**Bike shop sales performance**

**Overview**

This user story outlines the specifications for building a dashboard using Power BI to help the bike shop show the sales performance through 2021 and 2022.

**Data Source**

The [dataset](https://github.com/Gaelim/YT_bike_share) is coming from GitHup in 3 csv files.

**Sales Dashboard | Requirements**

**Dashboard Purpose**

The purpose of the dashboard is to present an overview of the revenue and profit over time and show what is the most profitable season.

**Key Requirements**

**KPI Overview**

Display a summary of total riders, revenue, profit and profit margin.

**Revenue and Profit Over Time**

 Present the data for total riders, revenue and profit in a line and clustered column chart.

**Average Revenue Per Hour Each Weekday**

 Compare the average revenue in hour in each weekday in a simple table.

**Revenue Per Season**

 Present the difference of total revenue in each season in a line chart.

**Conclusion**

1- The highest average revenue is generated between 3 PM and 7 PM.

2- The highest average revenue is observed between March and October.

3- The third season is the most profitable.

4- The most common rider type is registered users.