**Bike Sales Analysis and Interactive Dashboard**

This project analyzes bike sales data to uncover trends based on various demographic and lifestyle factors. Using a dataset with 1000+ records, the analysis was conducted in **Excel**, where I:

- Cleaned and prepared the data by removing duplicates, standardizing headers, and formatting key columns, including currency and age range.

- Created pivot tables to analyze bike sales trends across multiple demographics, generating insights through visualizations such as bar and line charts for data-driven decisions.

- Built an interactive dashboard that dynamically displays insights based on age, income, and distance to store, with slicers for gender, marital status, and region.

The result is a user-friendly tool that provides a clear view of bike sales patterns across different customer segments, enabling better decision-making based on demographics and customer location.