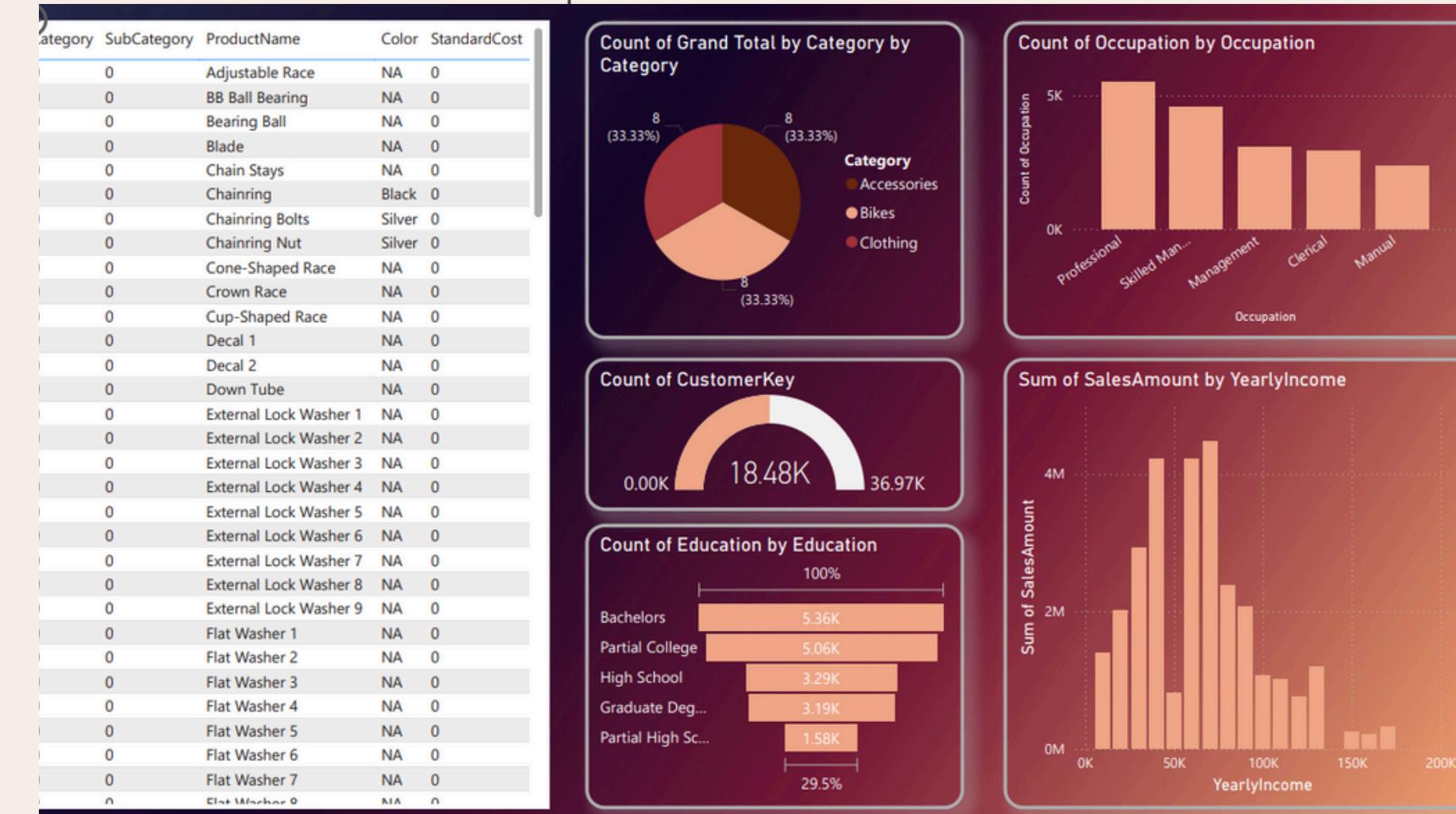
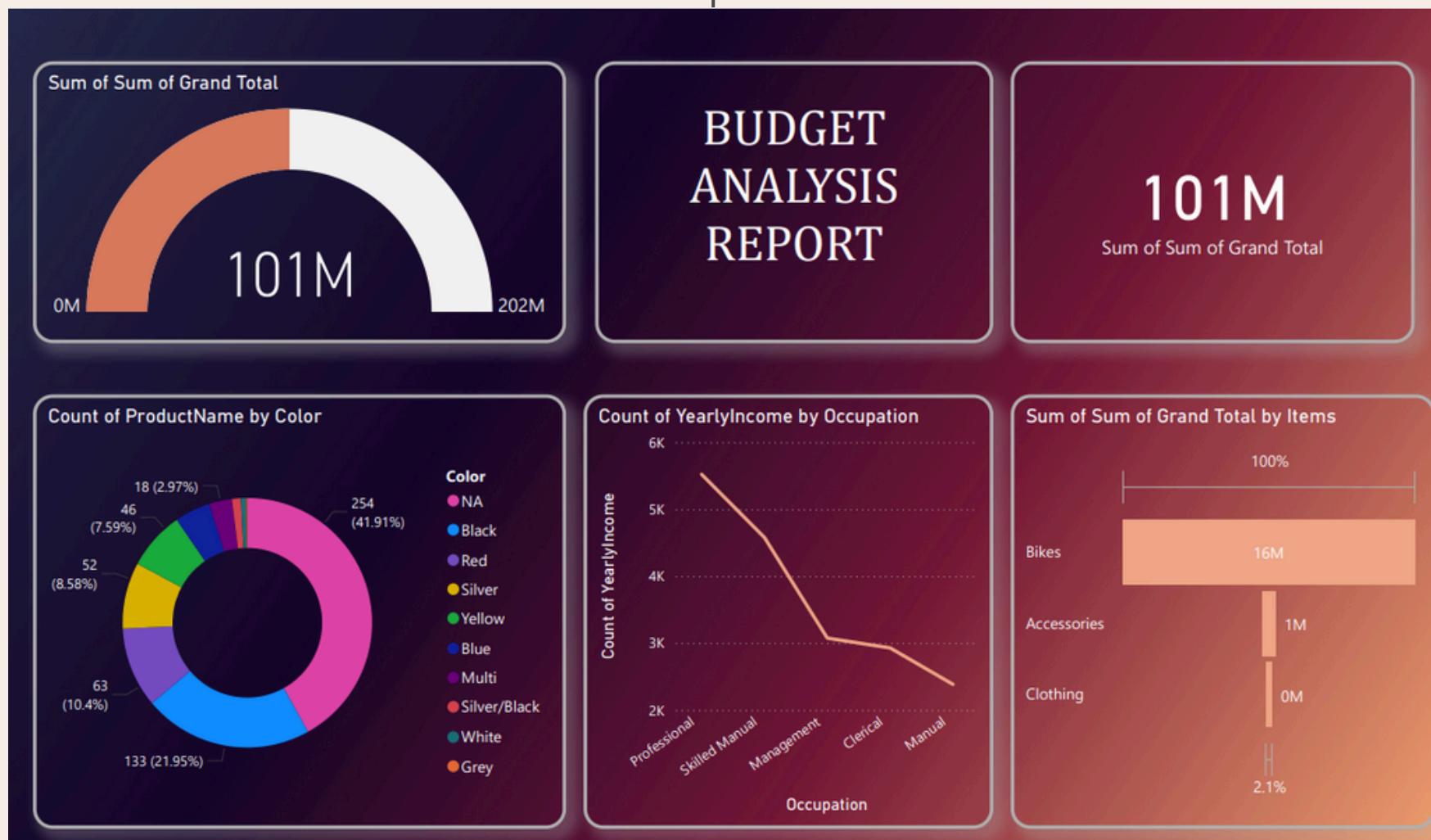


# BUDGET ANALYSIS

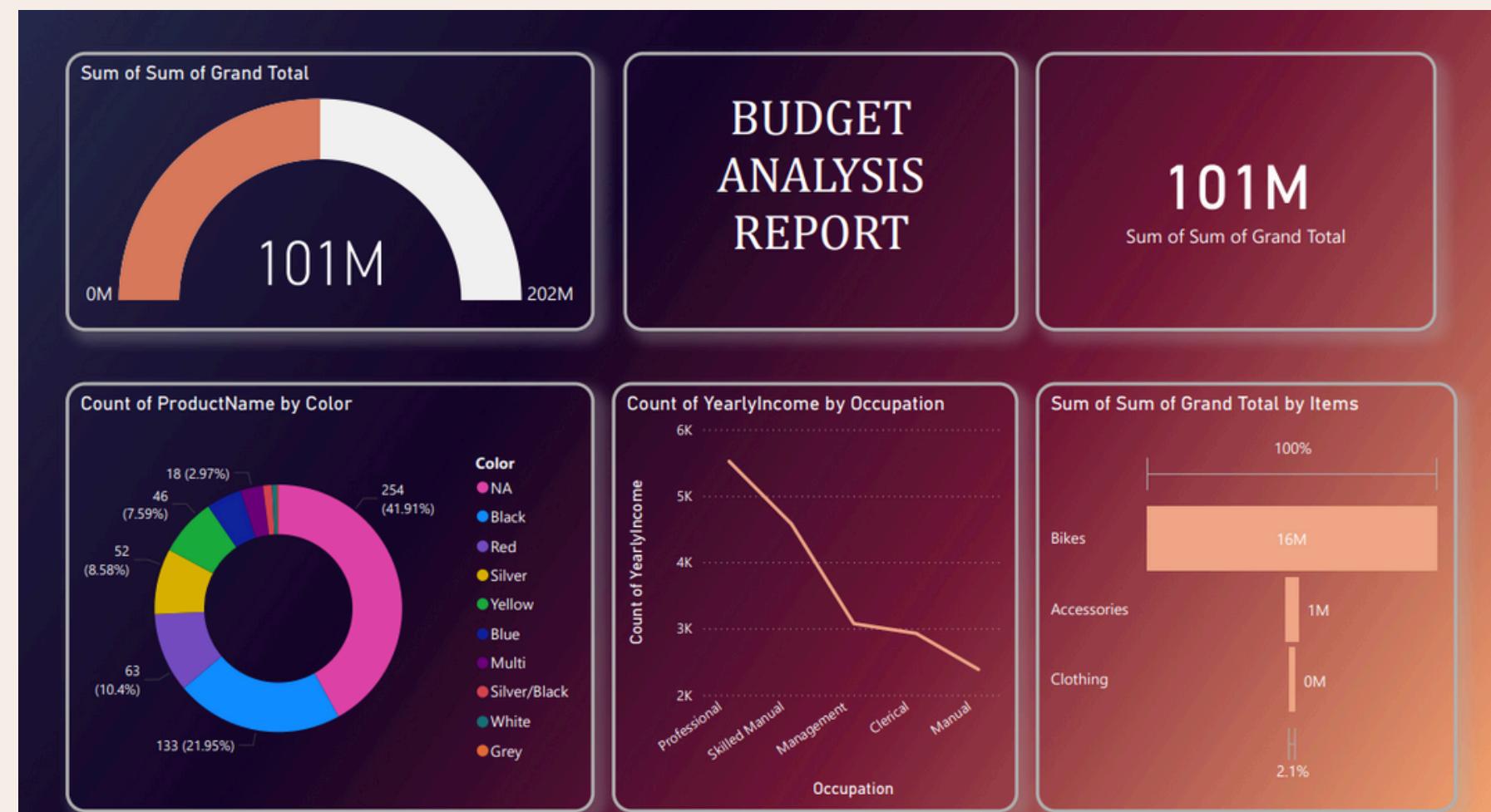
BY - MASIRA SIDDIQUI

# MY DESIGNS



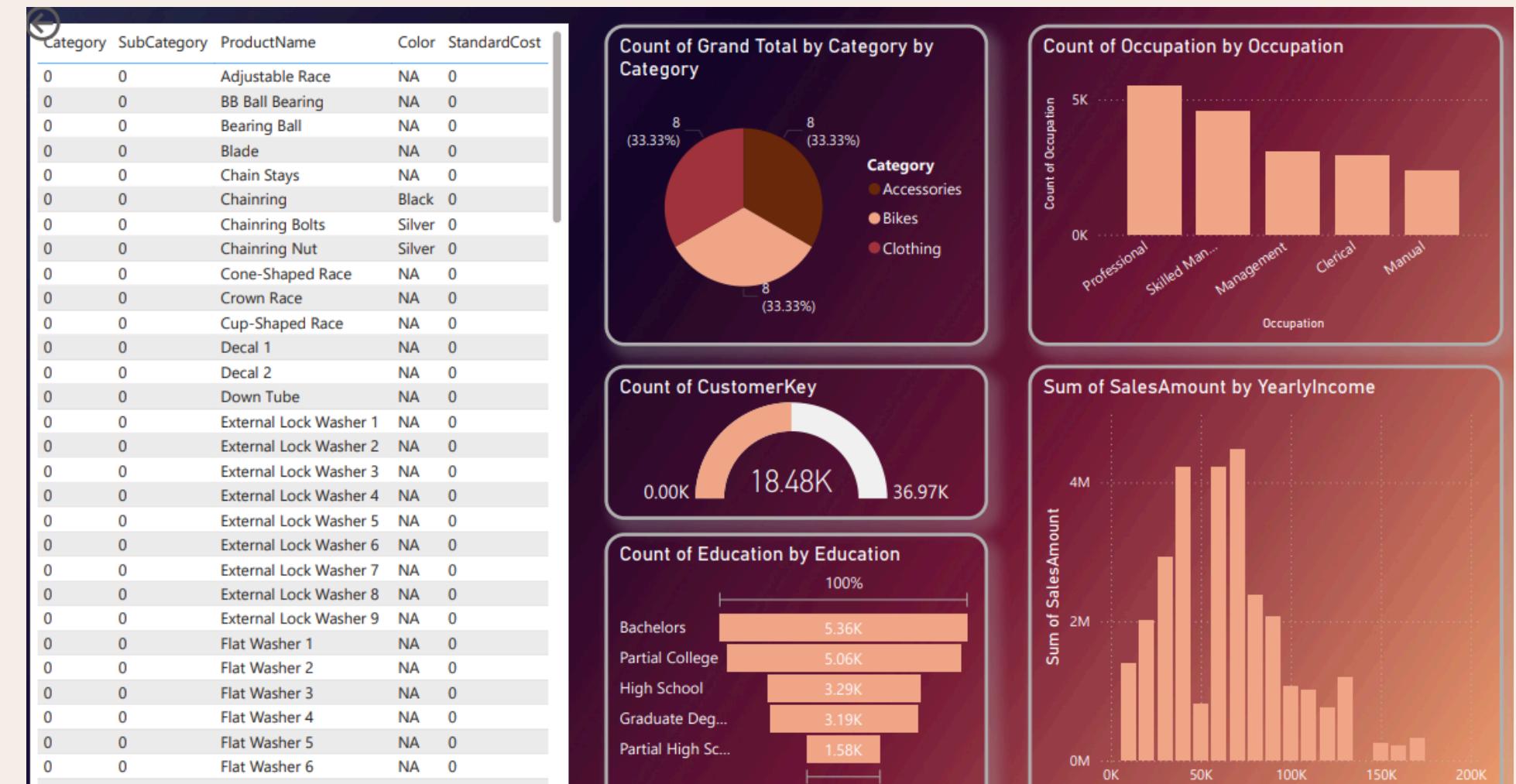
# Budget Analysis Report

- Budget Analysis: The total budget is 101M, with a significant portion allocated to Bikes (76.5%), followed by Accessories (14%) and Clothing (2.1%).
- Product Color Analysis: Grey products dominate sales, followed by Black and Silver.
- Occupation and Income Analysis: Professionals with higher yearly incomes (150K-200K) contribute the most to sales, while Clerical and Manual occupations have lower sales volumes.
- Sales Performance: Bikes are the top-selling product, accounting for the majority of the budget. Accessories and Clothing have comparatively lower sales.



# Budget Analysis Report

- Product Categories: The report analyzes three primary product categories: Accessories, Bikes, and Clothing. Accessories account for the largest share of sales, followed by Bikes and Clothing.
- Product Popularity: Among the products analyzed, "Bearing Ball" has the highest sales volume, followed by "External Lock Washer 1" and "External Lock Washer 2."
- Customer Demographics: The customer base is primarily composed of individuals with Bachelor's degrees (536K), followed by those with Partial College (5.06K) and High School (3.29K) education.
- Sales Performance: The highest yearly income bracket (150K-200K) contributes the most to sales, accounting for 29.5% of the total.
- Occupation Distribution: Professional and Skilled Men make up the majority of the customer base, followed by Management and Clerical occupations.





THANK YOU VERY  
MUCH!