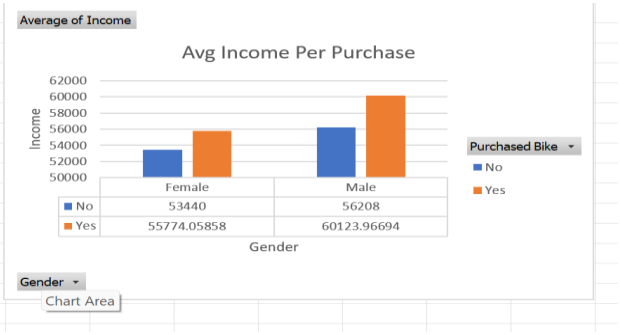
Bike Sales Analysis Dashboard (Excel)

Project Overview

This project analyzes bike purchasing behavior using Microsoft Excel to understand how customer demographics, income, age group, and commute distance influence bike purchases. The analysis aims to identify key customer segments and factors that drive bike sales.

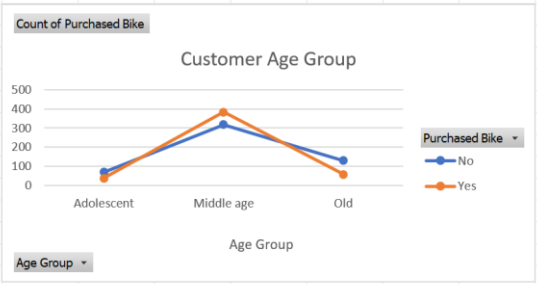
Pivot Table Analysis

Average of Income	Column Labels		
	No	Yes	Grand Total
Female	53440	55774.1	54581
Male	56208	60124	58063
Grand Total	**54875**	**57963**	**56360**



Count of Purchased Bike	Column Labels		
	No	Yes	Grand Total
0-1 Miles	166	200	366
1-2 Miles	92	77	169
2-5 Miles	67	95	162
5-10 Miles	116	76	192
More than 10 Miles	78	33	111
Grand Total	**519**	**481**	**1000**

Count of Purchased Bike	Column Labels		
	No	Yes	Grand Total
Adolescent	71	39	110
Middle age	318	383	701
Old	130	59	189
Grand Total	**519**	**481**	**1000**



Pivot tables were used to **summarize and analyze** bike purchase behavior across key dimensions such as:

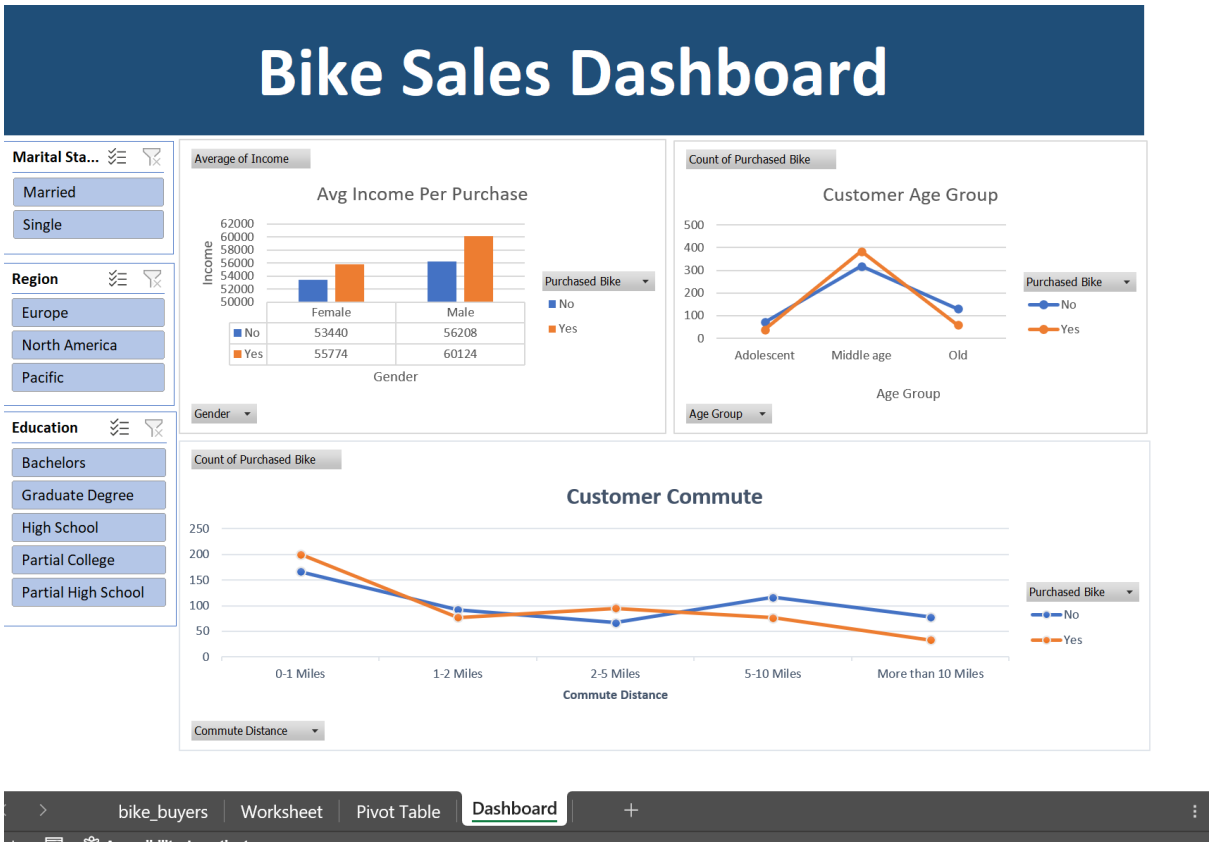
- Commute distance

- Age group

- Gender and average income

Excel Dashboard

An Excel dashboard was created using pivot charts and slicers to visualize insights and enable quick filtering by customer attributes.



Key Insights

- Customers with shorter commute distances **(0–1 miles)** are more likely to purchase bikes.

- **Middle-aged customers** represent the highest bike-purchasing age group.

- Bike buyers generally have **higher average income** compared to non-buyers.

- **Male** customers show **higher average** income and a **higher likelihood** of bike purchase.

Business Takeaways

- Target marketing efforts toward **middle-aged, higher-income customers**.

- Promote bikes as a convenient option for customers with short commute distances.