Bike Store Project

**Introduction**

This project is based on dataset from Company ABC that deals in bicycles. It contains data about customers that bought or did not buy a bike. I will find insights from this data.

**Analysis/Insights**

1. How many female, and male customers bought or didn’t buy a bike?
2. How many female, and male customers do we have?
3. How many customers in total?
4. What is the average income of people who bought or didn’t buy a bike?
5. How many customers within the various commute distances bought a bike
6. How many bikes were bought within different age brackets?
7. What is the average age of our customers? Who is the youngest, and oldest customer?
8. How many Single and Married customers bought bikes and didn’t?
9. How likely are Car owners going to buy bikes?
10. What’s the proportion of homeowners who buy bikes?
11. Which occupations bought the most bikes?

Conclusion

Recommendation

**Meta Data**

File format - .xlsx

Total Data - 1027

Total Columns - 13

**Column names**

ID: This column contains unique values used to identify each row

Marital Status: This column contains the marital status of each entry, states whether S or M.

Gender: This column contains the gender description of each entry. M or F.

Income: This value contains the income of the customer. Expressed in currency datatype.

Children: This value contains description of the number of kids each row has.

Education: This value contains description of the educational status of each row.

Occupation: This column contains values with the description of the occupational status.

Home Owner: Contains values about the status of each row, if they own a home.

Cars: This column consists of values that describe the number of cars the customer has

Commute Distance: This column displays about the commute distance of the customer to work.

Region: The region of the customer.

Age: The age of the customer.

Purchased Bike: Whether the customer purchased a bike or not.