

Bike Buyers — Executive Dashboard

Marital Status

Married

Single

Total Customers

1000

Gender

Female

Male

Buyers

481

Home Owner

No

Yes

Purchase Rate %

48.1%

Region

Europe

North America

Pacific

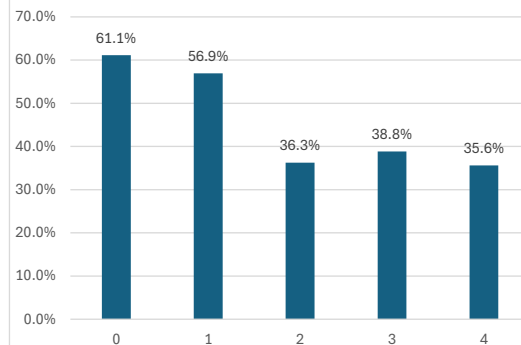
Avg Income

\$56,360

Top segment: 35–44 (59.5%).
Lowest: 45–54 (31.2%).
Action: Target creative and offers to 35–44; use incentives for 45–54.

AgeBand	Average of IsBuyer
25–34	42.3%
35–44	59.5%
>55	50.8%
45–54	31.2%

Purchase Rate by Cars

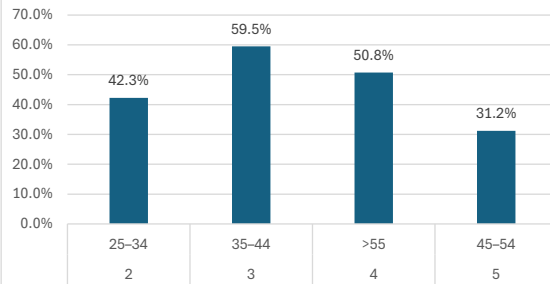


Sweet spot: 2–5 Miles: (58.6%).
Weakest: Over 10 Miles: (29.7%).
Action: commuter/urban campaigns for 2–5 Miles.; for longer trips promote e-bikes.

Commute Distance	Average of IsBuyer
0-1 Miles	54.6%
1-2 Miles	45.6%
2-5 Miles	58.6%
5-10 Miles	39.6%
Over 10 Miles	29.7%

Average of IsBuyer

Purchase Rate by Age Band

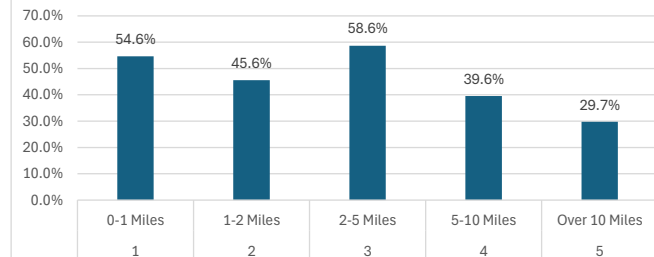


AgeBandSort AgeBand

Highest conversion: 1 cars: cars (56.9%).
Lowest: 4 cars: cars (35.6%).
Action: position bikes as car alternatives/cost savers for low-car

Average of IsBuyer

Purchase Rate by Commute Distance



CommuteSort Commute Distance