

# **Insights Documentation of Bike-Dekho Project**

# Title

Project Title : Bike Sales Analysis

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# Problem Statement

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The objective of this project is to examine how demographic factors such as age, gender, income, occupation, marital status, and region influence customer decisions to purchase bikes. Through structured data analysis and visualization in MS Excel, the project seeks to identify key customer segments and provide data-driven recommendations that enhance business growth and sales effectiveness.

# Dataset Overview

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1. Number of rows : 1026
2. Number of columns : 15
3. Features: Age, Gender, Income, Occupation, Region, Car, Age group, Home owner, etc.
4. Target Variable: Purchased Bike

# Data Cleaning Process

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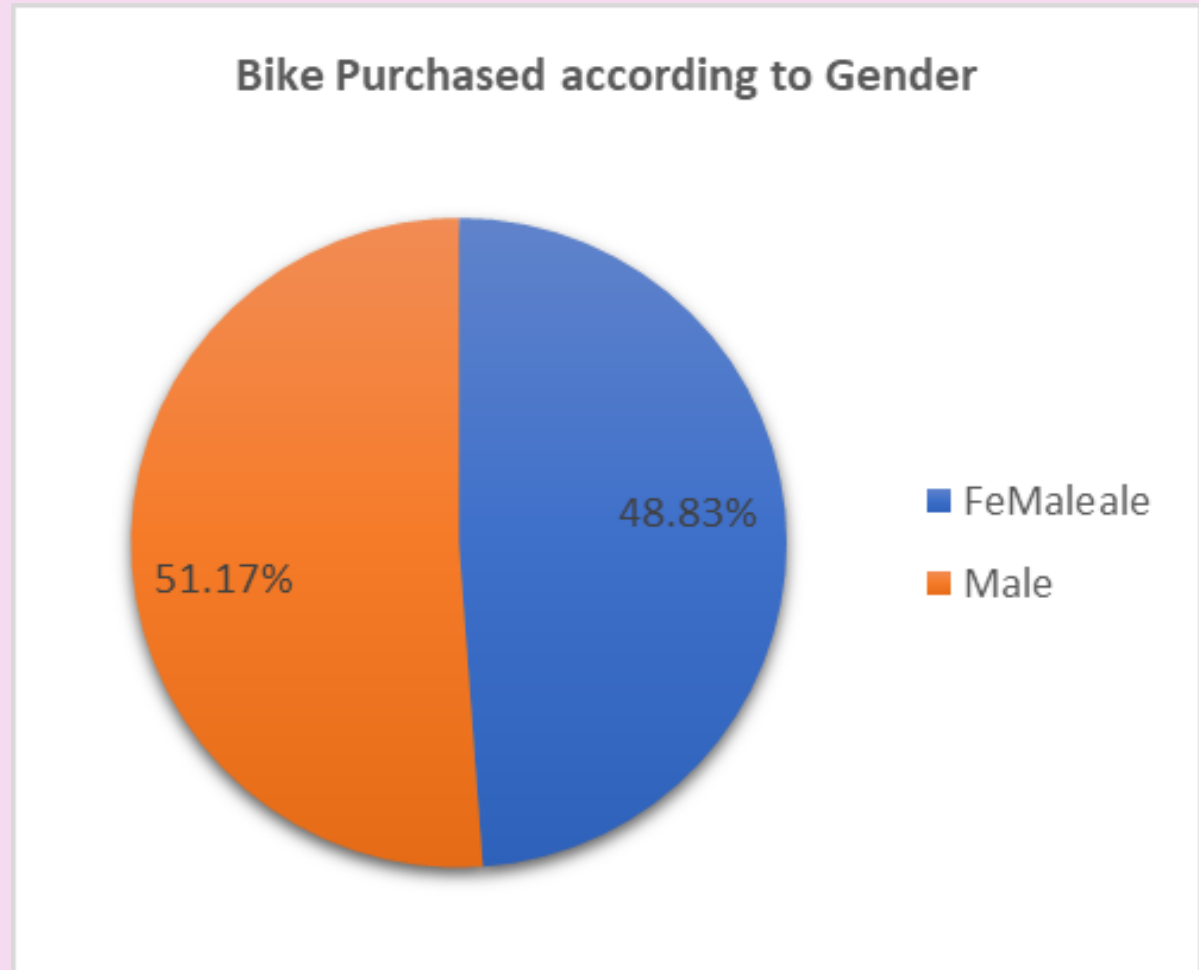
- The **Gender** and **Marital Status** columns were standardized by converting short forms (like M/F) into full forms (Male/Female, Married/Single) to improve clarity and consistency.
- Two new columns, **Age Group** and **Income Level**, were created to group customers into meaningful categories. This helped in better analysis and comparison of customer segments.

# Bike Purchase by Gender

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In this graph we can clearly see that Males are purchase More bikes as compare to female



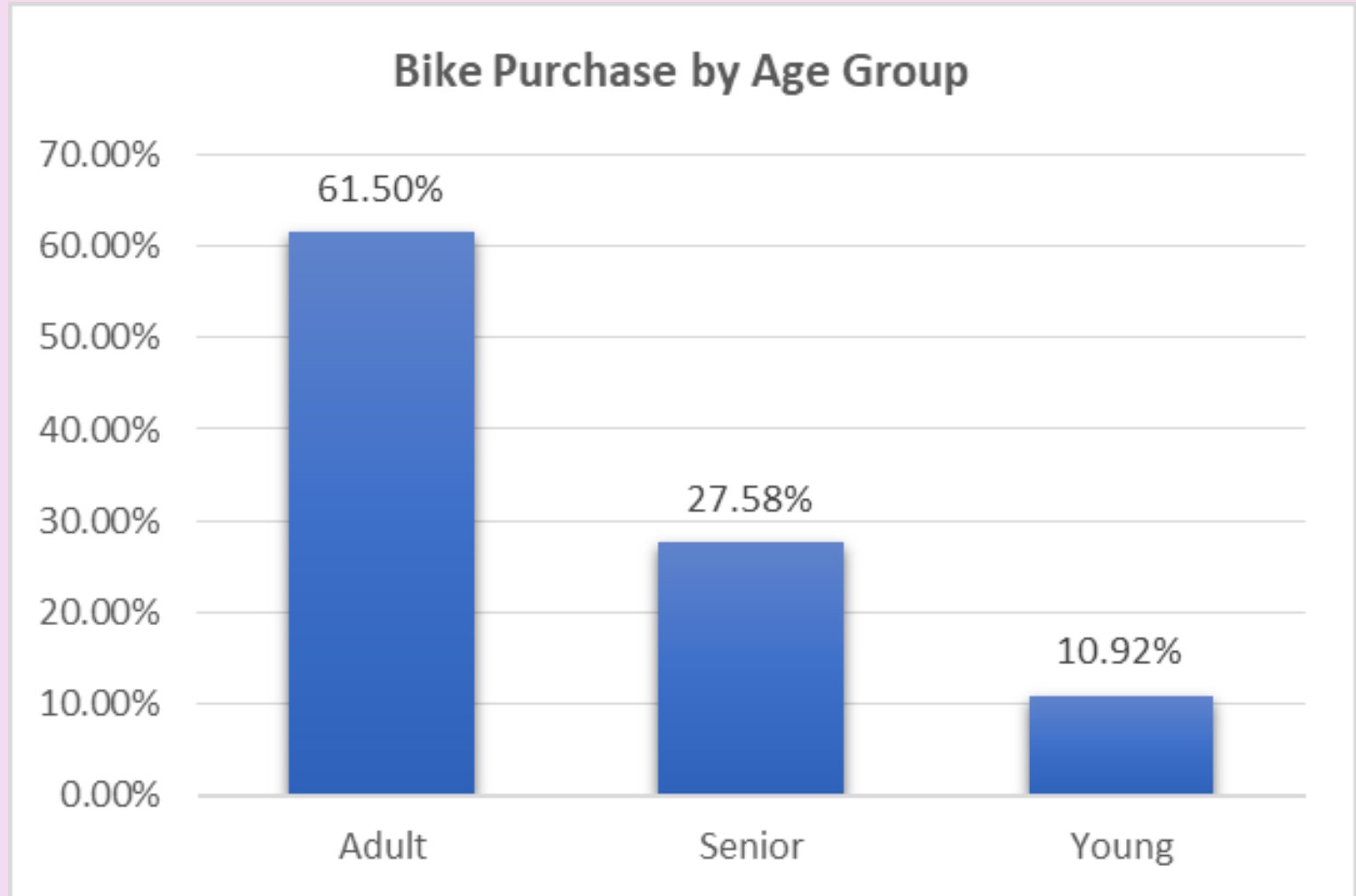
# Bike Purchase by Age Group

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According to this graph Adult are purchase more bikes as compare to senior and young customers.

So we have to focus on senior and young customers to improve company profit.



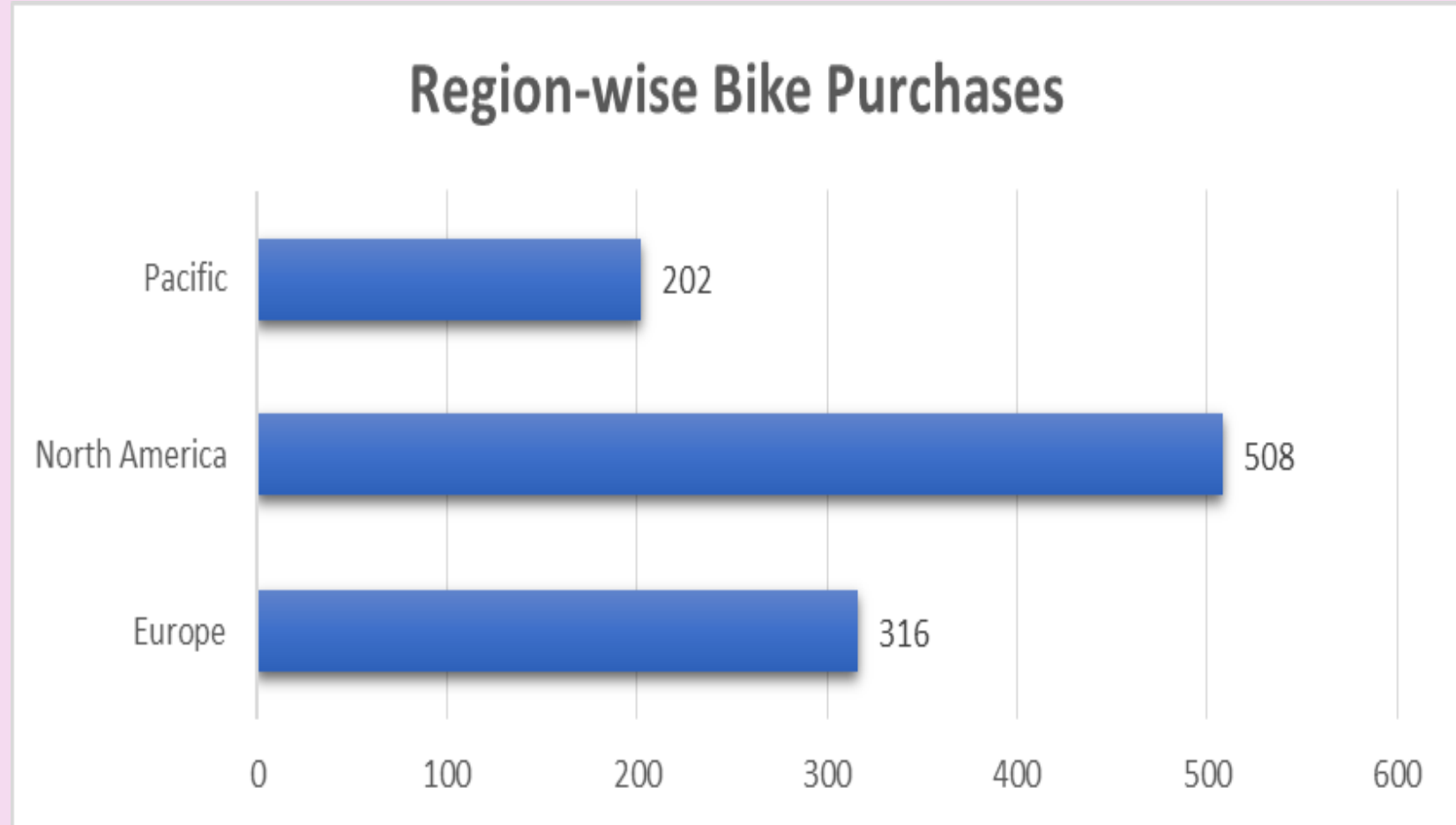
# Region-wise Bike Purchase

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This graph clearly show that we sold more bikes in North America as compare to Pacific and Europe.

So we need to improve our Bike sales in Pacific and Europe.

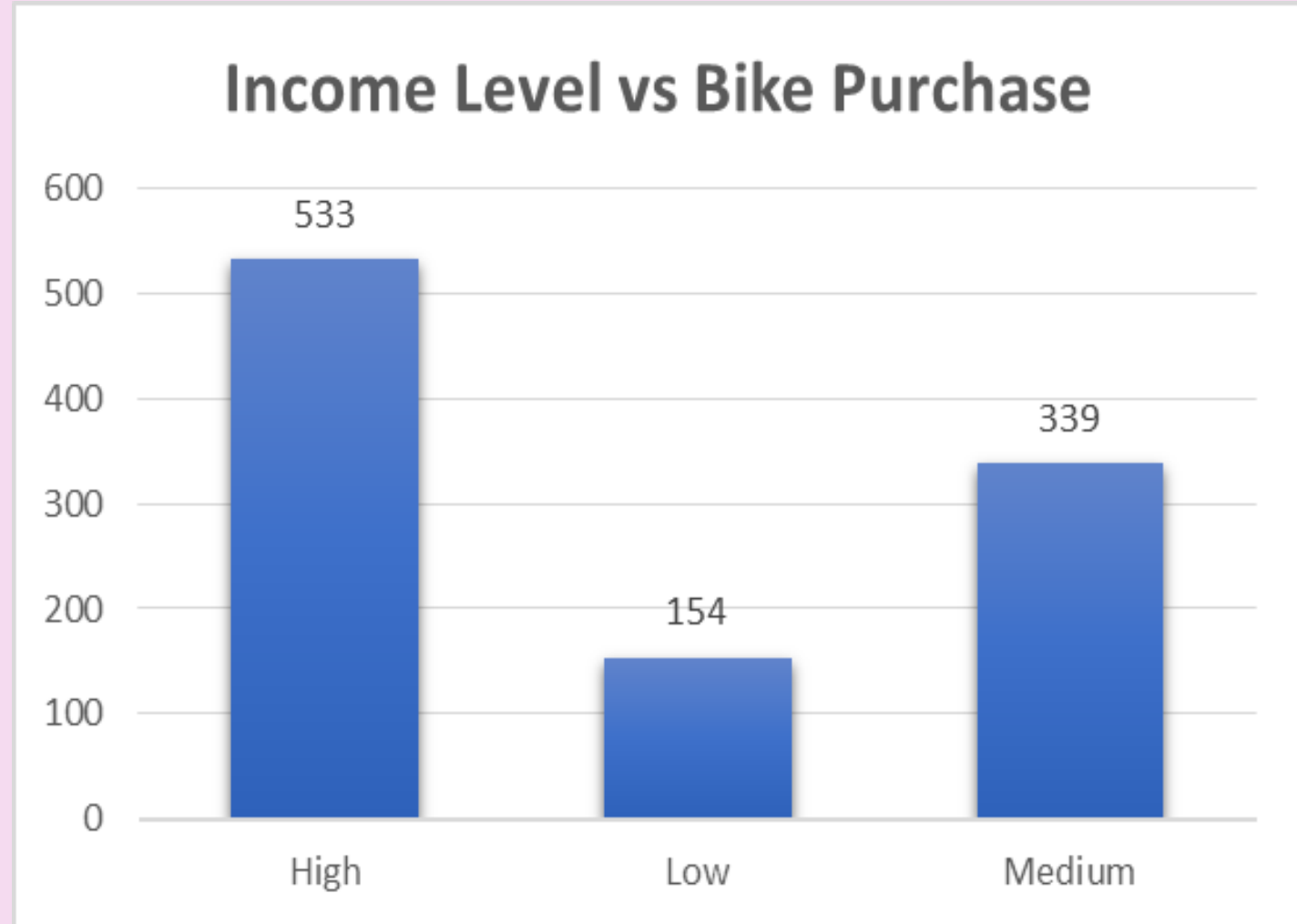


# Income Level vs Bike Purchase

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According to this chart we can say that if the customer's income is High then customer purchase the bike as compare to low income and medium.

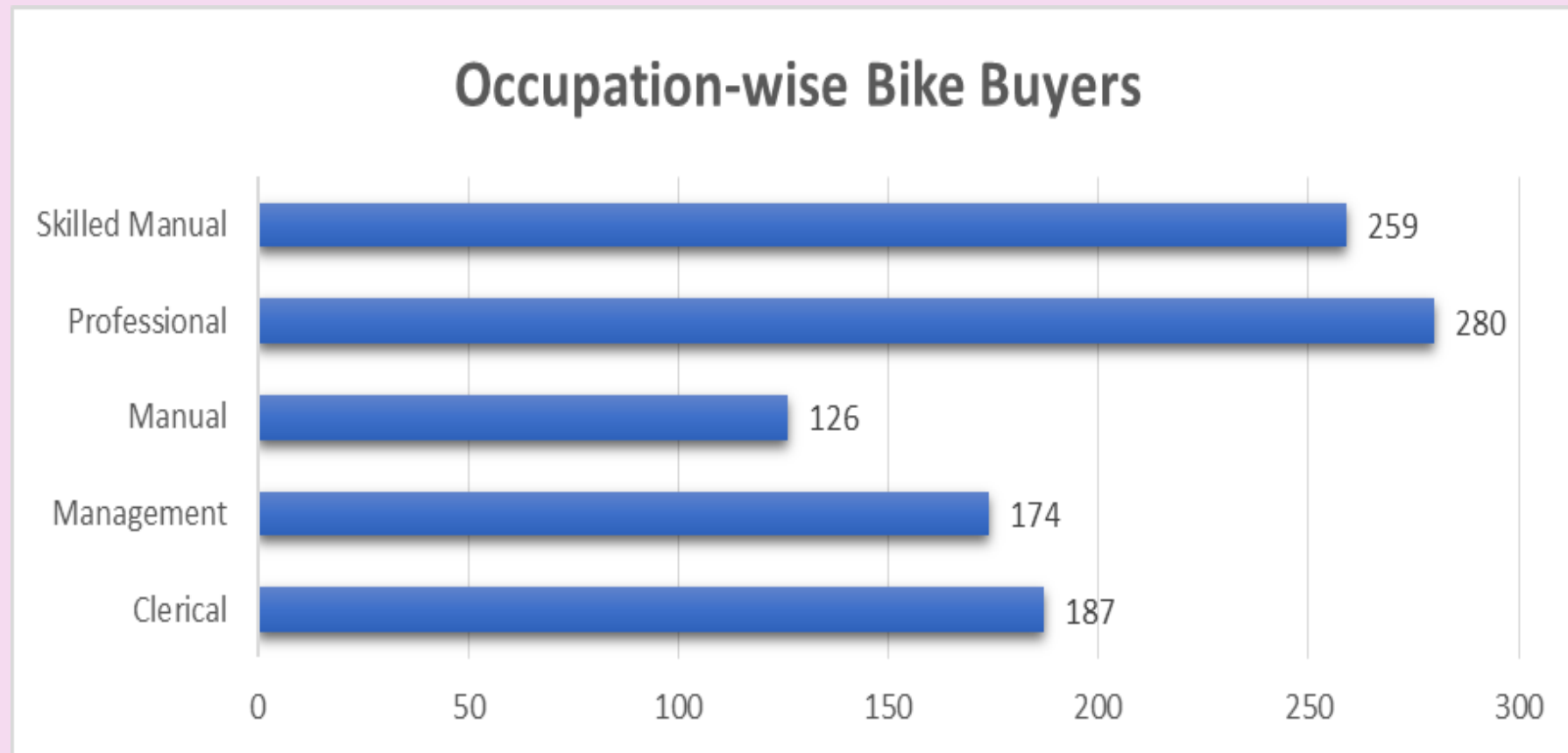


# Occupation-Wise Bike Buyers

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From this chart we conclude that Professionals are buying more bikes as compared to others.



# Key Insights

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- Adults (30–50) age are the highest bike buyers as compare to Senior and Young.
- High-income customers purchase more bikes as compare to Low and Medium.
- Certain regions show stronger sales performance like North America.
- Occupation impacts purchasing behavior.
- Average salary who purchase the bike is : \$57,474.75
- Total sale of bike is : 495
- Average age who purchase the bike is : 43