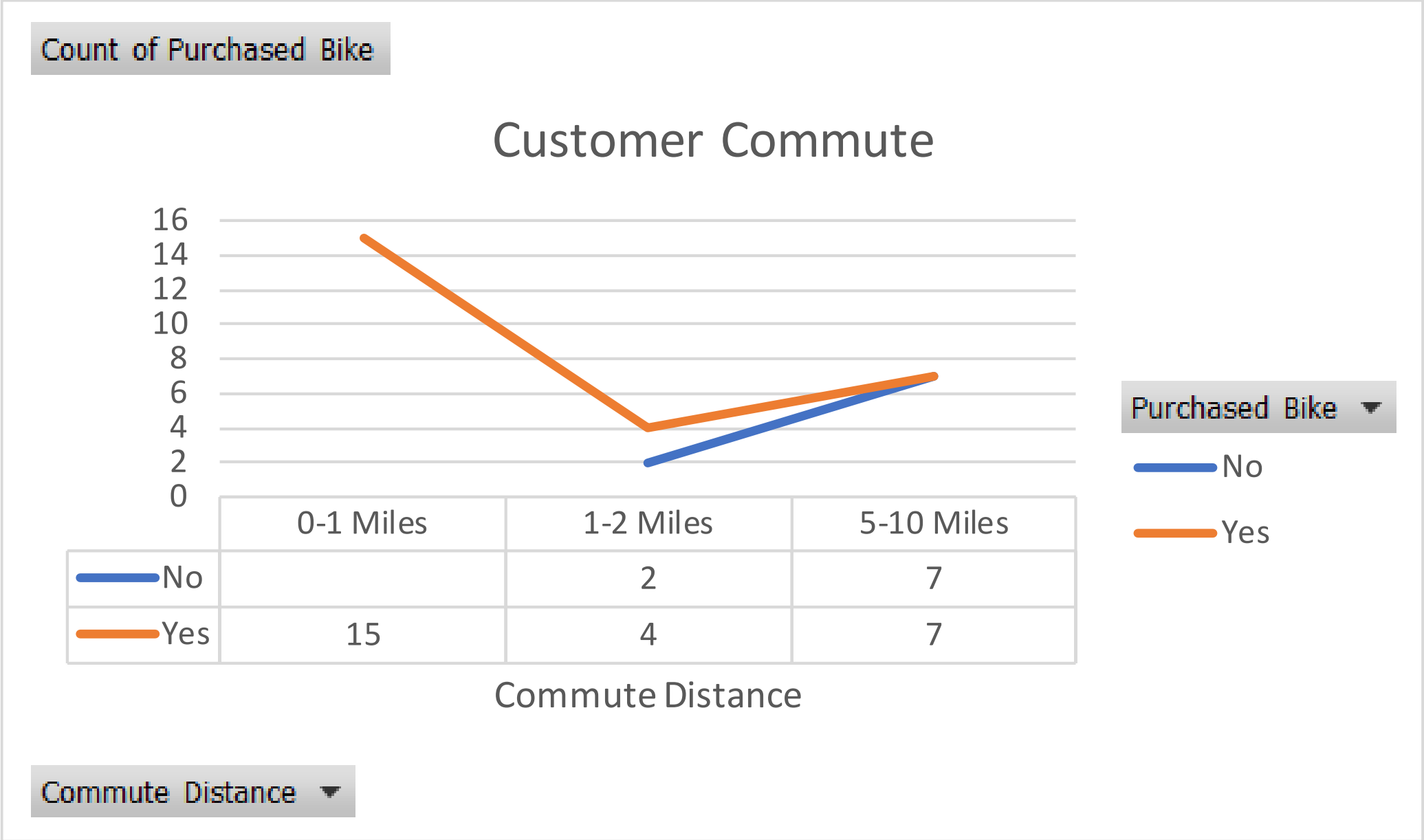
Income spread across the customers





Customer Commute Correlation

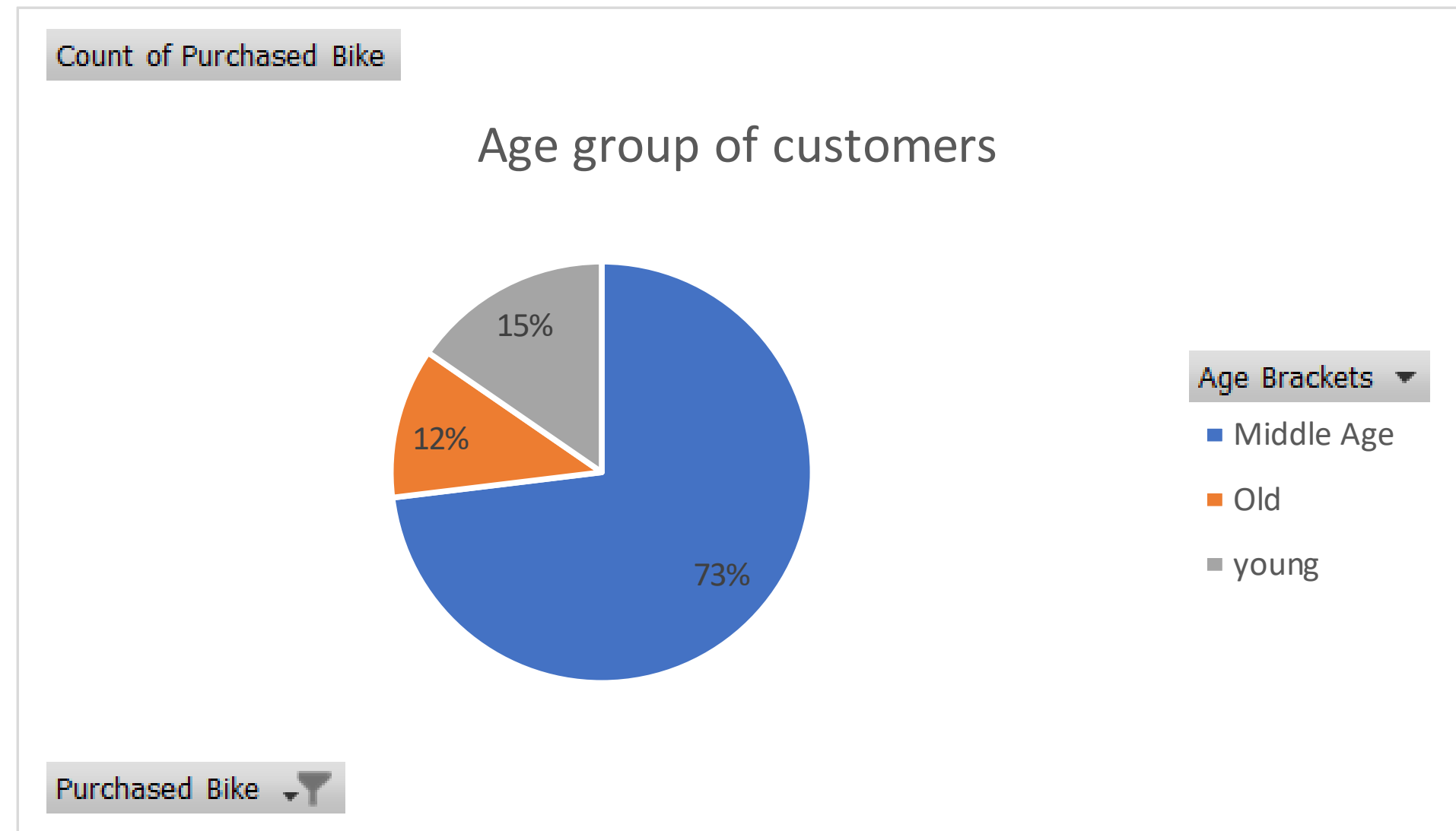
Customers categorized based on their commute time





Age Group Analysis

Based on our hand-written formula, we have classified the various ages into *Age Brackets* such as Young, Middle Age & Old





Overall Analysis



Total Sales 481

Customers

Marital Status	Purchase
Married	231
Single	250
Total	481

Gender	numbe
F	239
M	242
	481

Average Income of Customers

Marital Status	Column1	Average Income
Married		\$ 60,346.32
Single		\$ 55,760.00
Total		\$ 58,053.16

Customers Who Have Kids

Gender	Numbe
F	169
M	170
	339

No. Home and Car owners who has purchased a bike

Age Brack	Number
Middle Age	159
Old	33
Young	12
Total	204



Thank you!



Have a great
day ahead.