BIKE BUYERS DASHBOARD
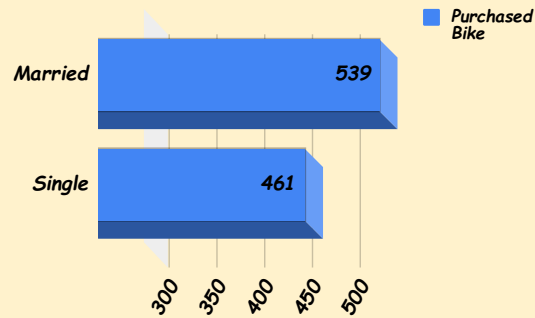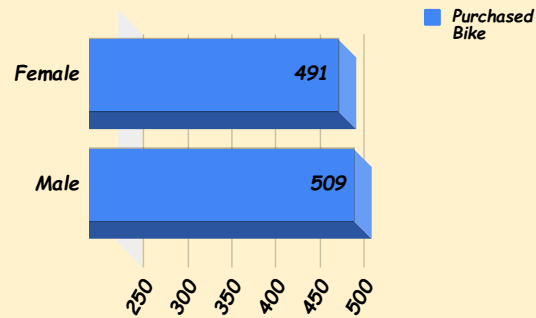
Marital Status Vs Purchased Bike
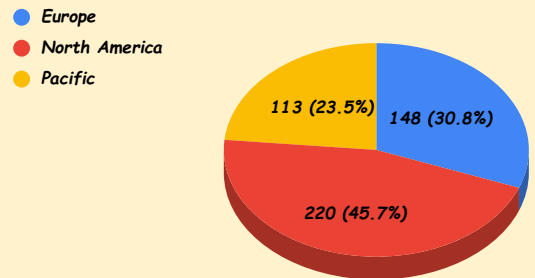
Purchased Bike

- Married: 539
- Single: 461

(axis: 300, 350, 400, 450, 500)

Gender Vs Purchased Bike

Purchased Bike

- Female: 491
- Male: 509

(axis: 250, 300, 350, 400, 450, 500)

Income Distribution

(box plot; axis: 0, 20000, 40000, 60000, 80000, 100000, 120000, 140000, 160000, 180000)

Data Values
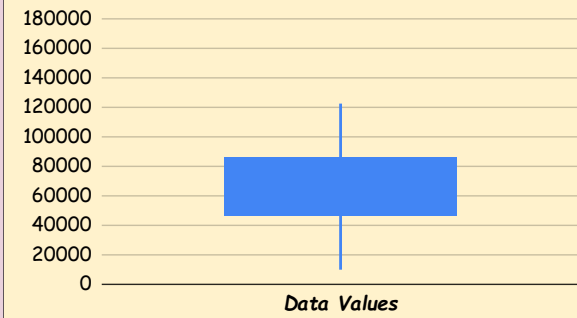
Region Vs Purchased Bike

- Europe
- North America
- Pacific

- 148 (30.8%) Europe
- 220 (45.7%) North America
- 113 (23.5%) Pacific

Married and Single Vs Purchased Bike

- Married
- Single

- Female
- Male

(axis: 0, 50, 100, 150, 200, 250)

Gender
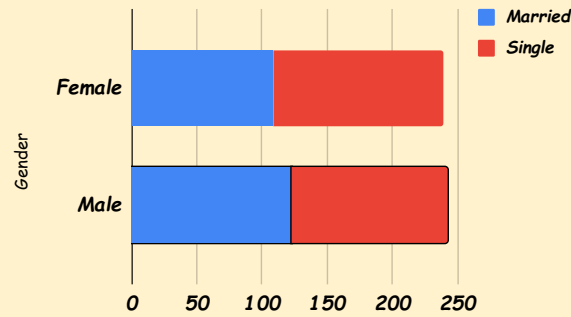
Purchased Bike Vs Income

COUNTA of Purchased Bike (axis: 0, 20, 40, 60, 80, 100, 120, 140, 160, 180)

- 10000: 74
- 20000: 77
- 30000: 134
- 40000: 153
- 50000: 40
- 60000: 166
- 70000: 123
- 80000: 91
- 90000: 38
- 100000: 29
- 110000: 16
- 120000: 17
- 130000: 32
- 150000: 4
- 160000: 3
- 170000: 3

Income

Age Vs Purchased Bike

Yes (axis: 0, 50, 100, 150, 200)

- 21-30: 38
- 31-40: 193
- 41-50: 140
- 51-60: 80
- 61-70: 25
- 71-80: 5

Age Group

Age Vs Income

(axis: 0, 1000000, 2000000, 3000000, 4000000)

- 10000
- 20000
- 30000
- 40000
- 50000
- 60000
- 70000
- 80000

21-30, 31-40, 41-50, 51-60, 61-70, 71-80, 81-90
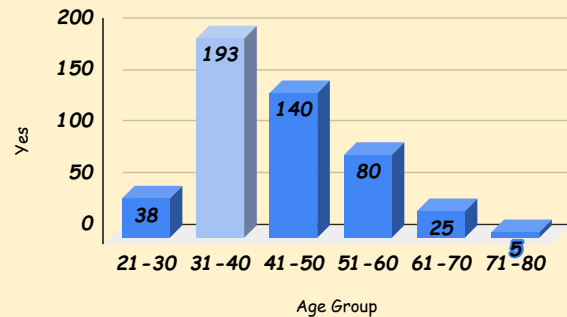
8 more
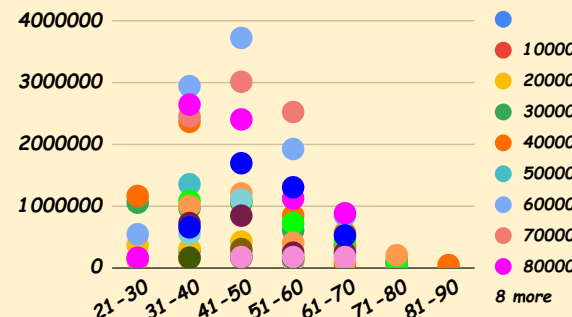
CORRELATION HEATMAP

	Income	Children	Cars	Age
Income	1			
Children	0.258558232	1		
Cars	0.4476953202	0.2739853817	1	
Age	0.1691284099	0.530620863	0.1905772985	1