DASHBOARD

Toman Bike Share

- Key Performance Metrics
- MySQL
- Power BI

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

DAUD AHMAD

Email Requests

Request for Development of Toman Bike Share Dashboard

Dear Data Analyst

We need your expertise to develop a dashboard for "Toman Bike Share" that displays our key performance metrics for informed decision-making.

Requirements:
- Hourly Revenue Analysis
- Profit and Revenue Trends:
- Seasonal Revenue
- Rider Demographics

Design and Aesthetics: Use our company colors and ensure the dashboard is easy to navigate.

Data Source: Access to our databases will be provided. If no database, please create one

Deadline: We need a preliminary version ASAP.

Please provide an estimated timeline for completion and recommendation on raising prices next year

Best regards,

Bike Share Dashboard

Revenue, Profit, & Trends

[1] HOURLY REVENUE ANALYSIS

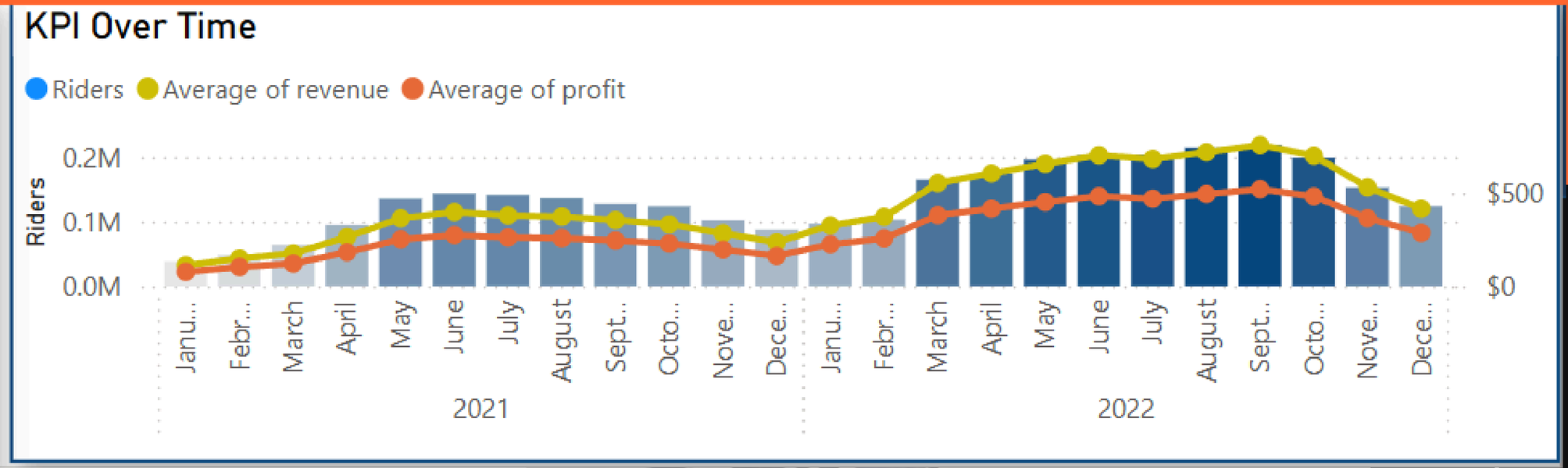
The table displays hourly sales data across a week with higher earnings in midday and early evening hours. Particularly around 10 to 15 hours, suggesting these are the most profitable times.

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
20	$385	$555	$582	$595	$622	$492	$415

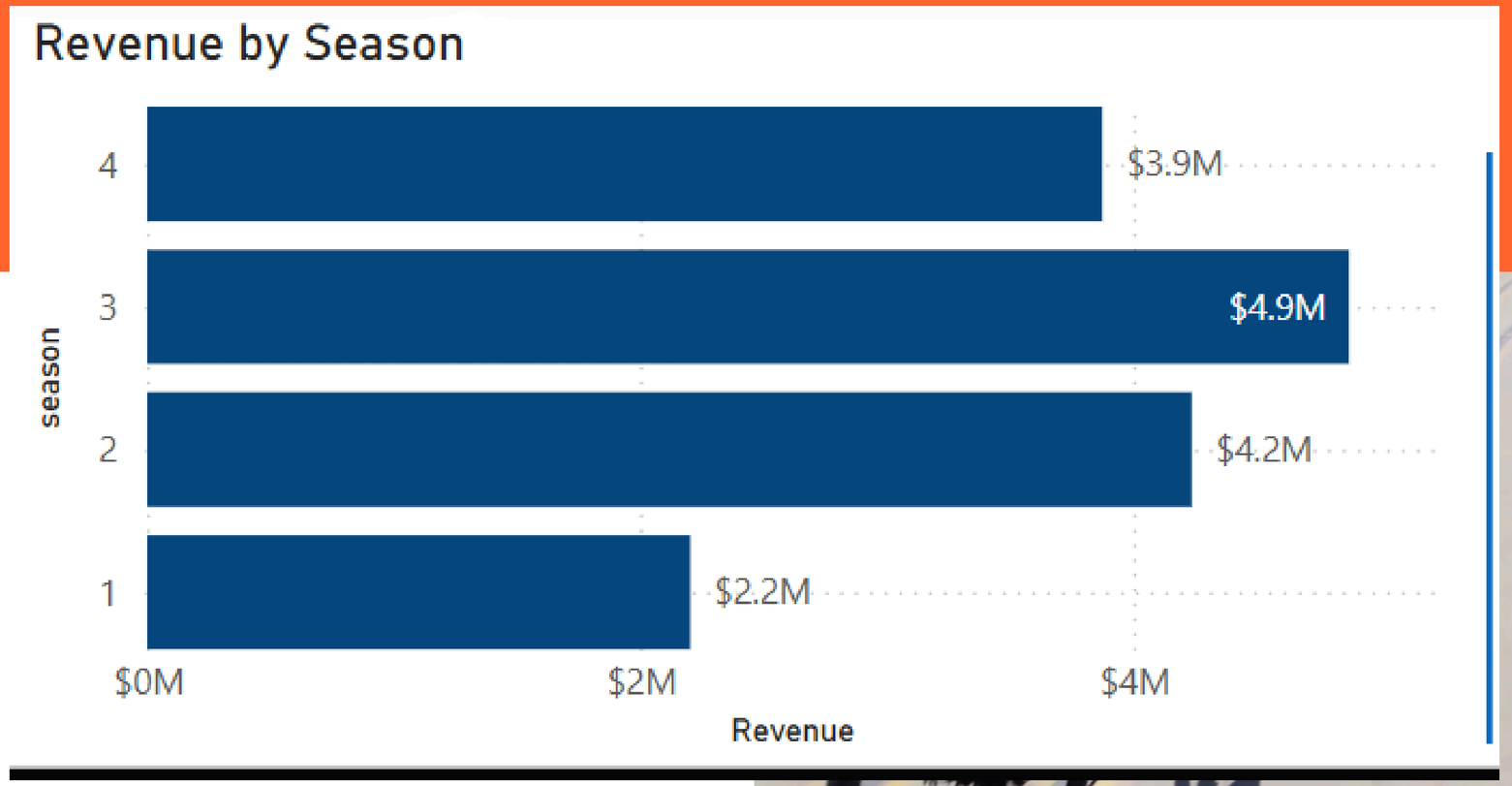
[2] PROFIT & REVENUE TRENDS

Revenue
$15M

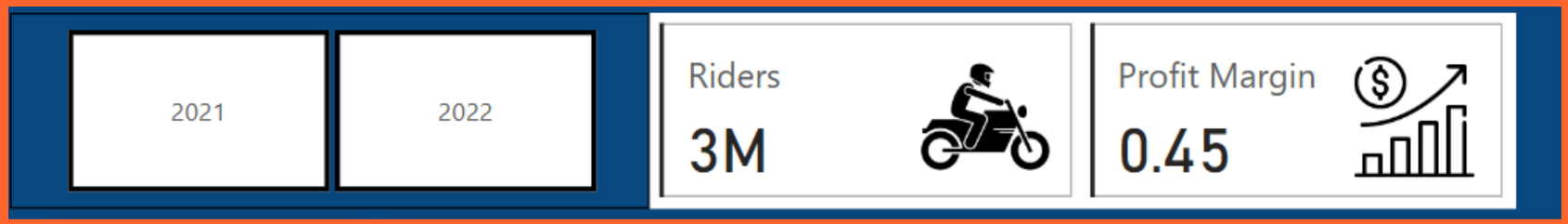
Profit
10.45M

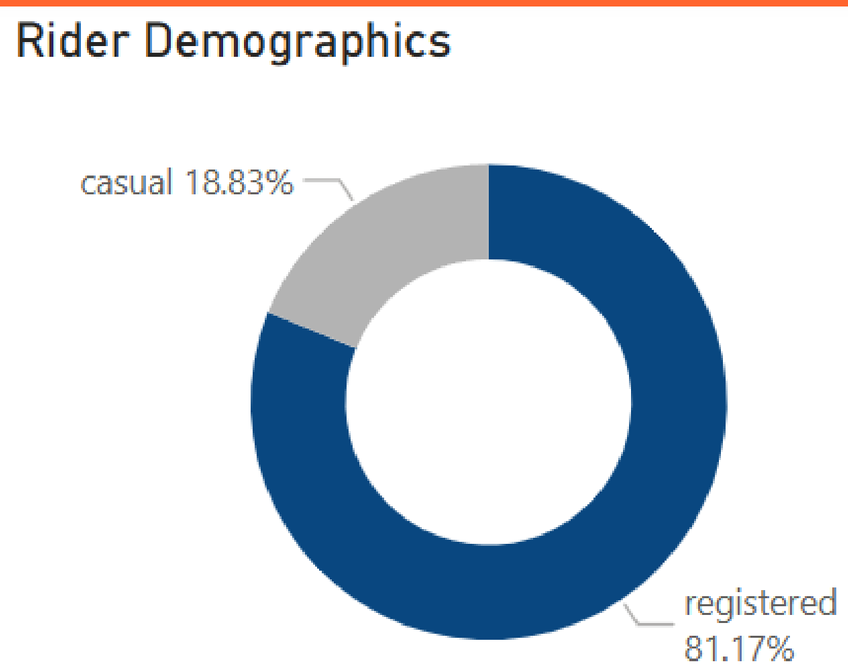


[3] SEASONAL REVENUE



[4] RIDER DEMOGRAPHICS





[FINAL] DASHBOARD

DAUD AHMAD

Portfolio Project
Power BI & SQL

2021 | 2022

Riders
3M

Profit Margin
0.45

Bike Share Dashboard

Revenue, Profit, & Trends

Revenue
$15M

Profit
10.45M

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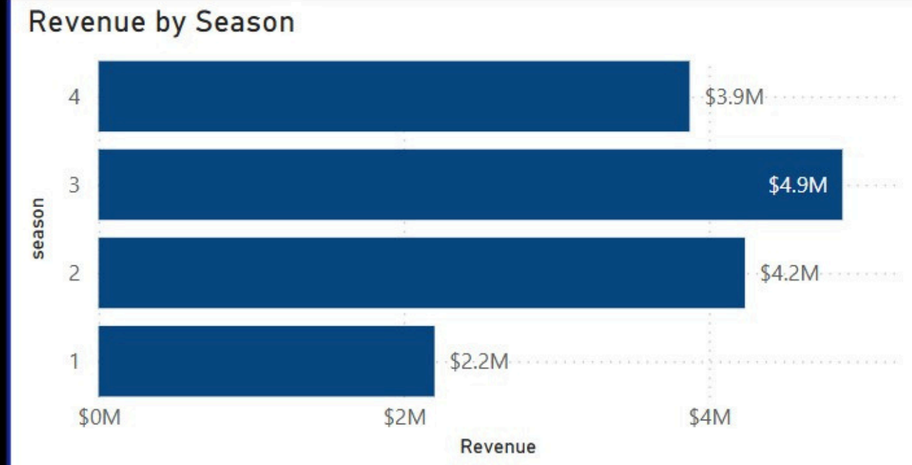

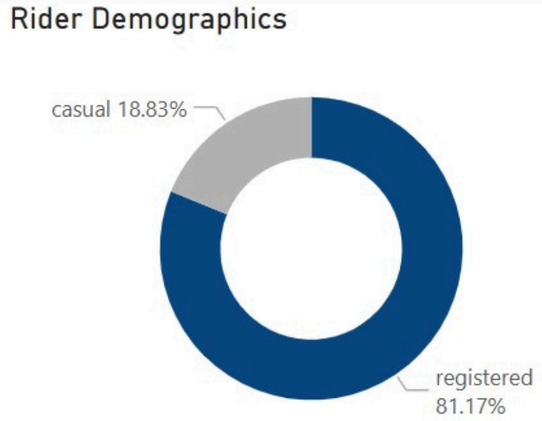

Years	Count of riders	Sum of revenue	Sum of profit	Average of price
2021	514	$4,959,981	3,418,533.25	3.99
2022	772	$10,227,384	7,030,045.68	4.99
Total	**776**	**$15,187,365**	**10,448,578.93**	**4.49**

The company wants to know if they can increase their profit.
Based on past data, does increasing the price helps?

The above matrix table indicates that:

- with a price increase of 25%
- $3.99 to $4.99 (average of price)
- the sum of profit has increased 105.6%, within a single year.

Years	Count of riders	Sum of revenue	Sum of profit	Average of price
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2022	772	$10,227,384	7,030,045.68	4.99
Total	**776**	**$15,187,365**	**10,448,578.93**	**4.49**

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Based on past data, does increasing the price helps?

- An increase of $3.6 million in profit.
- The number of riders has also increased by 258.

Years	Count of riders	Sum of revenue	Sum of profit	Average of price
2021	514	$4,959,981	3,418,533.25	3.99
2022	772	$10,227,384	7,030,045.68	4.99
Total	**776**	**$15,187,365**	**10,448,578.93**	**4.49**

The company wants to know if they can increase their profit.
Based on past data, does increasing the price helps?

We can say with high confidence that with a 25% increase in price, we can still experience an increase in profit and increase in demand.

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2021	514	$4,959,981	3,418,533.25	3.99
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Total	**776**	**$15,187,365**	**10,448,578.93**	**4.49**

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Based on past data, does increasing the price helps?

Increase in demand: 50.19%
Increase in price: 25%

Price elasticity = 50.19/25 = 2%

RECOMMENDATION

Conservative Increase – Increase the price by 10-15%

Instead of 25% increase in price (like previous year), a 10-15% increase could test the market's response without a significant loss of customers.

RECOMMENDATION

Conservative Increase – Increase the price by 10-15%

- If the price in 2022 was $4.99, a 10% increase would make the new price $5.49.
- A 15% increase would set the price at $5.74.

FIND THE PROJECT ON GITHUB

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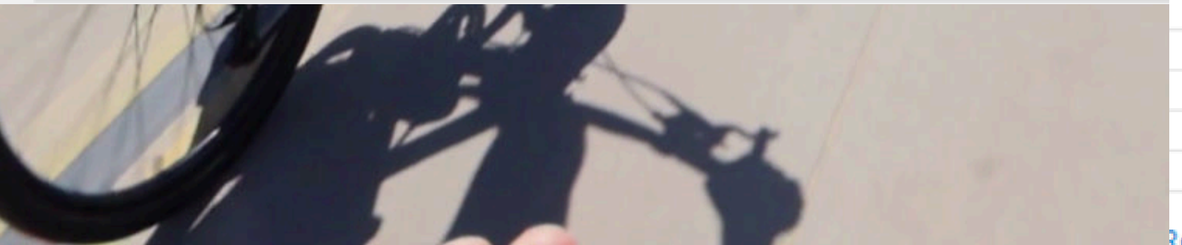
Daudahmad112.github.io

[Supplementary SQL]

```sql
SELECT
    c.dteday,
    c.season,
    c.yr,
    c.weekday,
    c.hr,
    c.rider_type,
    c.riders,
    b.price,
    b.COGS,
    ROUND(c.riders * b.price, 2) AS revenue,
    ROUND((c.riders * b.price)-b.COGS, 2) AS profit
FROM cte c
LEFT JOIN cost b
ON c.yr = b.yr;
```



Result Grid | Filter Rows: | Export: | Wrap Cell Content: | Fetch rows:

dteday	season	yr	weekday	hr	rider_type	riders	price	COGS	revenue	profit
2021-01-01	1	0	6	0	casual	3	3.99	1.24	11.97	10.73
2021-01-01	1	0	6	1	casual	8	3.99	1.24	31.92	30.68
2021-01-01	1	0	6	2	casual	5	3.99	1.24	19.95	18.71
2021-01-01	1	0	6	3	casual	3	3.99	1.24	11.97	10.73
2021-01-01	1	0	6	4	casual	0	3.99	1.24	0	-1.24
2021-01-01	1	0	6	5	casual	0	3.99	1.24	0	-1.24
2021-01-01	1	0	6	6	casual	2	3.99	1.24	7.98	6.74
2021-01-01	1	0	6	7	casual	1	3.99	1.24	3.99	2.75
2021-01-01	1	0	6	8	casual	1	3.99	1.24	3.99	2.75
2021-01-01	1	0	6	9	casual	8	3.99	1.24	31.92	30.68
2021-01-01	1	0	6	10	casual	12	3.99	1.24	47.88	46.64
2021-01-01	1	0	6	11	casual	26	3.99	1.24	103.74	102.5
2021-01-01	1	0	6	12	casual	29	3.99	1.24	115.71	114.47
2021-01-01	1	0	6	13	casual	47	3.99	1.24	187.53	186.29
2021-01-01	1	0	6	14	casual	35	3.99	1.24	139.65	138.41
2021-01-01	1	0	6	15	casual	40	3.99	1.24	159.6	158.36
2021-01-01	1	0	6	16	casual	41	3.99	1.24	163.59	162.35
2021-01-01	1	0	6	17	casual	15	3.99	1.24	59.85	58.61

Result 2