

Bike Sales Dashboard – Summary Report

This dashboard provides a comprehensive view of customer demographics and their relationship to bike purchases.

Key Findings:

- **Income:** Customers who purchased bikes have consistently higher average annual income compared to non-purchasers, across both genders.
- **Commute Distance:** Customers living **within 0–1 miles and 2–5 miles** are more likely to purchase bikes. Longer commutes (>10 miles) show minimal purchases.
- **Age Brackets:**
 - **Middle Age group (35–54 years)** has the highest number of purchases.
 - **Adolescents and older customers** contribute the least to bike purchases.
- **Age Distribution:** Bike sales peak between **ages 35–45**, then steadily decline after age 55.

Strategic Implications:

- **Target Market:** Focus marketing campaigns on **middle-aged professionals with higher incomes**.
 - **Commute-based Marketing:** Highlight bike benefits for short-distance commuters.
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