BIKE SALES DASHBOARD

Marital Status
- Married
- Single

Gender
- Female
- Male

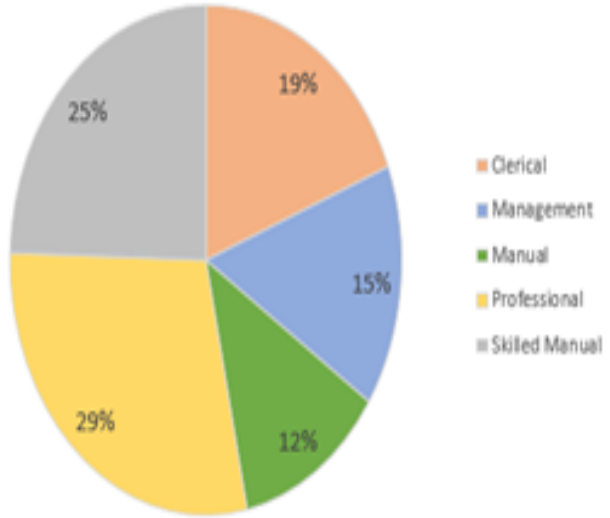
Home Owner
- No
- Yes

Education
- Bachelors
- Graduate Degree
- High School
- Partial College
- Partial High School

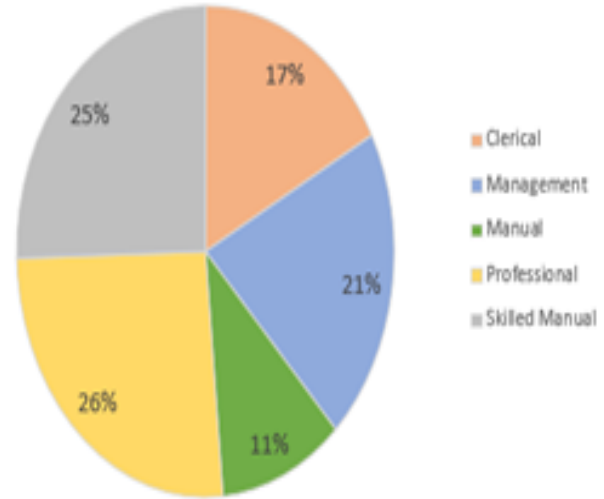
Cars
- 0
- 1
- 2
- 3
- 4

Region
- Europe
- North America
- Pacific

Share of Customers who Purchased a Bike



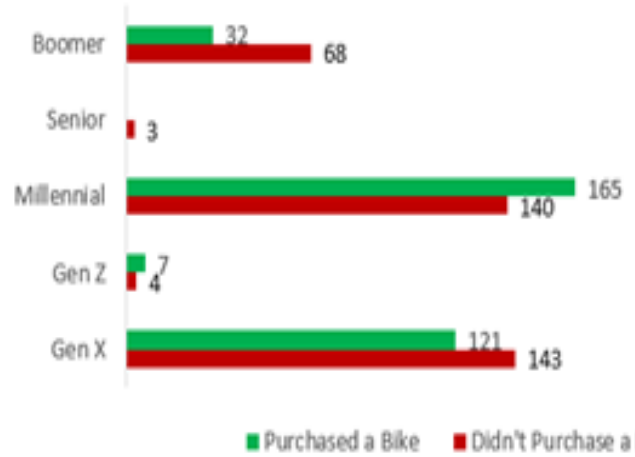
Share of Customers who Didn't Purchase a Bike



Average Income per Customer

Commute Distance per Customer

Customer Demographics



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.
- Here is the link to the project from the YouTube Channel.

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.