Bike Sales

Introduction

With summer just around the corner, the sight of people riding bikes outdoors becomes increasingly common. Have you ever pondered what drives individuals to purchase a bike? In this intriguing project, we delve into the various factors that influence bike sales. For our analysis, we have obtained a comprehensive dataset from https://github.com/AlexTheAnalyst/Excel-Tutorial/blob/main/Excel%20Project%20Dataset.xlsx, which we will meticulously clean, modify, and analyze. By leveraging the power of Excel, we will create compelling pivot tables, insightful charts, and an interactive dashboard, unveiling valuable insights into the world of bike sales.

Data Cleansing

To begin, I create a duplicate of the original 'bike_buyers' sheet, naming it 'Working Sheet.' This duplication allows me to manipulate the data on the 'Working Sheet' while retaining the original data for future reference, if needed. Consequently, all subsequent actions will be performed on the 'Working Sheet.'

To ensure data integrity, I start by removing any duplicates from the 'Working Sheet.' Additionally, I enhance readability by replacing abbreviations in the 'Marital Status' column, such as 'M' and 'S,' with 'Married' and 'Single,' respectively. Similarly, I replace abbreviations in the 'Gender' column, such as 'M' and 'F,' with 'Male' and 'Female' for clarity.

Next, I format the 'Income' column to display currency values correctly. To improve the legibility of the chart, I modify the 'Commute' column by changing '10+ Miles' to 'More than 10.'

Furthermore, I introduce an 'Age Brackets' column to categorize buyers into different age ranges, such as 'Adolescent', 'Middle Age', and 'Old'. This addition provides valuable insights into the age demographics of the bike buyers.

Results and Discussion

Bike Sales Dashboard
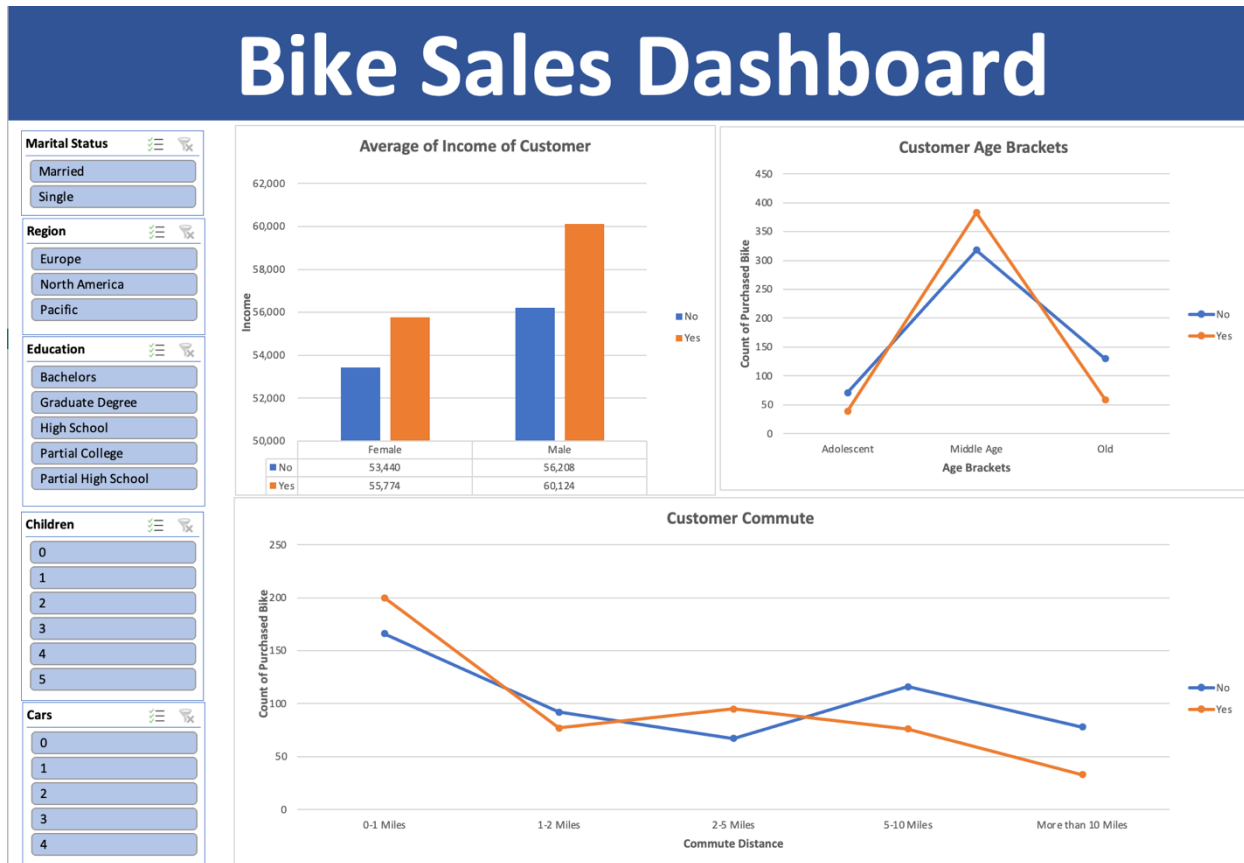
The Bike Sales Dashboard provides an insightful overview of the factors influencing bike sales. For a more interactive experience, I encourage you to explore the Excel file.

Based on the dashboard, it is evident that customer characteristics, including income, age, and distance to commute, significantly impact bike sales. Higher-income individuals, those in the middle age bracket, and those with shorter commutes show a greater tendency to purchase bikes.

This information highlights the importance of considering these factors when targeting potential customers and designing marketing strategies. By tailoring our approach to align with the preferences of individuals with higher incomes, middle-aged customers, and those with shorter commutes, we can effectively drive bike sales and maximize revenue.