

Bike Sales Dashboards

Marital Status

Married

Single

Region

Europe

North America

Pacific

Education

Bachelors

Graduate Degree

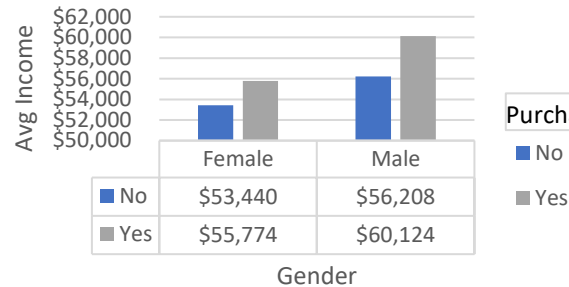
High School

Partial College

Partial High School

Average of Income

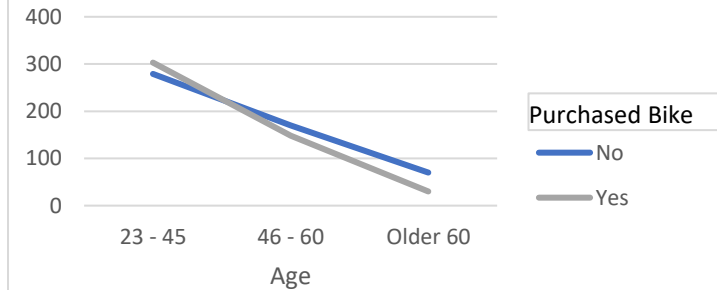
Avg Income Per Purchase



Gender

Count of Purchased Bike

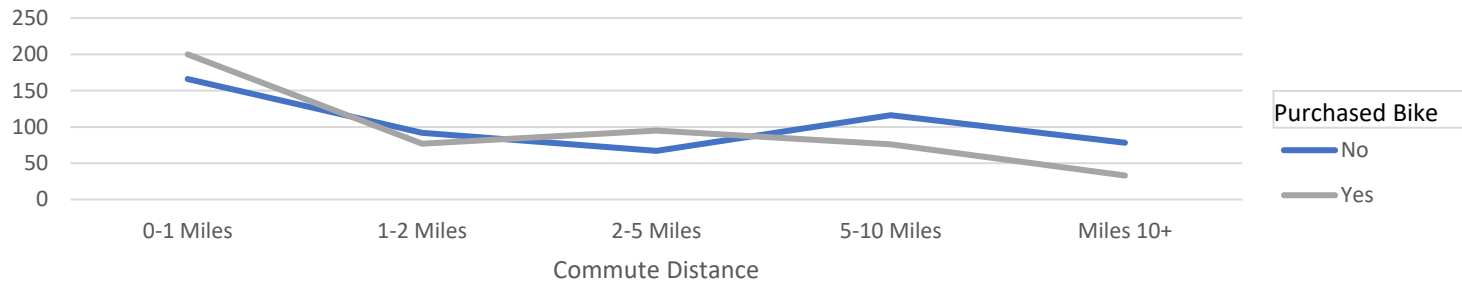
Customer Purchase By Age



Age Rating

Count of Purchased Bike

Customer Commute



Commute Distance

Recommendation: Stakeholders should focus its marketing on customers aged 23-60, married, from Europe and North America, 0 to 1 commute, bachelor's degree in education and high school.