**TOMAN BIKE SHOP SALES PERFORMANCE REPORT**

**Project Overview**

This report presents an in-depth analysis of sales and rider data for Toman Bike Shop, with insights gathered using SQL and Power BI. The project focuses on key performance metrics such as revenue, profit, rider trends, and sales by season and hour to understand how the bike shop can optimize operations and increase profitability.

**Key Performance Indicators (KPIs)**

* Total Revenue: $15M
* Total Profit: $10.45M
* Riders: 3M
* Profit Margin: 0.45

**Insights**

1. **Revenue and Profit Trends**

* Peak Performance: The business sees its highest revenue and profit between June and August, with peak rider activity during the summer. The profit margin remains healthy, highlighting efficient cost management.
* Seasonal Influence: The third season generates the highest revenue ($4.9M), followed by the second season ($4.2M), reflecting a direct relationship between weather conditions and bike usage.

1. **Rider Trends**

* Rider Engagement: The shop attracted 3M riders over the two-year period, with 81% contributing to the overall revenue. This shows strong customer engagement and conversion.
* Rider Type Distribution: Around 19% of the riders contributed to only a small portion of sales, indicating potential for further targeting or promotions to boost their involvement.

1. **Hourly and Daily Sales Patterns**

* Hourly Sales: The most profitable hours are from 10 AM to 3 PM, with Wednesday and Friday recording the highest sales. This suggests that the shop should focus resources and marketing during these peak times.
* Weekly Trends: Days like Wednesday and Friday generate higher than average sales, suggesting that promotions or events on these days may yield additional profits.

**Recommendations**

* Target Off-Peak Riders: The shop should explore incentives to drive more traffic during off-peak hours (outside of 10 AM 3 PM) and quieter seasons (Season 1).
* Staffing Adjustments: Increase staffing during peak hours and high sales days to handle the surge in demand efficiently without sacrificing customer satisfaction.
* Seasonal Promotions: Capitalize on peak seasonal performance (June-August) by offering season specific promotions, especially for high value riders, to maintain revenue during quieter months.
* Expand Engagement with Off-Peak Riders: Implement marketing strategies targeting the 19% of riders who contribute less, using loyalty programs or targeted promotions.

This project demonstrates the ability to extract actionable insights from large datasets using SQL for data extraction and Power BI for dashboard creation. These insights and recommendations aim to improve operational efficiency and profitability, helping the shop make data driven decisions.

Tools Used:

Data Cleaning: Excel, Power BI

Data Analysis and KPIs: SQL

Visualization and Reporting: Power BI