

# Bike Buyers Insight Deck

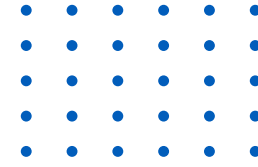


20<sup>th</sup> July 2025

Aduga Emmanuel



# CONTENTS



01 Opportunity

02 Data to Insight

03 Who Buys

04 Revenue Playbook

05 Next Steps





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

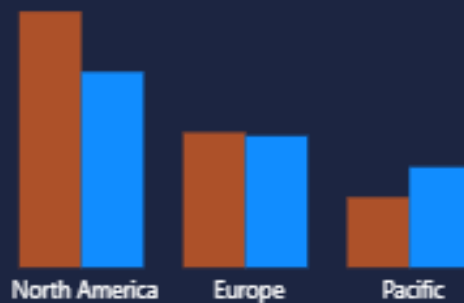
## Region

- ☐ Europe  
☐ North America  
☐ Pacific

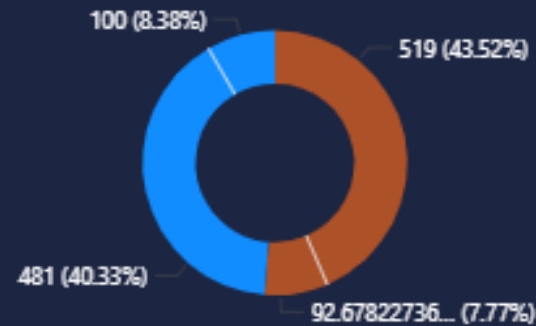
## Education

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

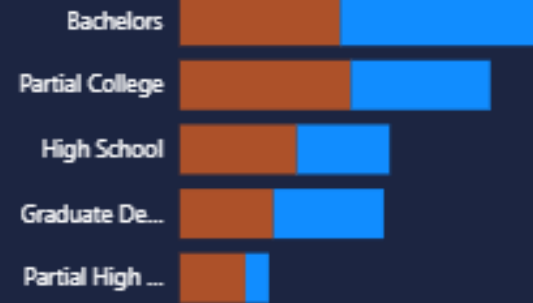
## Buyers by Region

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

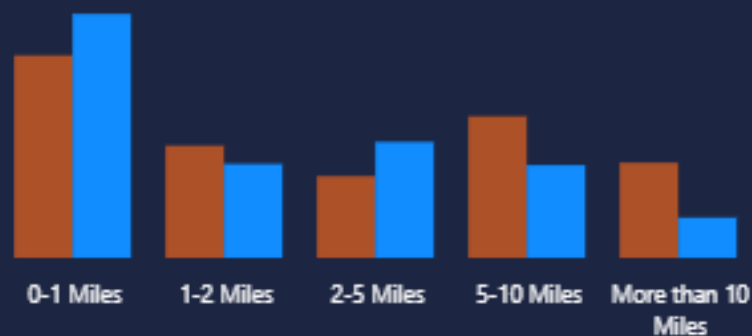
54.9K

Yes

No

Purchased Bike

## 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



Follow @Aduga Emmanuel

Kimi AI

2025/01/01

On LinkedIn

