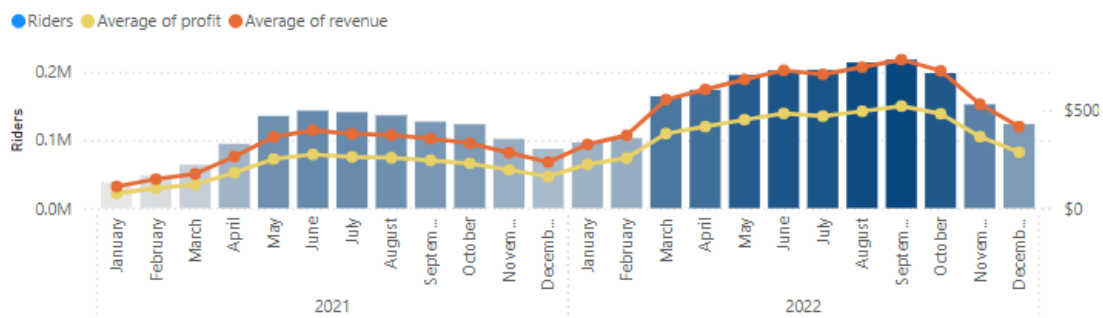


- **Matrix Table:** Displays hourly sales data across a week, filtered to working hours (8 AM - 9 PM).

hr	0	1	2	3	4	5	6
8	\$194	\$952	\$1,087	\$1,131	\$1,132	\$1,068	\$265
9	\$360	\$503	\$546	\$552	\$556	\$598	\$433
10	\$594	\$319	\$297	\$306	\$306	\$365	\$610
11	\$725	\$376	\$338	\$353	\$367	\$434	\$761
12	\$857	\$477	\$422	\$449	\$461	\$549	\$868
13	\$860	\$472	\$422	\$431	\$455	\$558	\$892
14	\$835	\$443	\$388	\$395	\$410	\$530	\$882
15	\$812	\$466	\$431	\$422	\$456	\$584	\$883
16	\$816	\$654	\$662	\$632	\$664	\$765	\$844
17	\$732	\$1,153	\$1,254	\$1,185	\$1,222	\$1,136	\$771
18	\$625	\$1,105	\$1,192	\$1,144	\$1,165	\$971	\$671
19	\$516	\$791	\$815	\$827	\$832	\$698	\$551

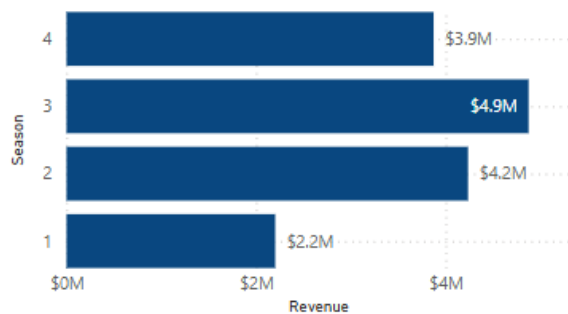
- **Line & Clustered Column Chart:** Tracks riders, revenue, and profit trends over time.

KPI over Time



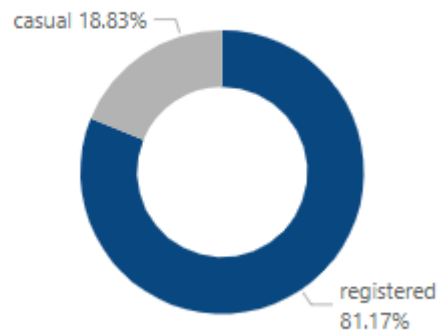
- **Clustered Column Chart:** Compares seasonal revenue trends, showing that season 3 has the highest revenue.

Revenue By Season

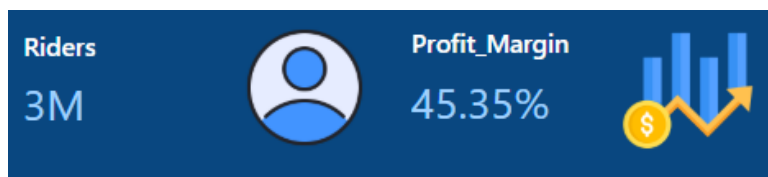


- **Donut Chart:** Visualizes the percentage of casual vs. registered riders.

Riders Demographic



- **Card Visual:** Displays total riders and Profit Margin (calculated using a Power BI measure)



- **Slicer:** Filters the dashboard by year (2021 & 2022) for trend comparison.

