Data Analysis using

Excel Dashboard

Problem Statement

In the realm of data-driven decision-making, the challenge often lies in transforming raw data into actionable insights. Despite conducting a comprehensive data analysis using Google Sheets, the absence of a functional dashboard dedicated to bike buyer behavior and preferences poses a significant hurdle. This gap hinders the seamless interpretation and utilization of the analyzed data, limiting our ability to draw valuable conclusions and make informed business decisions.

Methodology: Building a Bike Buyer Dashboard in Google Sheets

Data Acquisition (Step 1):

Download the provided dataset, ensuring it encompasses essential information such as customer demographics, purchase history, and product preferences.

Google Sheets Set-up (Step 2):

Import the dataset into a new sheet, demonstrating proficiency in basic functionalities like data sorting, filtering, and basic formulas.

Data Exploration (Step 3):

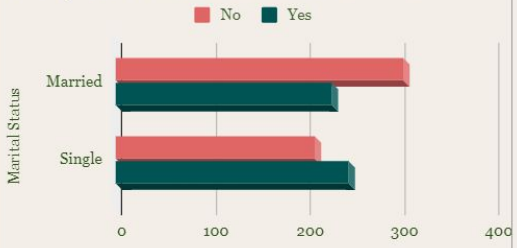
Identify key variables crucial for providing insights into bike buyers' behavior and preferences.

Dashboard Design (Step 4):

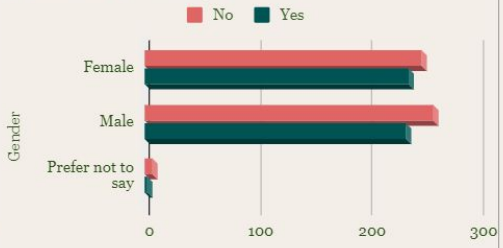
Create distinct sections for demographics, purchasing trends, and other relevant categories.

Bike Buyers Dashboard

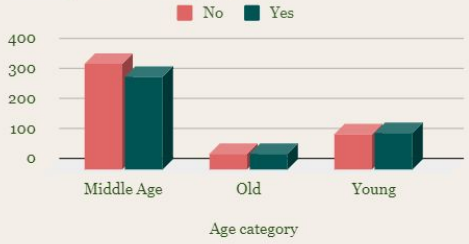
Bike purchased w.r.t. Marital status



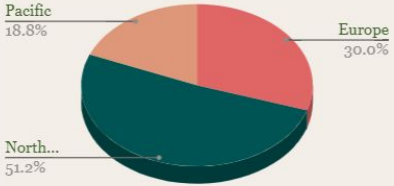
Purchased bike by Gender



Bike purchase by Age

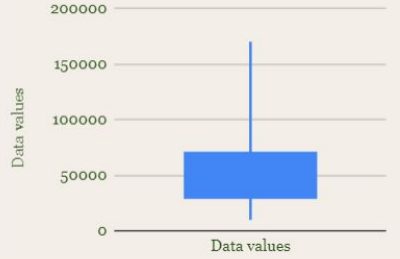


Purchased Bike w.r.t Region



Purchased Bike w.r.t. Income

Income v/s Age

Married and Single

Outliers in Salaries