📄 **Bike Dekho – Revenue Analysis Insights**

Objective

The objective of this project is to analyze bike sales revenue and customer demographics using Microsoft Excel. The analysis aims to identify key revenue-driving segments and present insights through an interactive dashboard for better business decision-making.

Key Insights

1. **Regional Revenue Contribution**
   North America generates the highest revenue compared to Europe and Pacific regions, indicating stronger demand and purchasing power in that region.

2. **Gender-wise Revenue Analysis**
   Male customers contribute slightly higher revenue than female customers. However, the revenue distribution across genders is relatively balanced.

3. **Marital Status Impact**
   Married customers show marginally higher purchasing power compared to single customers, suggesting family-oriented buying behavior.

4. **Education Level Influence**
   Customers with Bachelor's Degree and Partial College education contribute the most to total revenue, indicating education level has an influence on purchasing behavior.

5. **Commute Distance Pattern**
   Customers living within 0–1 miles commute distance account for the highest number of transactions, showing proximity plays a role in bike purchases.