

# BIKE SALES REPORT

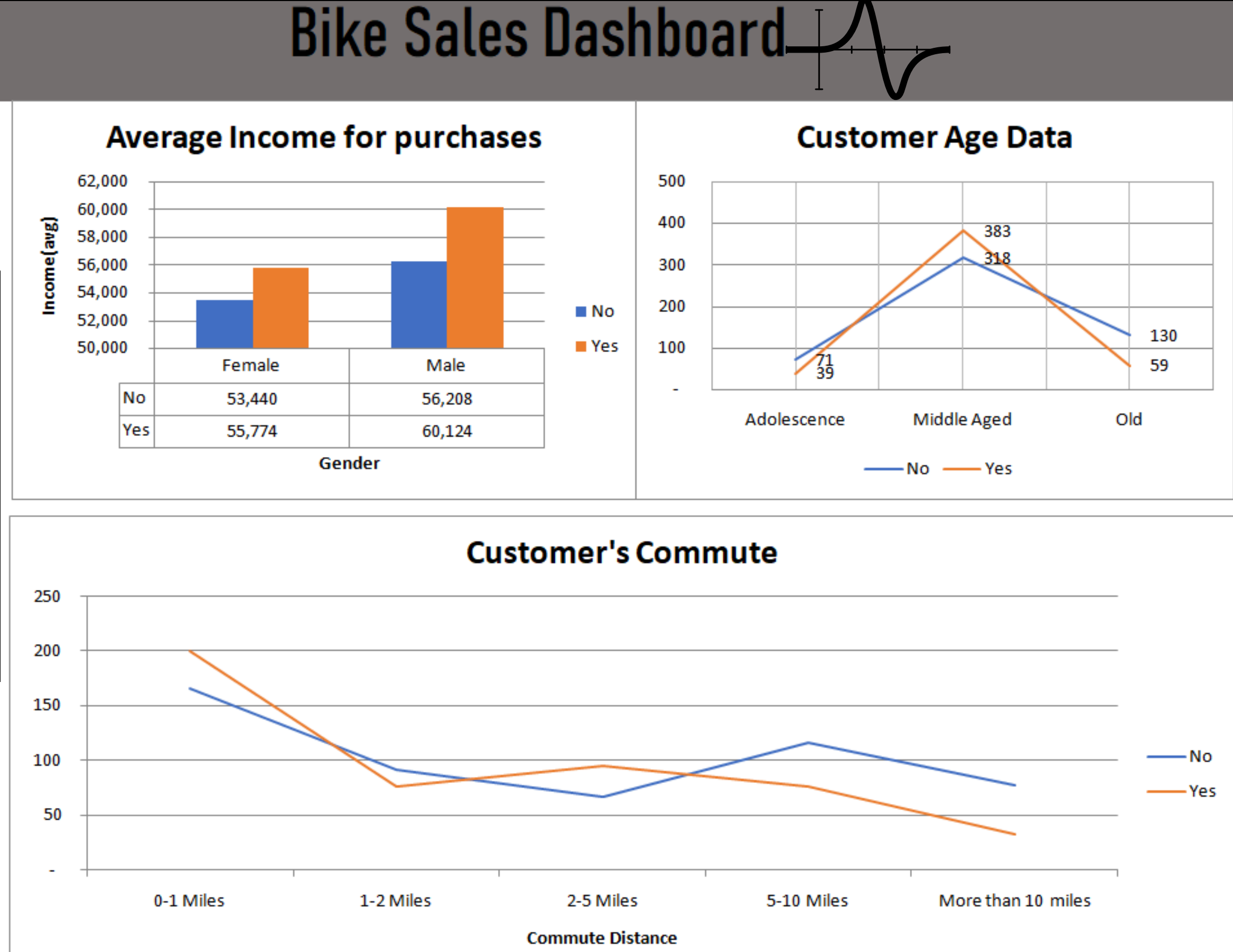


This report provides an analysis of bike sales trends based on key customer demographics, income levels, and commuting habits. We aim to identify patterns that influence purchasing decisions.



This BIKE SALE DASHBOARD showcase analysis through different criterions listed below:

- 1. Average Income for Purchases
- 2. Customer Age Data
- 3. Commute Distance Analysis



# Analysis:

- **Income and Purchase Behavior:**

- # Males generally have higher average incomes than females.

- # Customers who purchased bikes have a higher average income compared to those who didn't.

- **Customer Age Data:**

- # Middle-aged customers form the largest group of buyers.

- # The proportion of buyers vs. non-buyers is higher in middle age but declines in older age.

- **Commute Distance and Purchases:**

- # Customers commuting 0-1 miles have the highest bike purchases.

- # Purchases decrease as the commute distance increases.