

EXCEL PROJECT 1(by Ugbo .O. Miracle)

LinkedIn: [linkedin.com/in/miracle-ugbo-858052204](https://www.linkedin.com/in/miracle-ugbo-858052204)

Email: [Ugbomiracle@gmail.com](mailto:Ugbomiracle@gmail.com)

#### **STEPS TAKING.**

- Created a male and female column
- Created a married and single column
- Created an age bracket for easy identification using the IF statement
- Created pivot chart and the rounded the numbers to the nearest whole number.
- Created a dashboard
- Input slicer for easy reading of the dashboard

#### **OBSERVATION FOR EASY DECISION MAKING.**

- Customers purchasing bikes are mostly middle age people (31 to 54) with an average income of \$56,226.78 and are majorly females.
- Customers between ages 55 to 60 has the lowest purchase of bike and mostly males.
- Customers commute distance is mostly from 10 and above miles.
- North America has the highest purchase of bike and also the lowest purchase.

#### **POSSIBLE SOLUTION TO INCREASE SALES.**

- An advert should be placed to educate men on the importance of riding bike while putting the company's product at the fore front.
- Pacific and Europe should be adequately monitored so as to see the reason why they have the least sales.
- The bike durability should be increase as mist of the customers ride from a long distance.
- Adolescence group should also be faced so sales can increase.