

# TOMAN BIKE SHOP

## User Requirement Document

### Problem Statement:

The management is having a hard determining whether to increase prices in the coming year or not, and if they are, by how much is the price to be increased without affecting their customer base.

### User Story:

We have arranged our company's data from the last two years, 2021 and 2022, and are trying to assess our performance over these years. We would like to be able to view these metrics in a simple, clear and understandable dashboard. Also, we are looking to increase our profit margin in the coming year and would like to evaluate by how much this increment is to be made to ensure our customers are not affected by it.

### Requirements for the Dashboard

1. Hourly Revenue Analysis.
2. Profit and Revenue Trends.
3. Seasonal Revenue.
4. Riders Demographics.

### Success Criteria:

1. Toman Bike Shop can view its data from 2021-2022 in a clear organized dashboard showing the metrics of the dashboard requirements. The design and aesthetics of the dashboard must be in line with the company colors and easy to navigate.
2. An analysis backing the decision to increase the prices or not in 2023. Provide clear writing to the reason behind the decision together with the calculation for supporting it.

### Data Needed

The dataset needed for the analysis will include the following fields:

- dteday
- season
- yr
- weekday
- hr
- rider\_type
- riders
- price
- cogs
- revenue
- profit

