

Insights Summary

1. Customer Profile & Demographics

- The **36–45 age group** dominates bike purchases, contributing **39.09%** of total sales.
 - Purchases are **almost equally split between genders**, but **single females** (131 purchases) lead among individual segments.
 - The **majority of buyers (89%) belong to Medium and Low-income groups**, indicating a budget-conscious market.
 - **Only 11%** of buyers are from the high-income category, suggesting affordability is a key factor.
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2. Regional Sales Trends

- **North America** leads in sales with **46%** of total purchases, followed by **Europe (31%)** and **Pacific (23%)**.
 - Regional insights can guide localized marketing and inventory planning.
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3. Behavioural & Lifestyle Insights

- Surprisingly, **68.6% of buyers already own a car**, indicating that bike ownership complements rather than replaces other transport.
 - **Short-distance commuters (0–1 miles)** account for **41.6%** of all purchases, showing bikes are primarily used for micro-mobility.
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4. Occupation-based Trends

- **Professionals (31%) and Skilled Manual workers (24%)** are the top two buyer segments by occupation.
 - These roles may align with regular commuting needs or active lifestyles.
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5. Cross-Segment Analysis

- Among all age-income combinations, **Medium-income buyers aged 36–45** (98 purchases) represent the **most responsive target segment**.

- This group offers the highest potential for focused campaigns or upselling premium models.
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Business Recommendations

1. **Target Middle-Income Customers Aged 25–45**
Focus marketing campaigns on this segment, as they make up the majority of bike buyers.
 2. **Promote Bikes for Short Commutes**
Highlight bikes as a cost-effective and eco-friendly solution for short-distance travel (0–1 miles).
 3. **Bundle Offers for Professionals and Skilled Workers**
Offer corporate or occupation-based discounts for high-buying occupations like Professionals and Skilled Manual workers.
 4. **Expand Sales Channels in North America**
With the region accounting for 46% of sales, it's ideal to strengthen partnerships and inventory availability here.
 5. **Avoid Overpricing for High-Income Market**
Since only 11% of buyers are from high-income groups, focus on value-for-money products over luxury options.
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Conclusion

This analysis highlights a strong demand for affordable, every day-use bikes, especially among middle-income adults aged 25–45. Strategic focus on urban regions, short-distance commuters, and professional/clerical roles can significantly boost engagement and conversion.