**Case Study:**

**A screenshot of a graph

Description automatically generated**

**Project Overview**

I have chosen a Bike Share dataset to prepare a portfolio project as one of my case studies. It covers every aspect of the lifecycle from requirements gathering to recommending action to be taken.

**Goal of the Project**

Develop a dashboard that displays display key performance matrices to generate realistic decision making.

Toman Bikeshare wants to understand if they can increase subscription prices for the next year.

Requirement of the project:

1. Hourly Revenue Analysis
2. Profit and Revenue Trends
3. Seasonal Revenue
4. Rider Demographics

**Data:**

This dataset contains bike share data and the cost of rental bikes between 2021 and 2022 in the Capital bike share system with the corresponding weather and seasonal information.

It is downloaded From Kaggle to local storage and imported into MySQL Workbench through the Table Data Import Wizard.

**Tools used in this project:**

MySQL

Power Query

Power BI

**Data Processing and Analysis:**

For data processing I have used MySQL and Power Query tools.

**A screenshot of a computer

Description automatically generated**

**SQL Query for data analysis**

**A screenshot of a computer

Description automatically generated**

**Importing SQL Query to PowerBI**

**A screenshot of a computer

Description automatically generated**

**After transfer data to PowerBI**

A screenshot of a computer

Description automatically generated

**Visualizing the Data**

**A screenshot of a graph

Description automatically generated**

**Conclusion**

* From the Bar Chart, it is clearly indicating the trends of bike riders and profit are increasing with each year. Although the price increases, there was also an increase in the number of registered and casual riders.
* The visualisation shows that March to October is the peak season where most of the revenue is generated. So, promotion can be offered during this time to attract new riders.
* Price Elasticity is 2.56%. So, I recommend increasing the price from $4.99 (year 2022) by 15% to $5.73
* I will also recommend testing a 12% to 15% price increase among different rider types.
* Additional recommendations to be considered include things like customer satisfaction, competitor price analysis, economy, weather, and social factors that may affect the bike share business.