

MINI PROJECT

PROJECT TITLE

“ Bike Sales In India ”

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Introduction

The purpose of this mini project, “*Bike Sales Analysis in India*,” is to explore and analyse sales performance data from the Indian two-wheeler market. This project aims to uncover key sales trends, customer demographics, and purchasing behaviours by leveraging data visualization and business intelligence tools.

The dataset includes detailed information on product details like bike model, category, and price. By analysing this data, we can identify the factors that influence sales across different regions and customer segments.

Using Power BI, various visuals and dashboards were developed to present insights clearly and interactively. These dashboards help businesses track overall sales performance, understand customer preferences, and make data-driven decisions to improve profitability and marketing strategies.

This project not only demonstrates proficiency in data cleaning, transformation, and visualization but also showcases the power of data analytics tools in deriving meaningful business insights from real-world datasets.

Data Description

- The dataset contains 15 Columns and 10001 Rows.
- The dataset used in this project was “Bikes Sales India”. The data is structured in a tabular format with each Columns & rows representing a record.
- Key Fields included in the dataset are :
 1. State
 2. Avg Daily Distance
 3. Brand
 4. Model
 5. Price (INR)
 6. Year of Manufacture
 7. Engine Capacity
 8. Fuel Type
 9. Mileage
 10. Owner Type
 11. Registration Year
 12. Insurance Status
 13. Seller Type
 14. Resale Price (INR)
 15. City Tier

Data Cleaning & Preparation

1. Importing Dataset
2. Removing Duplicates & Blank - Columns & Rows
3. Data Type Correction
4. Column Formatting & Renaming
5. Handling Missing
6. Created Calculated Columns
7. Creating Visuals
8. Navigation

Dashboard Design

Visual Type	Purpose	Details
Card Visuals	To display key performance indicators (KPIs)	Total Sales, Total Quantity Sold, Average Sales per Customer, Total Customers
Clustered Column Chart	To compare sales across different states or product categories	Displays Total Sales by State or Category
Pie / Donut Chart	To analyse gender-wise sales distribution	Shows % of sales from Male vs Female customers
Bar Chart	To compare bike models based on sales performance	Displays Top 5 Best-Selling Models
Line Chart	To identify sales trends over time	Shows Monthly or Quarterly Sales Growth
Map Visual	To visualize geographical sales distribution	Displays states with highest or lowest sales
Table / Matrix Visual	To show detailed transaction-level data	Displays Customer, State, Product, Sales, and Payment Mode
Slicer / Filter Panel	To allow interactive filtering	Filters based on State, Gender, Product Category, and Date Range

Analysis & Insights

1. Sales Overview
2. Income Level Analysis
3. Commute Distance & Bike Ownership
4. Purchase Patterns
5. Group Analysis
6. Regional Insights

Conclusion

The analysis of the *Bike Sales in India* dataset provides a clear understanding of customer purchasing behaviour and the key factors that drive sales in the Indian two-wheeler market. The findings highlight that income level, commute distance are the most influential elements in determining bike ownership.

The results indicate that urban regions dominate bike purchases due to better infrastructure, lifestyle demands, and higher disposable incomes.

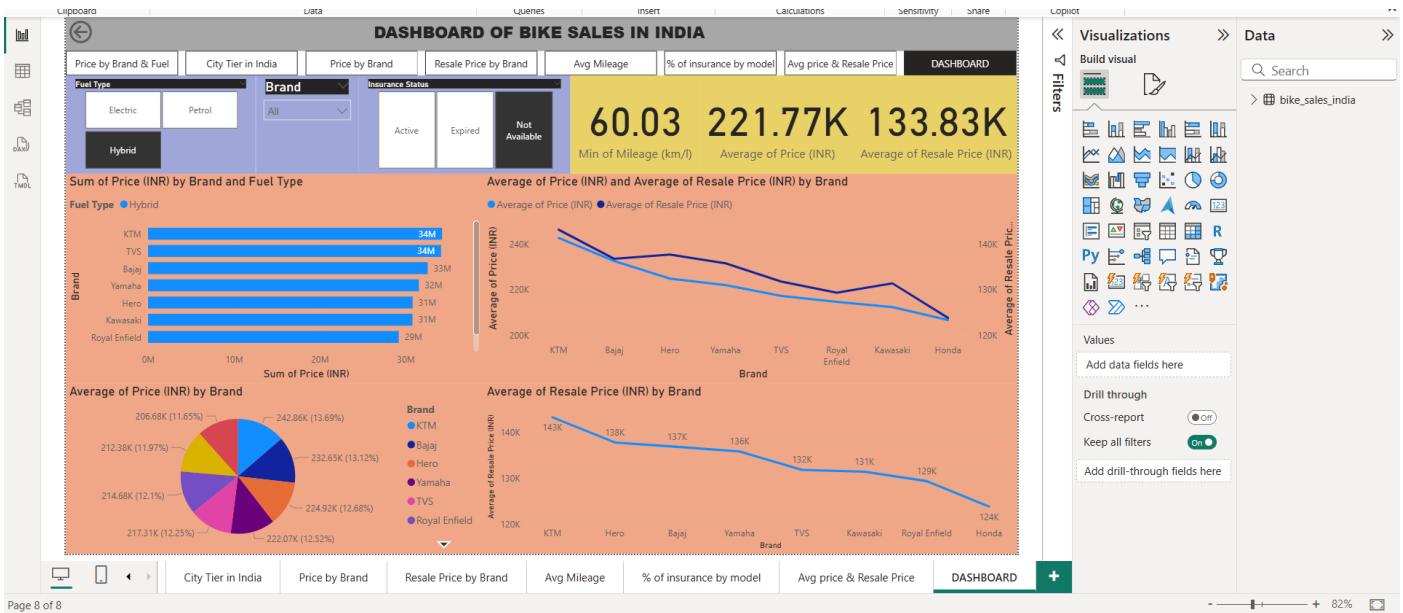
The data also suggests a positive trend among professionals and adults towards independent vehicle ownership, marking a shift in the traditional customer base. Moreover, the preference for premium bikes is rising steadily, showing that consumers are moving from mileage-based decisions to performance and brand-based choices.

In conclusion, the study demonstrates that the Indian bike market is evolving rapidly with changing consumer preferences, urbanization, and lifestyle trends. To sustain and enhance future growth, companies should focus on targeted marketing, affordable financing schemes, and technology-driven products that align with customer expectations.

Future Scope & Limitations

- Focusing on the Visuals, Cards, and more driven data.
- Data Story Telling from the Dashboard.

Screenshot of Dashboard



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