Report On

Data Analysis and Visualization Using Tableau

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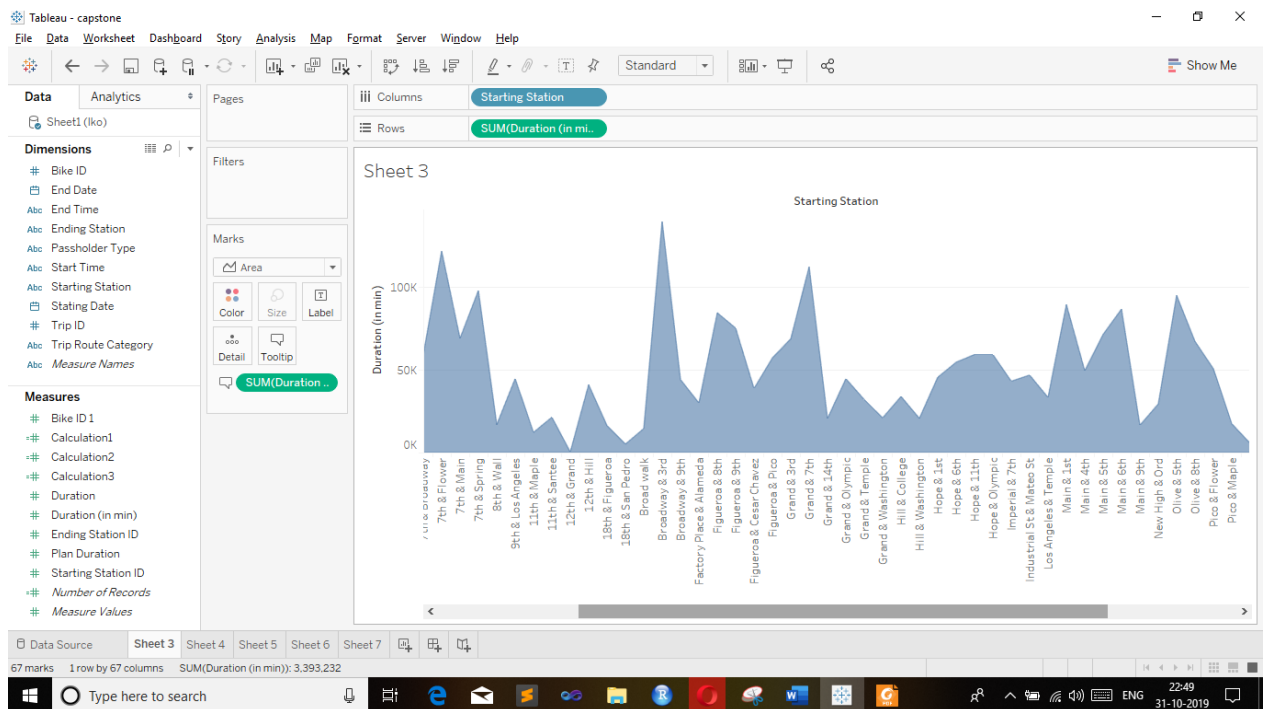
Thank you.

Table Of Content

Duration Contrast

This very visualization helps us understand the duration in total that takes place during locomotion from the Starting Station.

Inference:

    1-Market grasp

    2-Consumer Intake

    3-Profit Scope

    4-Narrowing range for growth

Pass Visualization

This very visualization helps us understand categorization of our consumers based on their spending for their choice of ride and their service tilted bond to company.

Inference:

> 1-Major Consumer prefer walk up rides instead of pass.
>
> 2-Second comes our Monthly pass consumers.
>
> 3-Flex Pass gets a narrow Market.
>
> 4-Annual Pass gets overlooked and hardly profits.
>
> 5-Consumers don't commit for Round Trips at large.
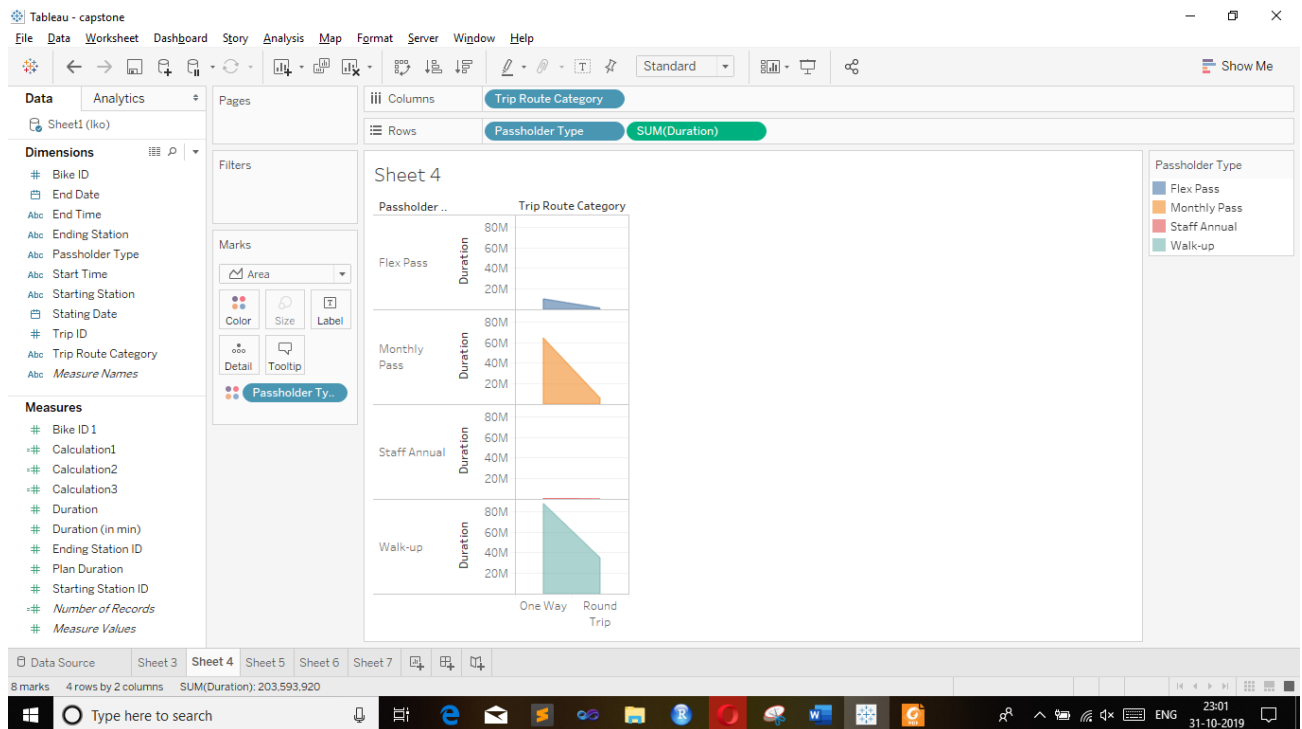
Station Rush

This very visualization helps us understand the Inter Station Relationship as per Consumer locomotion

Inference:

> 1-Blank Color shows no locomotion, can offer discounts.

> 2-High Density Color station could be promoted for Yearly Pass Marketing.

> 3-Medium Density shells most opportunity for promotion of new Plans, new Customers and market expansion.
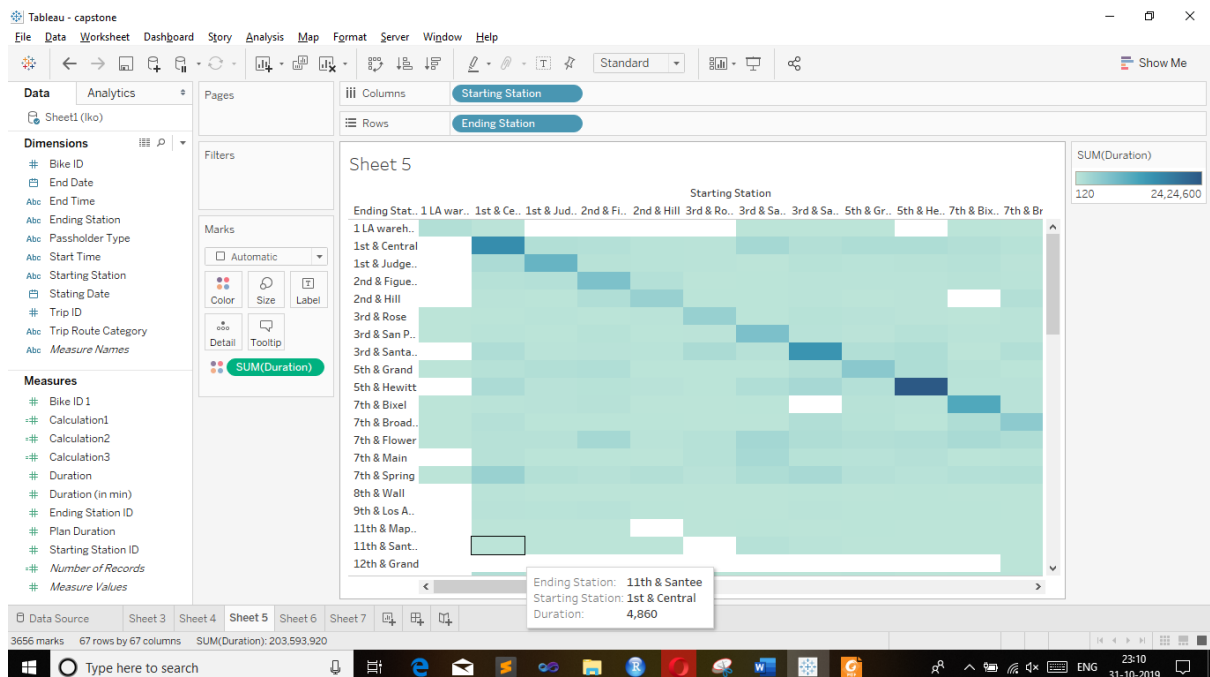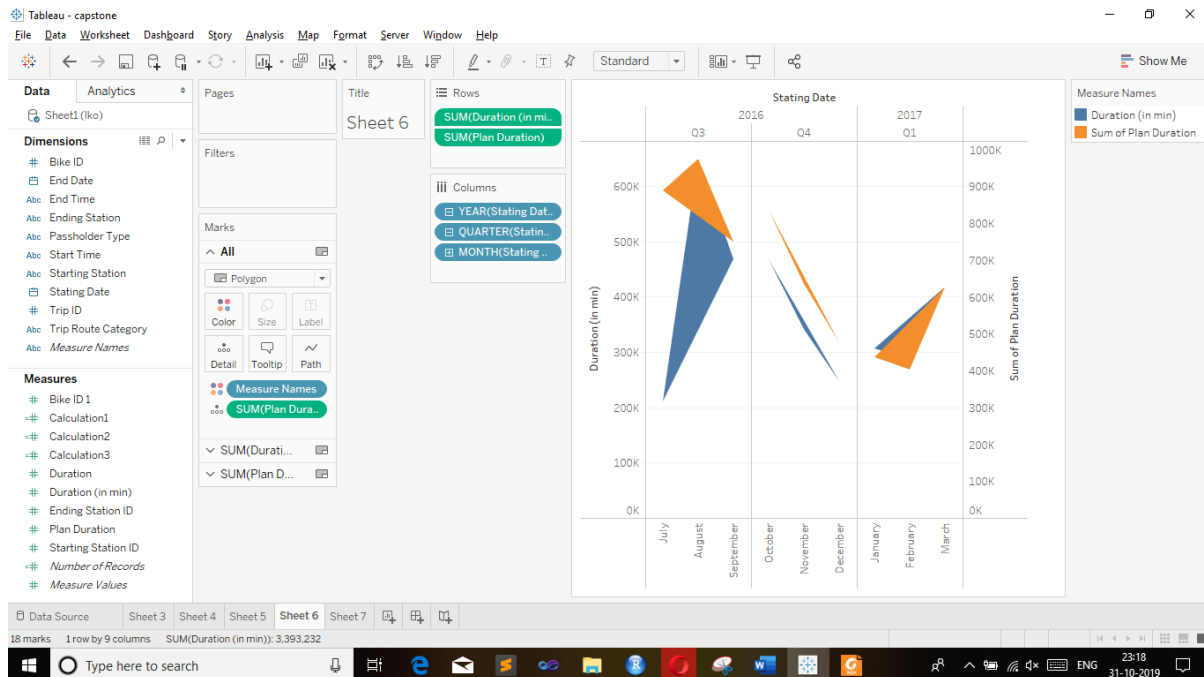
Consumer Behaviour

This very visualization helps us understand the Consumer Psychology and Actions that Company can't control.

Inference:

    1-Winters show a steady decline in profits.

    2-Summers show a profit incline and positive side for market expansion.

    3-Bikes should .be kept in warehouses at large to reduce damage and maintenance in winters.

Station Mapping

This very visualization helps us understand the Station vs Pass Type vs Trip Relation.

Inference:

1-High no. of Walk-ups indicate station wise marketing campaign for new Pass Customer Sales.

2-High no. of Annual pass indicates over pivoting busy station and potential biggest profits.

3-High no. of Monthly pass indicates over pivoting moderate station and potential annual consumers.

4- Sales Representative market Keysian Economic Model for increased Profits.