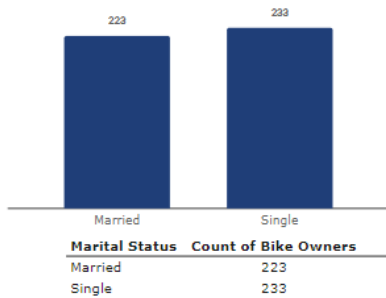
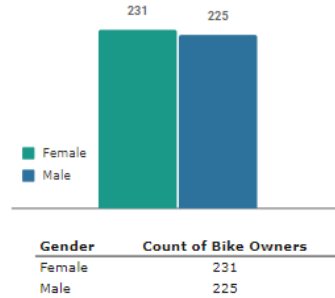


BIKE BUYERS DASHBOARD

Marital status



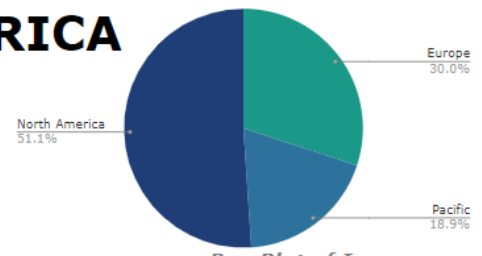
Gender



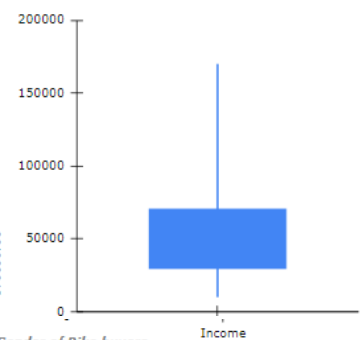
Most of the bike buyers are from:

NORTH AMERICA

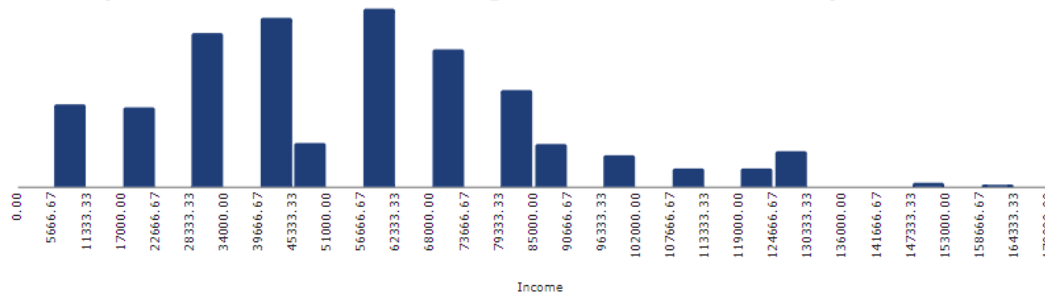
Region



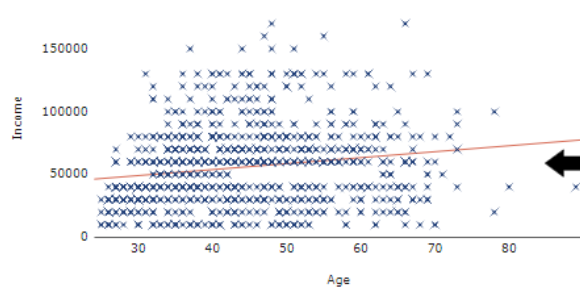
Box Plot of Income



People that fall in the income range of 10000 - 80000 have purchased bikes



Age vs Income

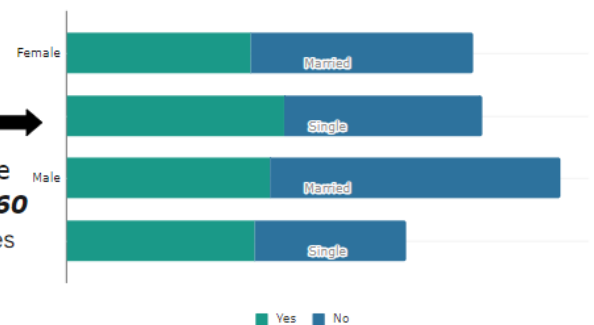


26% of Female

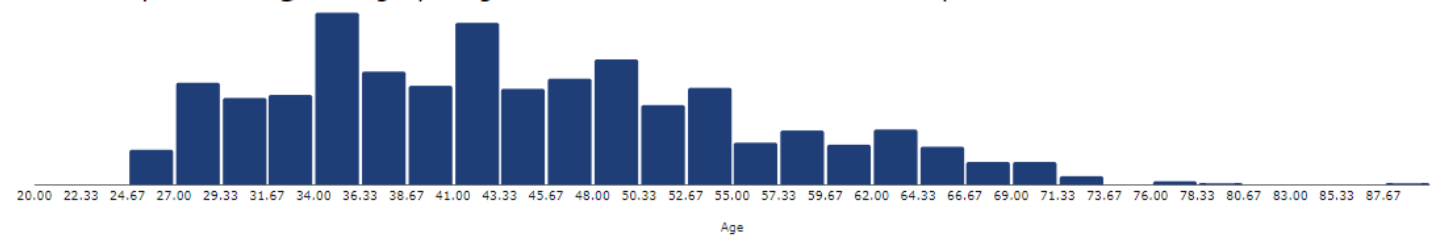
who are **single** are the largest percentage of bike buyers

People around the **middle age 30-60** have higher incomes

Marital status Vs Gender of Bike buyers



People in the **age** category range of **27 - 55** are the ones that have purchased bikes



Correlation Heat Map

	ID	Income	Children	Cars	Age
ID	1	-0.084555088	-0.032755895	0.0072293686	-0.049802482
Income	-0.084555088	1	0.2609230203	0.4333649564	0.1758756384
Children	-0.032755895	0.2609230203	1	0.2724822062	0.536301887
Cars	0.0072293686	0.4333649564	0.2724822062	1	0.1937551947
Age	-0.049802482	0.1758756384	0.536301887	0.1937551947	1

People with higher incomes have cars, therefore there is a strong correlation between cars and income

People who are older have children as they also have high correlation