

Project Report:

- People with higher incomes tend to purchase bikes more frequently than those with lower incomes, but the difference is modest.
- Single individuals are more likely to purchase bikes than married individuals
- Higher education levels, particularly bachelor's and graduate degrees, are associated with a greater likelihood of purchasing a bike.
- The Pacific region shows a higher likelihood of bike purchases compared to non-purchasers, while North America shows the opposite trend.
- Adults are significantly more likely to purchase bikes compared to other age groups, while adolescents and older adults are less likely.

Summary for Report:

The analysis reveals that individuals with higher incomes, higher education levels, and those who are single or living in the Pacific region are more inclined to purchase bikes. The adult age group, particularly those with a bachelor's or graduate degree, shows a strong propensity for bike purchases.

These insights can help to craft a targeted narrative , focusing on the demographics most likely to invest in bikes, as well as potential areas for increasing sales among underrepresented groups.