

Bike Buyers Insight Deck

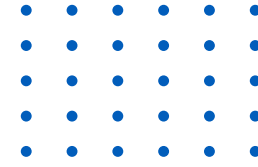


20th July 2025



Aduga Emmanuel

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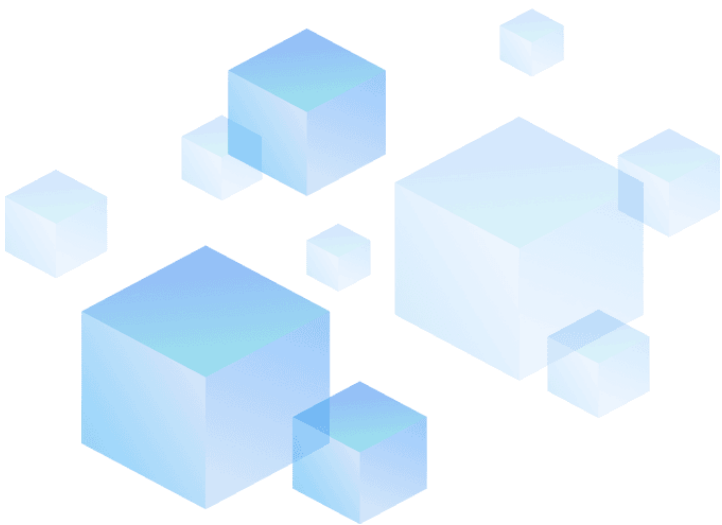
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01

Opportunity



Untargeted Marketing Bleeds Budget

Our go-to-market teams lack clarity on who actually buys bikes, causing spray-and-pray campaigns, rising CAC, and missed revenue.



Spray-and-Pray Campaigns

Marketing dollars chase the wrong segments.



Rising CAC

Cost of acquisition increases with inefficiency.



Missed Revenue

High-value prospects remain untouched.

Without a data-backed customer definition, sales growth stalls and marketing remains a cost center, not a profit engine.

Project Mandate & Scope

This initiative dissected 1,000 customer records to isolate the demographic, economic, and lifestyle triggers behind bike purchases.

- 1 Data-Driven Insights: Identify key buyer segments and purchase triggers.
- 2 Interactive Dashboard: A two-page Power BI tool for dynamic exploration.
- 3 Strategic Recommendations: Actionable insights for immediate executive implementation.





02

Data to Insight

From Raw Records to Clean Signals

A rigorous data transformation process ensured analysis was built on a foundation of quality.



Raw Data

1,027 rows loaded from Kaggle dataset.

1,027



Data Cleaning

- Standardized categories (M/F)
- Removed duplicates & blanks
- Created income/age bins



Validated Dataset

Clean, analysis-ready customer records.

1,000



Bike Buyers Analysis Dashboard

[Overview](#)[Demgraphy](#)

481

Total Buyers

58K

Avg Income of Buyers

48.1

Purchase Rate (%)

519

Total Non-Buyers

54.87K

Avg Income non-buyers

Marital Status

- ☐ Married
☐ Single

Gender

- ☐ Female
☐ Male

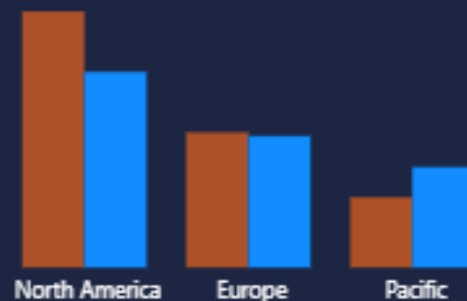
Region

- ☐ Europe
☐ North America
☐ Pacific

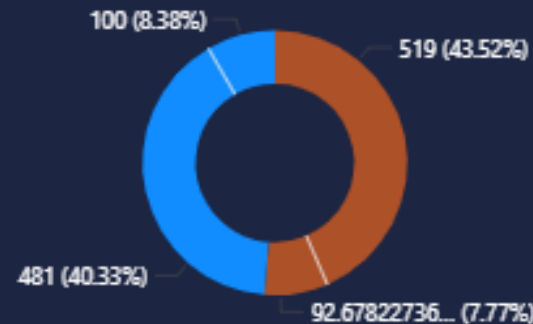
Education

- ☐ Bachelors
☐ Graduate Degree
☐ High School
☐ Partial College
☐ Partial High School

Buyers by Region

Purchased ... No Yes

Purchase Bike

Purchased ... No Yes

Buyers by Education

Purchased Bi... No Yes

Buyers by Age bracket

Purchased ... No Yes

Buyers by Occupation

Purchased Bi... No Yes

Buyers by No. of Children they have

Purchased B... No Yes

Purchase Rate

48.1%

of customers buy

Nearly half convert, indicating strong product-market fit.

The Income Edge



Buyers' Average Income

\$58K



Non-Buyers' Average Income

\$54.9K

A 5.5% higher income confirms earning power as a key discriminating factor for purchase decisions.

[Overview](#)[Demography](#)

481

Total Buyers

58K

Avg Income of Buyers

48.10

Purchase Rate (%)

Home Owner

- ☐ No
- ☐ Yes

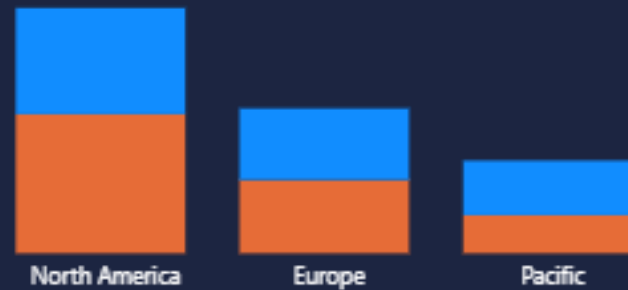
Car Owners

- ☐ 0
- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4

Commute Distance

- ☐ 0-1 Miles
- ☐ 1-2 Miles
- ☐ 2-5 Miles
- ☐ 5-10 Miles
- ☐ More than 10 M...

Buyers by location

Purchased Bike ● No ● Yes

Buyers by Avg Income

Average of Income



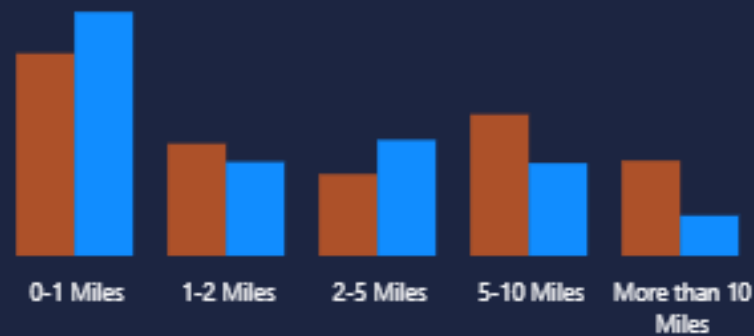
58.0K

54.9K

Yes

No

Buyers by commute distance

Purchased Bike ● No ● Yes

Bike Buyers by Income Distribution

Purchased Bike ● No ● Yes

Income Range

10-50k earners

60-100k earners

110-160k earner





03

Who Buys



Middle-Aged Professionals Drive Sales

Dashboard heat maps reveal a clear profile for our highest-converting segment.



Peak Demographic: 35-50 Years

Middle-aged customers show the highest purchase propensity.



Professional Occupations

This group has the income and lifestyle that aligns with our product.



Short Commutes (0-1 Mile)

Urban density and convenience are key lifestyle factors.

Geographic & Lifestyle Hotspots



Pacific Region Dominance

The Pacific region significantly over-indexes on buyers, providing a clear geographic focus for our marketing efforts and expansion strategy.



Short Commute Advantage

Customers with 0-1 mile commutes show the highest conversion, signaling an eco-conscious, convenience-driven mindset we can target.

Strategic Imperative: Amplify sustainability and convenience narratives where infrastructure and mindset already align.



04

Revenue Playbook



Income-Tiered Product Ladder

Split the product line-up to capture both ends of the market, maximizing margin without alienating either segment.



Affordable Models

Target: \$10-50K Income Bracket

Capture price-sensitive demand with value-focused offerings.



Premium Options

Target: \$60-100K+ Income Bracket

Position e-bikes and accessories to a cohort with proven willingness to pay.

Counter Family-Size Drag

Purchase propensity drops as children increase, likely due to perceived utility conflict.

The Strategic Response:

Introduce **family-oriented bundles**—child seats, cargo racks, safety gear—paired with financing offers to neutralize objections and convert households.





05

Next Steps

Immediate Actions for Growth



Q4 Media Reallocation

Shift spend to Pacific metros and channels targeting 35-50 professionals.



Launch Landing Pages

Deploy income-tiered pages within 30 days to capture segmented demand.



Pilot Family Bundle

Test the bundle offer in two high-traffic stores to gauge uptake.

Establish a monthly dashboard review to track lift in **purchase rate** and **average order value** against baseline KPIs.

From Insight to Impact

The attached interactive dashboard is more than a report; it's a strategic tool for continuous improvement.

- ✓ Monitor segment performance in real time.
- ✓ Validate campaign ROI with hard data.
- ✓ Iterate strategy quarter-over-quarter.

Embedding this discipline transforms marketing from a cost center to a profit engine.





THANK YOU



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