

Bicke Buyers Dashboard – Project Summary

The **Bicke Buyers Dashboard** provides an analytical overview of customer demographics, purchasing behavior, and income characteristics related to bike purchases. It uses interactive visualizations to highlight key patterns and insights.

1. Purchases by Education

- **Bachelors** degree holders form the largest buyer group with **306 purchases**, followed by those with **Partial College education (265)**.
 - Customers with only **High School (179)** or **Graduate Degrees (174)** show moderate purchase levels.
 - The lowest purchases come from **Partial High School (76)**.
Insight: Middle-tier education levels (Bachelors & Partial College) are more likely to purchase bikes compared to those with the lowest or highest education levels.
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2. Purchases by Number of Children

- The highest purchases are made by customers with **no children (281)**, followed by those with **2 children (209)**.
 - Purchases steadily decrease for customers with **3 (134)**, **4 (126)**, and **5 (81)** children.
Insight: Customers without children or with fewer children are more likely to purchase bikes, possibly due to fewer financial constraints.
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3. Average Income per Purchase (Gender-Based)

- **Male buyers** generally have higher average incomes compared to females.
 - Males who purchased have an average income close to **\$60,000+**, whereas non-purchasing males earn slightly less (~\$57,000).
 - **Female buyers** average about **\$57,000**, while non-buyers earn closer to **\$54,000**.
Insight: Higher-income individuals, especially males, are more inclined to purchase bikes.
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4. Purchases by Age Brackets

- **Middle-aged customers** dominate the buyer group, with significantly higher purchases compared to adolescents and older customers.
 - **Adolescents** and **older adults** show lower purchase numbers.
Insight: The target demographic for bike purchases is **middle-aged individuals**.
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5. Purchases by Commute Distance

- Customers with shorter commutes (**0–1 miles**) are the most frequent buyers, with purchases decreasing as commute distance increases.
 - Very few purchases are made by those commuting **more than 10 miles**.
Insight: Biking is more appealing for customers living closer to work or daily destinations.
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6. Overall Bike Purchases

- The pie chart shows a fairly balanced split:
 - **519 did not purchase** a bike.
 - **481 purchased** a bike.
Insight: Nearly half the surveyed customers purchased a bike, indicating a strong market penetration potential.
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7. Filter Options

The dashboard includes interactive filters for:

- **Marital Status** (Married, Single)
 - **Gender** (Male, Female)
 - **Region** (Europe, North America, Pacific)
Value: These filters allow deeper segmentation and analysis across different customer groups.
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Key Takeaways

1. **Education & Age** are strong predictors of bike purchases (Bachelors & Middle-aged groups dominate).
2. **Income** positively correlates with likelihood of purchasing, especially for **males**.
3. Customers with **fewer children** and **shorter commutes** are more likely to purchase bikes.
4. Almost **50% market conversion** indicates a healthy demand for bikes.
5. Dashboard interactivity through filters provides flexibility for targeted marketing insights.

Final Remark:

This dashboard provides actionable insights for marketing and sales strategies. Targeting **middle-aged, bachelor-educated, higher-income customers with fewer children and shorter commutes** could significantly boost bike sales.