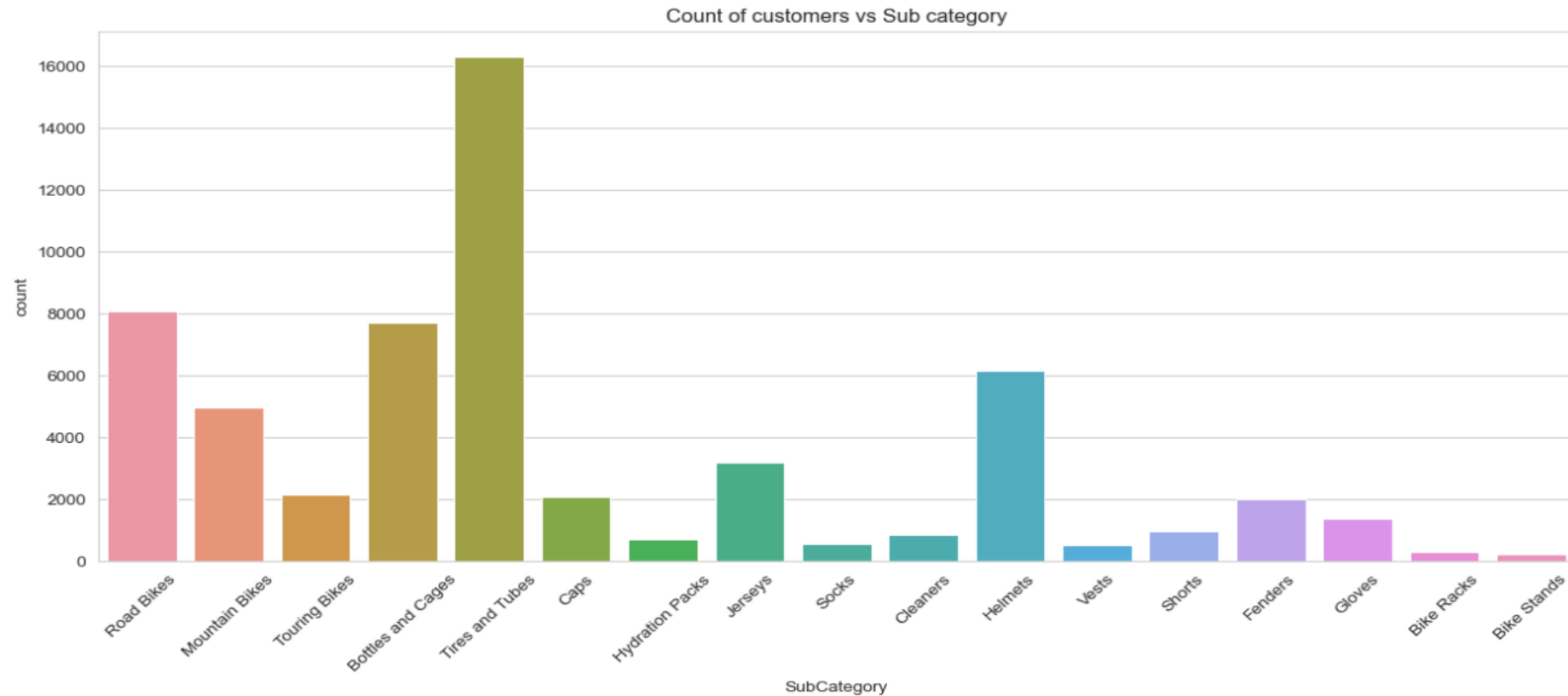


Budget Sales Analytics

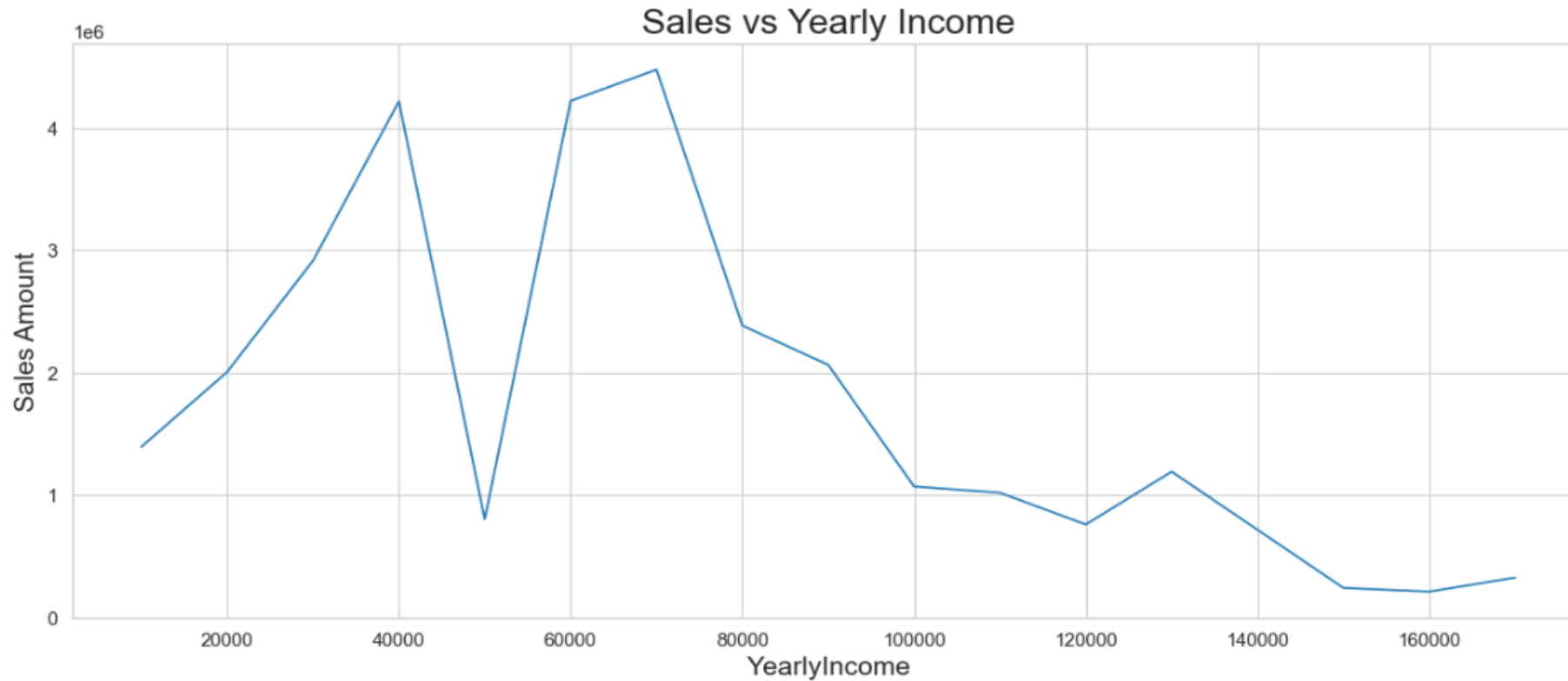
INTRODUCTION

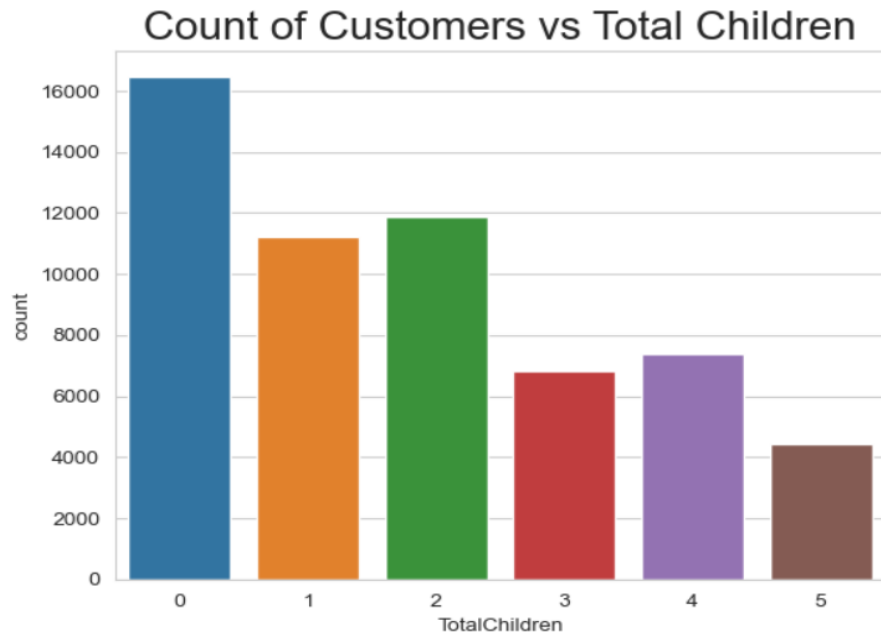
- ▶ Budget Sales Analytics : Analyzing budget sales data has been instrumental in understanding the importance of effective budgeting and resource allocation. From optimizing the marketing Spend to maximizing ROI, this project has highlighted the importance of data-driven decision- making a business strategy.

Most of the customers are interested in buying accessories like bottles, cages, tires, tubes. Within the bike category segment, road and mountain bikes are more sold.

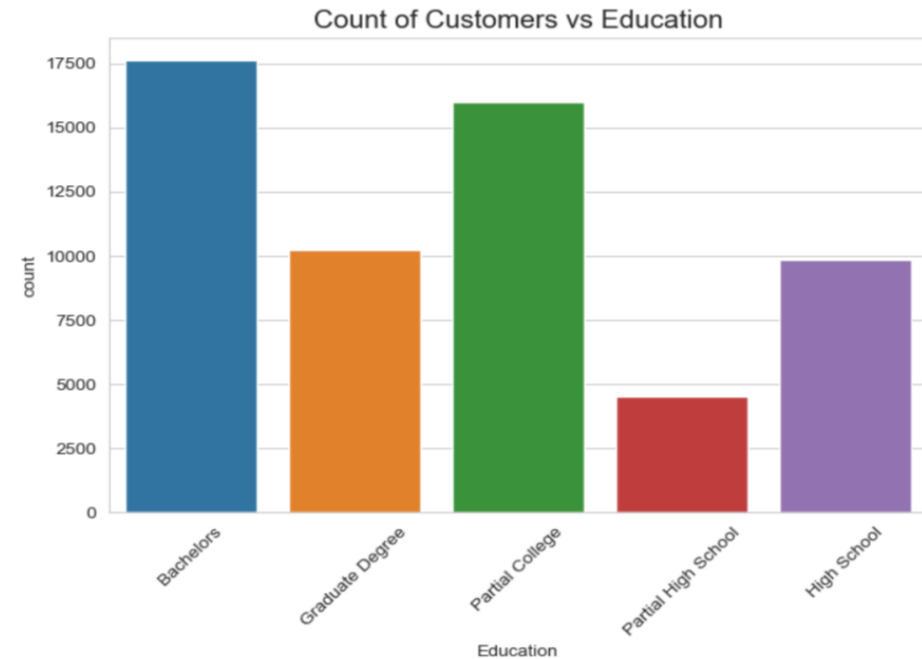


Most of the sales comes from middle class people with yearly income from 30,000 to 70,000 Dollars.

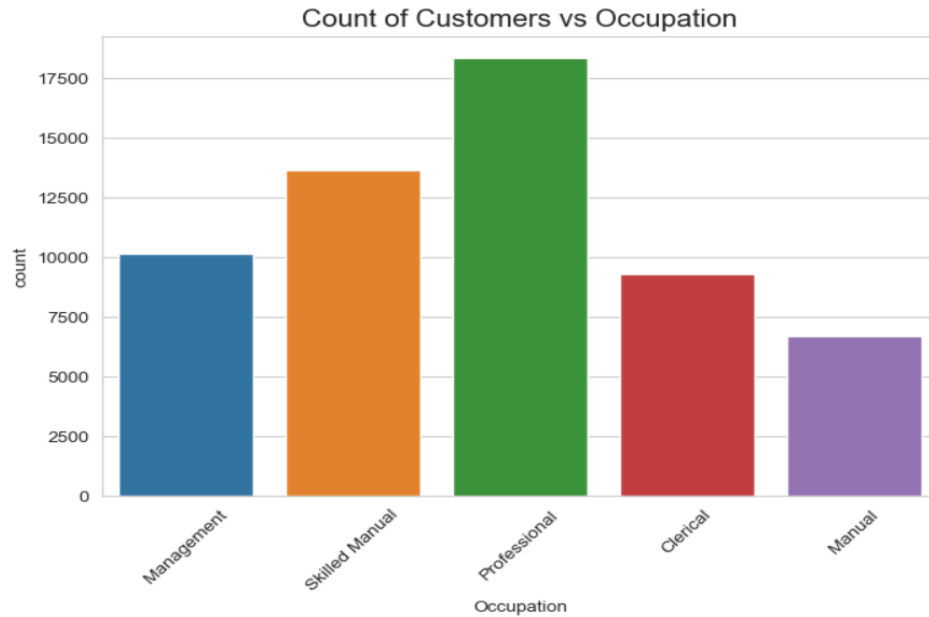




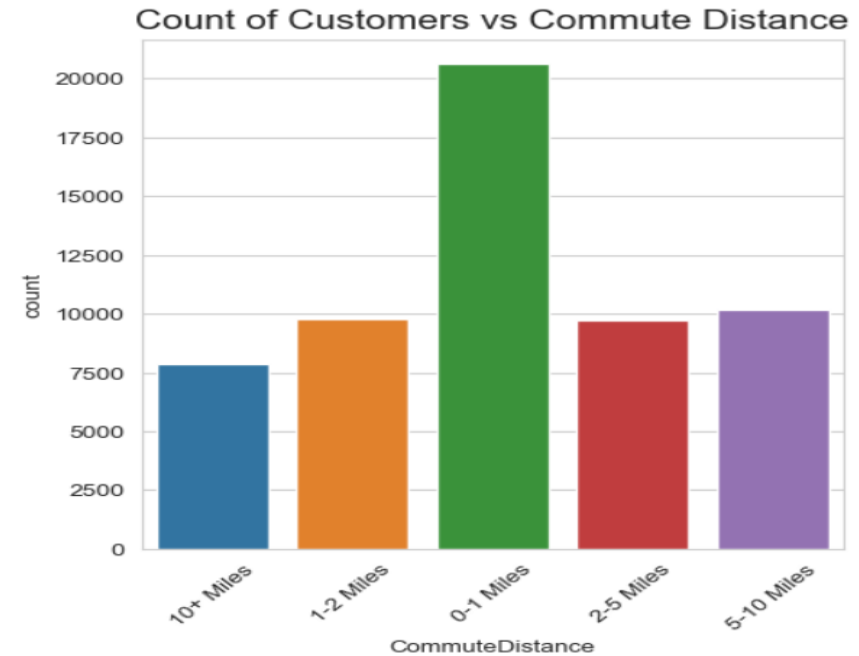
Customers with more than 2 children are very less as compared to the customers with children less than 3.



Most of the customers are graduates or have Partial College education.

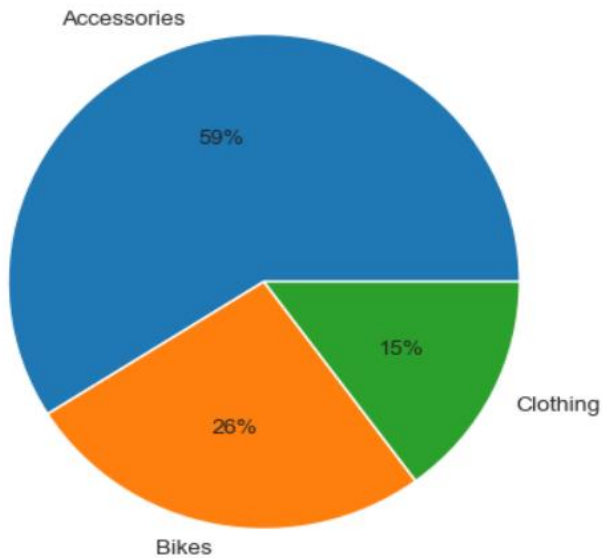


Most of the customers are Professional, Skilled Manual and Management occupation.



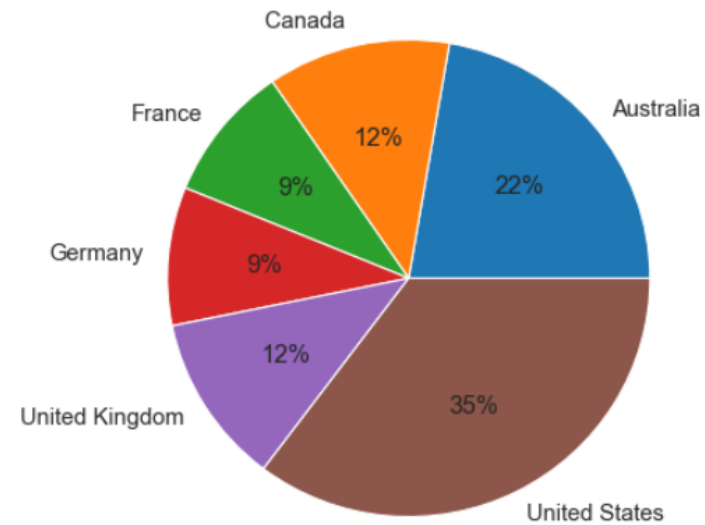
Most of the customers are those who has less commute distance 0-1 miles. Other customers who has commute distance between 1 to 10, has nearly have same customers count.

Category Distribution of Customers



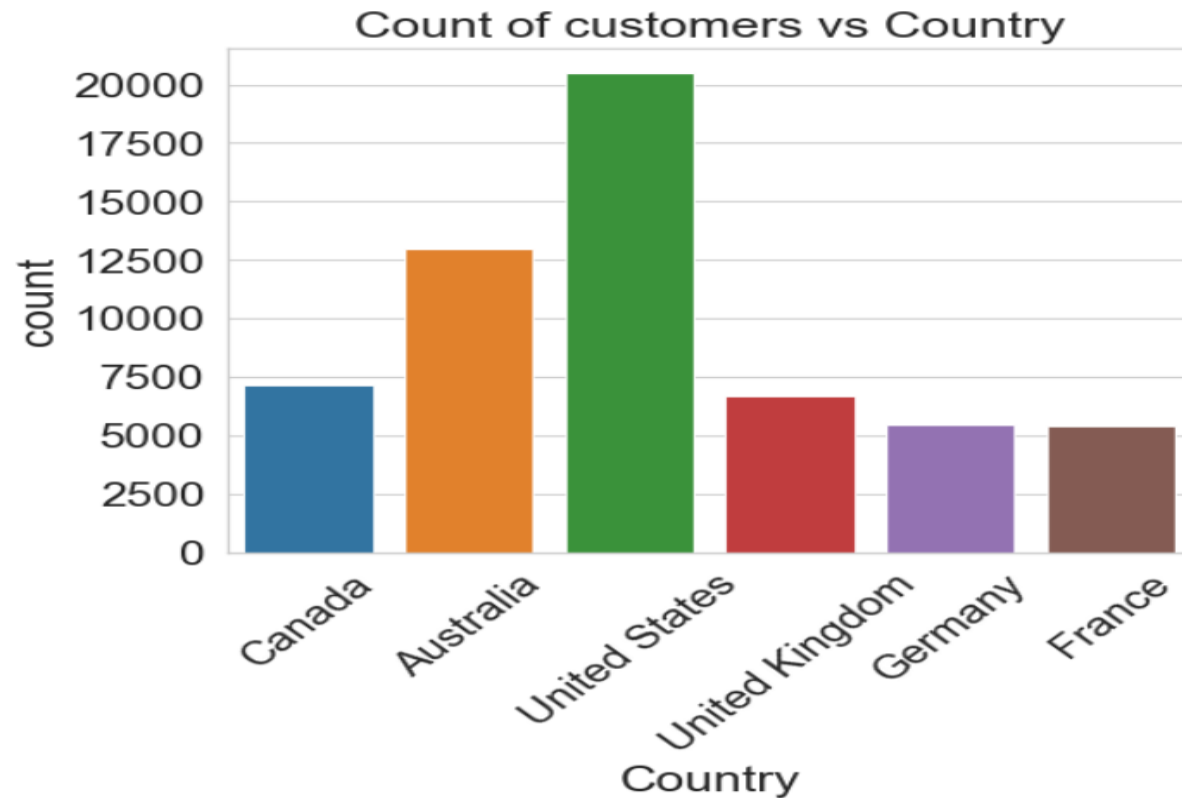
Most of the customers are buying Accessories.

Country Distribution of Customers



More than 50% customers are from United States and Australia.

Most of customers are from United States and Australia.





THANK YOU