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Problem Statement: -
Analyze the sales data of Royal Enfield operating in Europe

Attributes in Data

- ID
- Marital Status
- Gender
- Income
- Children
- Education
- Occupation
- Home Owner
- Cars
- Commute Distance
- Region
- Age
- Age Bracket
- Purchased Bike

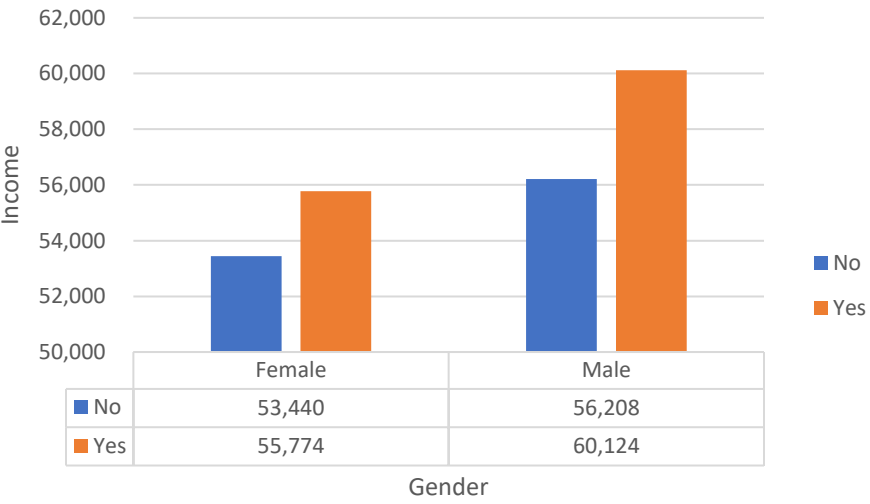
1.Source of Data :- Kaggle
2.Tool Used: - Excel
3.Operation performed :-

a. Data Cleaning and Preprocessing
b. Pivot Tables and Charts
c. Sales Analysis Dashboard

Royal Enfield

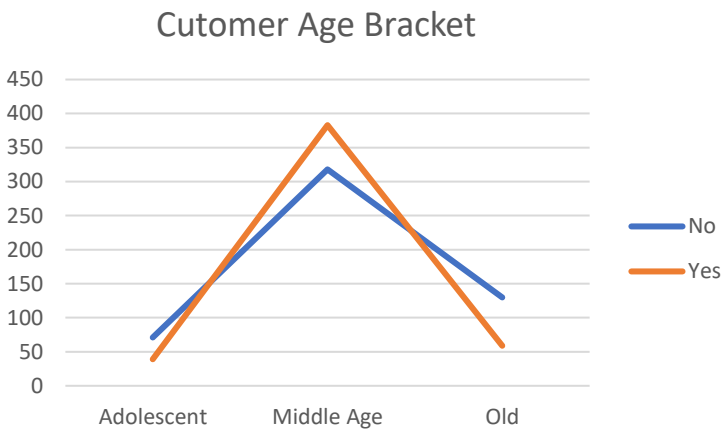
- Started in 1893 in Europe.
- In late 20th century its brand presence diminished significantly.
- Present CEO is Sidharth Lal.
- Current market share is relatively small as compare to other competitors Honda , Yamaha, BMW and others.

Analysis based on Gender, Commute Distance and Customer Age Bracket for all



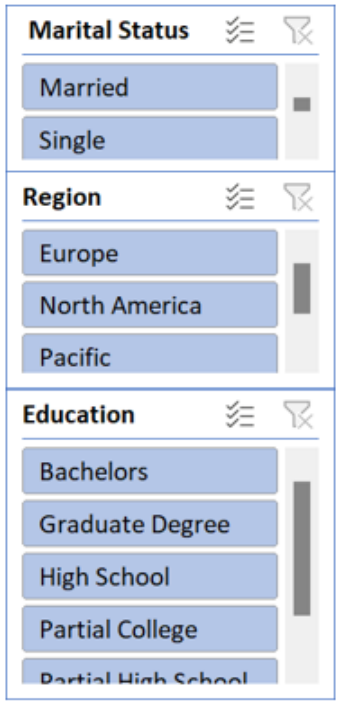
- Male purchasers have significantly higher incomes compared to females, indicating a potential gender gap in bike ownership.
- Higher income is a strong predictor of bike purchases, especially among males.

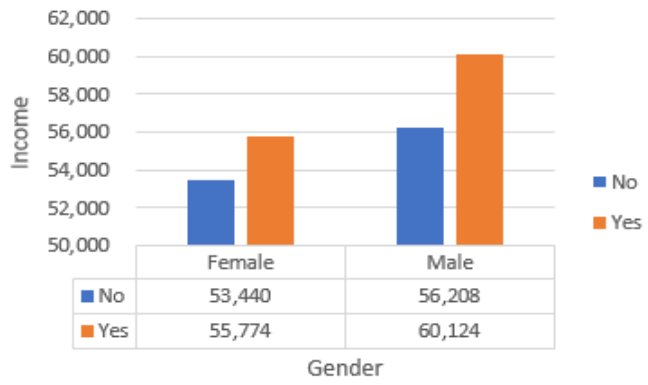
- Shorter commutes are associated with a higher likelihood of bike purchases.
- The number of non-purchasers remains relatively consistent across different commute distances.

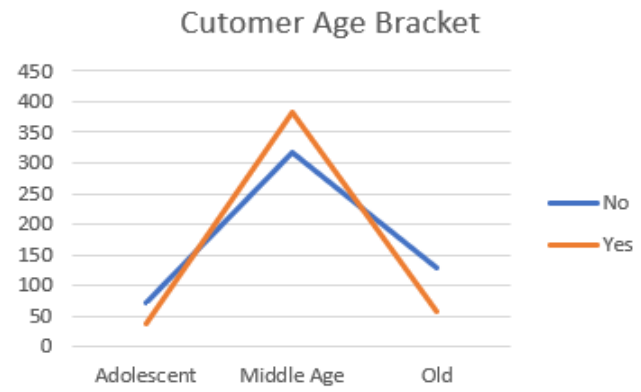


- Bike purchases are highest among middle-aged individuals, with lower rates among adolescents and significantly lower rates among older adults.

Dashboard using Excel with Marital Status, Region, Education as Attributes







- Married people purchase more bikes as compare to single and in this category % increase in Male category is highest.
- More middle age people purchases bike who are single.
- Those who are single purchases (0-1) mile category rather than other.
- Males from North America have purchased Highest no. of bikes specifically who are single.
- Girls who are doing bachelors have a significant increase the no. of bikes purchase but after bachelors there is a significant decrease in the no. of purchases