

# **BIKE SALES ANALYSIS**

Executive Summary

Excel Dashboard – Pivot Table – Data Analysis

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# OBJECTIVE

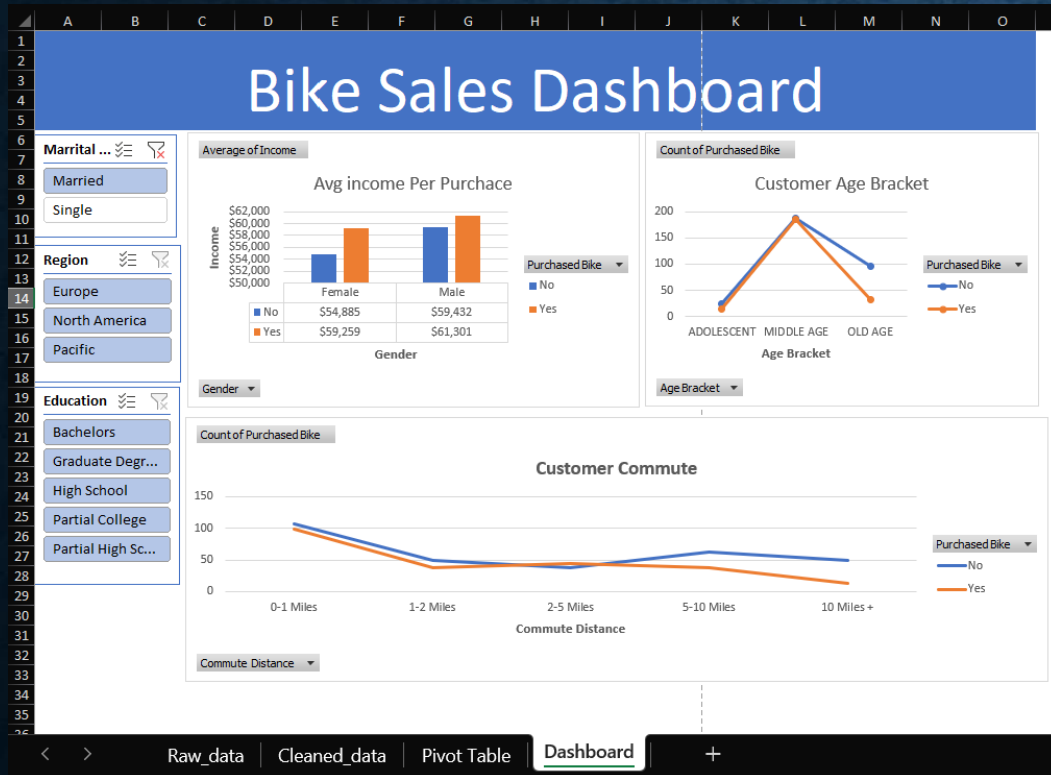
Analyze bike sales data to understand:

- Customer purchasing behaviour
- Key demographic segments
- Factors influencing bike purchases

The goal is to generate insights that support data-driven sales and marketing decisions



# DASHBOARD OVERVIEW



This Excel dashboard was built using pivot tables  
And interactive slicers to analyze bike purchases by:

- Age group
- Gender
- Income level
- Commute distance

The dashboard allows dynamic filtering for targeted  
Analysis and decision making

# KEY INSIGHTS

- Middle aged customers recorded the highest number of bike purchases
- Higher income levels strongly correlate with purchase behaviour
- Short distance commuters (0-1 miles) are the most frequent buyers
- Purchase volume decreases as commute distance increases



# BUSINESS RECOMMENDATION

- Target middle age , higher income customers in marketing campaigns
- Reduce focus on long distance commuters
- Promote bikes as a solution for short distance commuters

# DELIVERABLES & TOOLS

## Deliverables

- Interactive Excel dashboard
- Pivot based analysis
- Cleaned and structured dataset

## Tools

- Microsoft Excel
- Pivot Tables
- Charts & slicers