# All Day Bike Dashboard

## Purpose:

To develop a dashboard for All Day Bike which showcases key performance metrics to support data-driven decision making.

## 

## User Requirement:

| Use Cases | Dashboard Criteria |
| --- | --- |
| Hourly Revenue Analysis | Using company colour and theme. |
| Profit and Revenue Trend | User-friendly and easy to navigate |
| Seasonal Revenue Insight |  |
| Rider Demographic |  |
| Final Report (recommendation) |  |

## Scope / Major Project Activities:

| Activity | Description |
| --- | --- |
| Data gathering/searching | Searching for the relevant data. |
| Data Cleaning | Remove any irrelevant information, altering the tables. |
| Dashboard | Containing the relevant data. |
| Final Report | Suggesting recommendations. |

## Deliverables:

| Deliverable | Description/ Details |
| --- | --- |
| Dashboard | Containing the relevant data. |
| Final Report | Suggesting recommendations. |

## Schedule Overview / Major Milestones:

| *Milestone* | *Expected Completion Date* | *Description/Details* |
| --- | --- | --- |
| *Data cleaning and preparation.* | *10/2/2025* |  |
| *Dashboard* | *11/2/2025* |  |
| *Final Report* | *12/2/2025* |  |

## \*Estimated date for completion:

12/2/2025