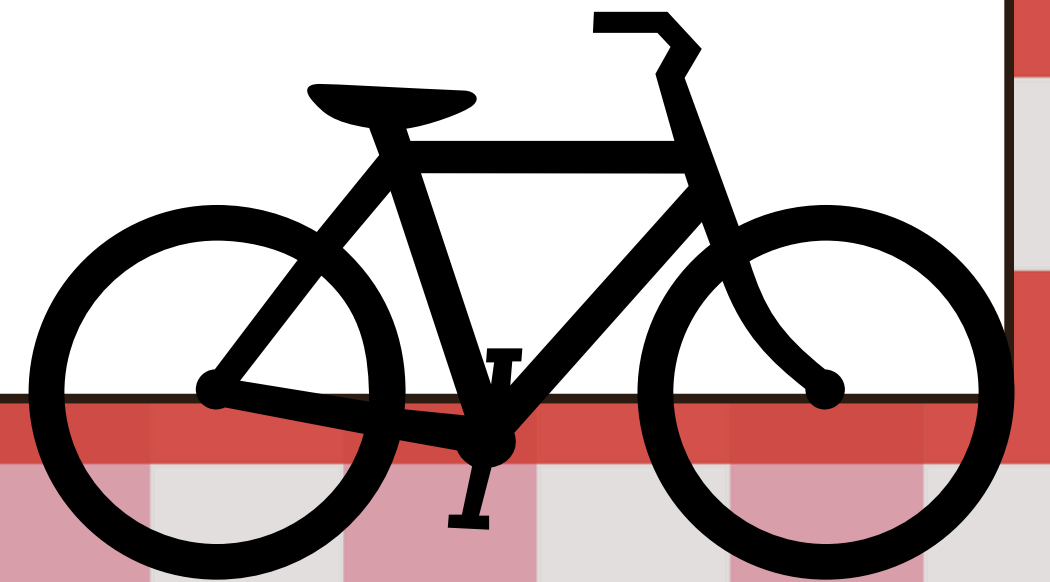


TOMAN BIKESHARE ANALYTICS



INTRO

Hello, I am Deepak, a student at DBE.

**In this project, I've leveraged
POWERBI and SQL to uncover
valuable insights into bike sales.**

Goal

Develop a dashboard that displays KPIs for informed decision-making. Toman Bikeshare wants to understand if they can increase subscription prices for the next year.

Dashboard Requirements

- 1. Hourly revenue analysis**
- 2. Profit and revenue trends**
- 3. Seasonal revenue (quarters)**
- 4. Rider demographics**

Downloading the Data

The source of this dataset is from Github. It is downloaded to local storage and imported into MySQL Workbench through the Table Data Import Wizard.

Navigator

SCHEMAS

Filter objects

▼ bike_data

▼ Tables

▶ cost_table

▶ year_0

▶ year_1

Views

Stored Procedures

Functions

▶ mintclassics

bike_data

InfoTablesColumnsIndexesTriggersViewsStored ProceduresFunctionsGrantsEvents

Local instance MySQL80

bike_data

Schema Details

Default collation:

Default character set:

Table count:

Database size (rough estimate):

utf8mb4_0900_ai_ci

utf8mb4

3

5.0 MiB

Querying the Data

First off, I joined the *years* tables (*year_0* and *year_1*), then encapsulated that with a CTE, and finally joined it with the *cost* table. After this I simply picked the columns I needed and finalized the query.

Exporting and Visualizing the Data

The final step. The primary tool used was Power BI. I could not connect it with the MySQL database so I resorted to the next best alternative: exporting to — then importing from Excel.

FileHomeInsertModelingViewOptimizeHelp

Themes

Page view
Scale to fit

Mobile layout
Mobile

☒ Gridlines
☒ Snap to grid
☐ Lock objects
Page options

Filters

Pane manager

Data
Build
Format

Bookmarks
Selection
Performance analyzer

Sync slicers

Show panes



Conclusion

- **Despite the price increase, there was an increase in the number of registered and casual riders.**
- **Promotions can be offered during the third-quarter months as that is when usage peaked. This can lead to an increase in profits and the profit margin**
- **The market can be tested with a 5–10% price increase.**