Business Intelligence Report

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# **Report:**

This assignment was assigned to analyze, Citibike, a company that allows bikes to be shared on certain stations. The main purpose of this report was to help us read the data more accurately using SAS for academics. For the initial procedure, we had to analyze the given xlsx file. Whereas some customers were unable to return the bikes on time so SQL procedure for deleting from the rows. There were a total of **359** rows deleted that had null values in the end\_station\_name and end\_station\_id columns. This was done to improve the accuracy and performance of the data. The xlsx file started at and ended at had time and date mixed although in one cell. To enhance our readability, we used the time part and date part functions to separate the date and time and have two new columns created.

In the next part, our task was to find the common start station in the customers and hence we found out that **Grove St PATH** is the most opted start station for customers. Nearly **4.94%** of customers are either located near or find Grove St PATH suitable for their start station. Similarly, around 4.98% of customer’s end station is also **Grove St PATH**. This tells us that our business’s **5%** income is generated by **Grove St PATH**.

Furthermore, we also analyzed the data to see the type of customer that uses service often and according to our graphs and analysis, we found out that there are around **68.79%** members and **31.21%** casual customers using the system. That tells us that most customers prefer to use the service annually while some of them either have a **24-hour** pass or a **3-day** pass. We also found out that around **5200** customers use the service for around **5** mins. It hints that most of the customers are either using the service to commute to their jobs or to institute which takes around **5** minutes.

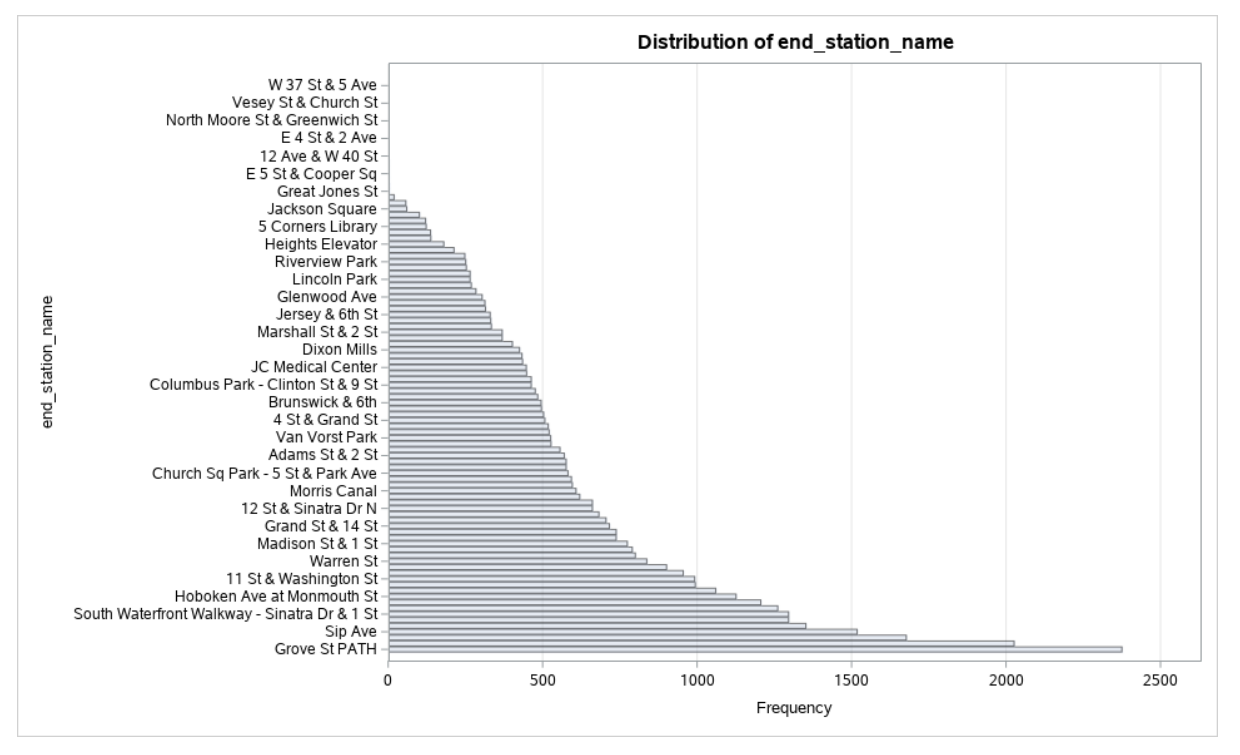
To determine the start and end **exact locations** we were provided with start lat, start lng, end lat, and end lng. We used sgplot to scatter the locations exactly to define the point in the world. We also added the map to have a clear idea.

# **Dashboard**

We were able to work on the dashboard and designed the graphs accordingly to determine the data we require to analyze. We added different diagrams to explain the minor details that can help company to examine further details.

Graphical user interface

Description automatically generated



Chart

Description automatically generated

Chart, histogram

Description automatically generated

Chart, scatter chart

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Diagram

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