

Bikes Sales Project

# Business Project

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# Introduction and Market Overview

Exploring the potential of bike sales business





# Target Customer Segments

- 01 Demographics show diverse riders among various age groups.
- 02 Buying behavior varies significantly based on lifestyle choices.
- 03 Urban dwellers favor e-bikes for convenience and efficiency.

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# Product Innovations

## Exploring Key Categories and Features

### Road Bikes

Road bikes are designed for **speed and efficiency**, featuring lightweight frames and narrow tires. They are ideal for competitive cyclists and fitness enthusiasts seeking performance on paved surfaces.

### Mountain Bikes

Mountain bikes offer **durability and versatility**, equipped with robust frames and wide tires for rugged terrains. They cater to adventurous riders who enjoy off-road trails and challenging landscapes.

### E-Bikes

E-bikes incorporate **advanced technology**, providing electric assistance to enhance cycling experience. Ideal for urban commuting, they appeal to a diverse audience looking for eco-friendly transportation options.

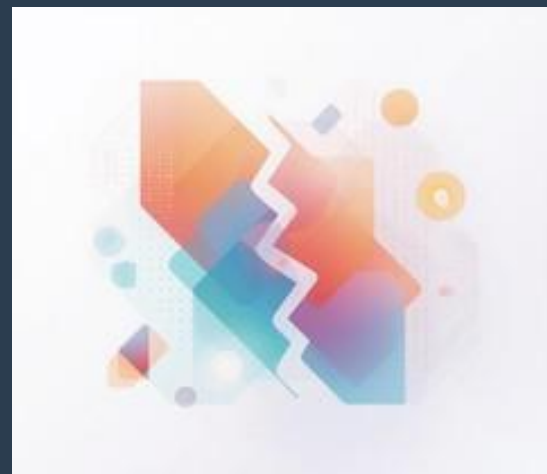
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# Data Cleaning Steps for Enhanced Analysis



## Remove Duplicates

Eliminating duplicate entries for accurate analysis.



## Change Names

Updating terms for clarity in the dataset.



## New Age Brackets

Creating new columns for age categorization.



## Update Marital Status

Standardizing values to prevent confusion.



## Adjust Gender Values

Converting gender identifiers for consistency.



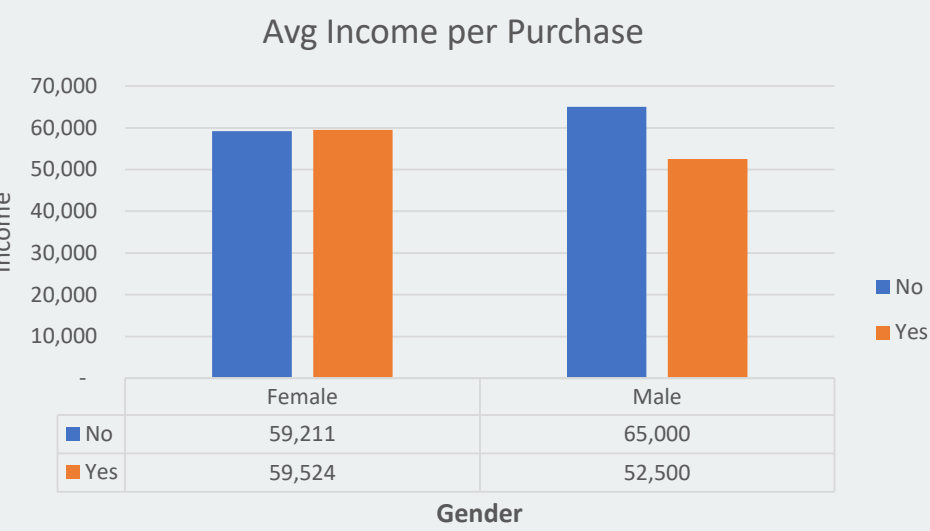
## Income Data Type

Changing to whole numbers for simplification.



# Dashboard

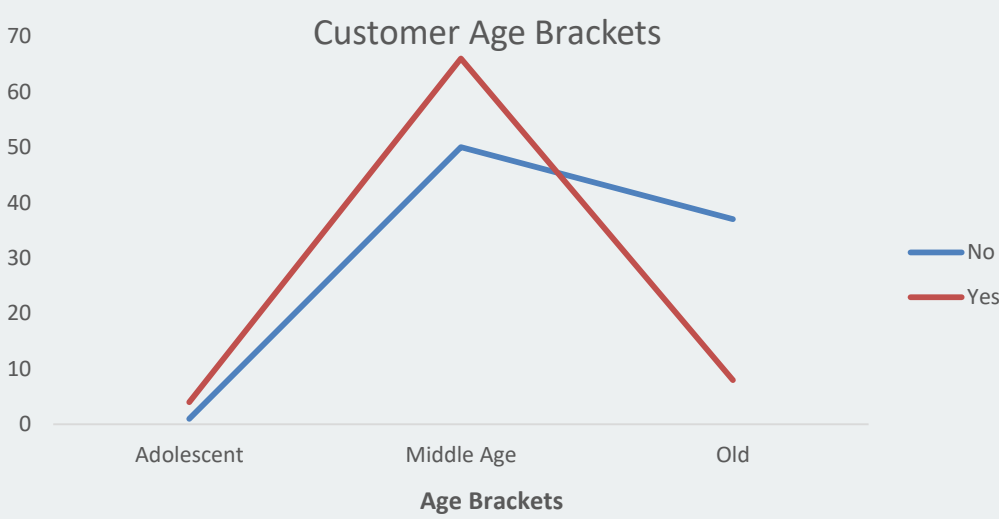
## Income Relation



## Commute Distance



## Gender Influence



Average of Income <div>Column Labels</div>			
Row Labels	No	Yes	Grand Total
Female	59,211	59,524	59,375
Male	65,000	52,500	59,767
Grand Total	62,500	56,282	59,578

Count of Purchased <div>Column Labels</div>			
Row Labels	No	Yes	Grand Total
0-1 Miles	33	50	83
1-2 Miles	10	11	21
2-5 Miles	17	11	28
5-10 Miles	7	3	10
Above 10 Miles	21	3	24
Grand Total	88	78	166

Count of Purchased <div>Column Labels</div>			
Row Labels	No	Yes	Grand Total
Adolescent	1	4	5
Middle Age	50	66	116
Old	37	8	45
Grand Total	88	78	166

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# Dashboard Insights

## Key trends in bike purchases

### Gender Influence

Analysis reveals that **males are more likely** to purchase bikes, significantly impacting sales strategies. Tailoring marketing towards male consumers may enhance engagement and conversion rates.

### Commute Distance

Data indicates that **longer commute distances** correlate with higher bike purchases. Consumers seeking efficiency for daily travel prefer bikes as a cost-effective and time-saving alternative.

### Income Relation

Our findings show a **positive correlation** between income levels and bike purchases. Higher income brackets tend to invest in quality bikes, underscoring the importance of premium offerings.

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# Regional Insights

## Analyzing Buyer Behavior and Trends

### Regional Buyers

The data reveals that urban regions show the **highest numbers** of bike buyers, indicating a **significant demand** in metropolitan areas where biking is a preferred mode of transport.

### Marital Status

Analysis shows that married individuals tend to purchase bikes more frequently, likely due to shared interests and family activities, making biking a popular choice for family outings.

### Average Age

The average age of bike buyers is typically between 30 to 45 years old, highlighting a demographic that values both fitness and environmental sustainability, influencing their purchasing decisions.



# Key Insights

Our analysis reveals that **income positively correlates** with bike purchasing. Furthermore, male customers and urban dwellers emerge as primary buyers, while mid-range commuters prefer bikes for their cost and time efficiency, demonstrating the impact of demographic and commuting factors on sales.



# Limitations & Future Work

The dataset presents challenges such as **regional representation** and missing demographic records. Future efforts will focus on expanding the dataset to include marketing effects and customer satisfaction, while also utilizing predictive analytics for better buyer forecasting.





# Contact Us

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