

BIKE SALES DASHBOARD

Marital Status

Married

Single

Education

Bachelors

Graduate Degree

High School

Partial College

Partial High School

Gender

Female

Male

Cars

0

1

2

3

4

Home Owner

No

Yes

Region

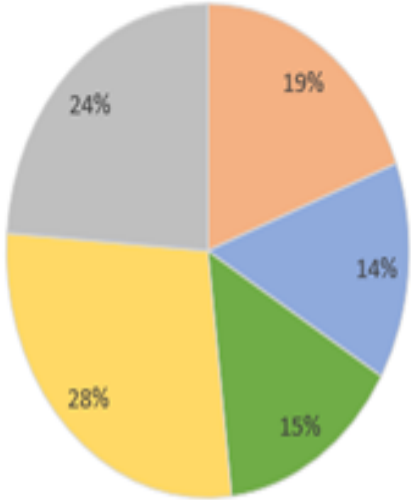
Europe

North America

Pacific

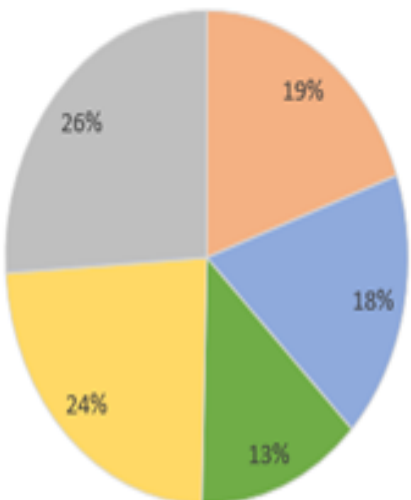
Share of who **Purchased** a Bike

Clerical Management Manual Professional Skilled Manual



Share who **Didn't Purchase** a Bike

Clerical Management Manual Professional Skilled Manual



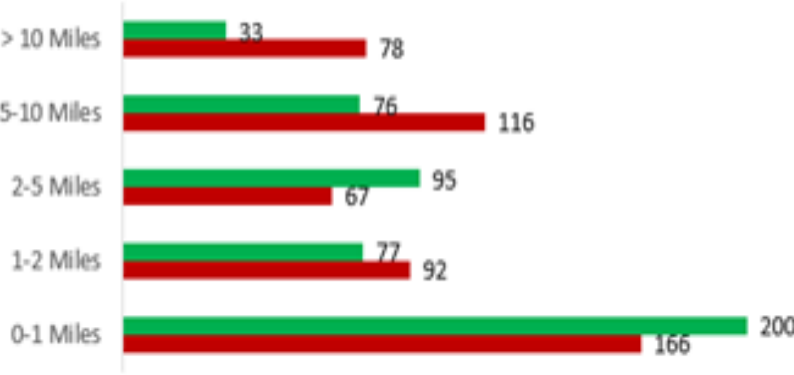
Average Income

Purchased a Bike Didn't Purchase a Bike



Commute Distance

Purchased a Bike Didn't Purchase a Bike



Customer Demographics

Purchased a Bike Didn't Purchase a Bike



Abstract

- I conducted an exploratory analysis of a biking dataset.
- I conducted my analysis via these metrics:
 - Average Customer Income
 - Commute Distance per Customer
 - Customer Demographics
 - Share of Customers who Purchased and did not Purchase a Bike
- I included slicers for the end user to analyze the data via these metrics:
 - Marital Status
 - Gender
 - Homeowner
 - Education
 - Number of Cars
 - Region
- I have uploaded all the files for this project onto my [GitHub](#).

Insights

- From my analysis, I have discovered the following insights:
 - The average customer income did not vary much between genders or whether a customer purchased a bike.
 - Customers who commuted short distances purchased the most bikes.
 - Younger customers purchased the most bikes.
 - Millennials purchased the most bikes.
 - Seniors purchased the least bikes.
 - The customers' area of work was evenly distributed.
 - Professional workers purchased the most bikes.
 - Mostly skilled manual laborers didn't purchase a bike.

Recommendations

- I propose the following strategy for profit maximization:
 - Concentrate marketing campaigns in big cities.
 - Millennials, the age demographic that purchased the most bikes, tend to live in big cities.
 - This strategy will maximize the number of potential buyers.
 - Build more bike stores that are closer to areas with many homes.
 - If the bike stores are closer to homes, the commute time to the stores will be shorter
 - This strategy will also maximize the number of potential buyers.



Project Link

<https://www.youtube.com/watch?v=opJgMj1IUrc&list=PLUaB-1hjhk8H48Pj32z4GZgGWyylqv85f&index=9&t=1684s>