



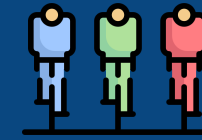
Years

2021

2022

Riders

3M



Profit...

0.45



Profit Prediction: When are we really making money?

We can conclude out of the table below:

- the highest earnings occur between noon and first hours of night, particularly between 10am to 7pm, between Tuesday to Friday.
- there is a clear variance on profitable times, as Wednesday and Friday consistently outperform the daily average revenue.
- Monday and Sunday have a more consistent hourly revenue between 12am to 4pm, around \$800, though their overall totals are lower compared to peak days.

hr	0	1	2	3	4	5	6	Total
8	\$194	\$952	\$1,087	\$1,131	\$1,132	\$1,068	\$265	\$830
9	\$360	\$503	\$546	\$552	\$556	\$598	\$433	\$506
10	\$594	\$319	\$297	\$306	\$306	\$365	\$610	\$401
11	\$725	\$376	\$338	\$353	\$367	\$434	\$761	\$480
12	\$857	\$477	\$422	\$449	\$461	\$549	\$868	\$584
13	\$860	\$472	\$422	\$431	\$455	\$558	\$892	\$585
14	\$835	\$443	\$388	\$395	\$410	\$530	\$882	\$556
15	\$812	\$466	\$431	\$422	\$456	\$584	\$883	\$580
16	\$816	\$654	\$662	\$632	\$664	\$765	\$844	\$720
17	\$732	\$1,153	\$1,254	\$1,185	\$1,222	\$1,136	\$771	\$1,064
18	\$625	\$1,105	\$1,192	\$1,144	\$1,165	\$971	\$671	\$981
19	\$516	\$791	\$815	\$827	\$832	\$698	\$551	\$718
20	\$385	\$555	\$582	\$595	\$622	\$492	\$415	\$521
Total	\$639	\$636	\$650	\$647	\$666	\$673	\$681	\$656

KPI over Time

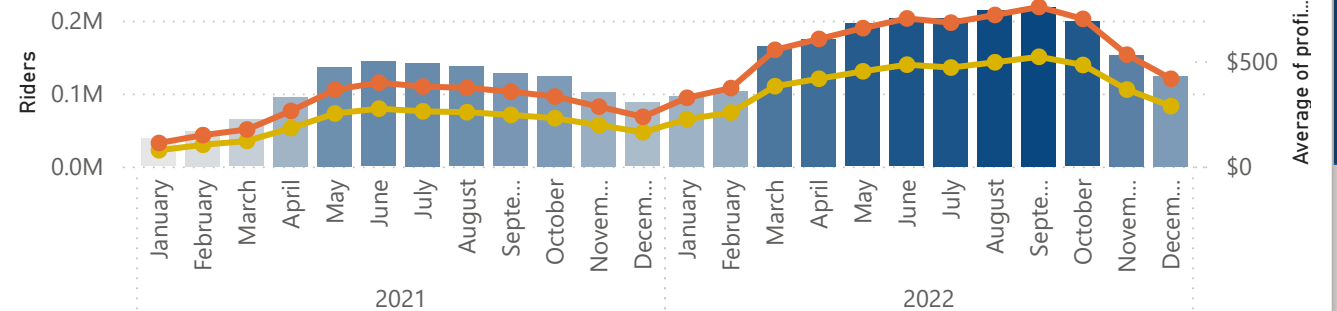
Revenue

\$15M

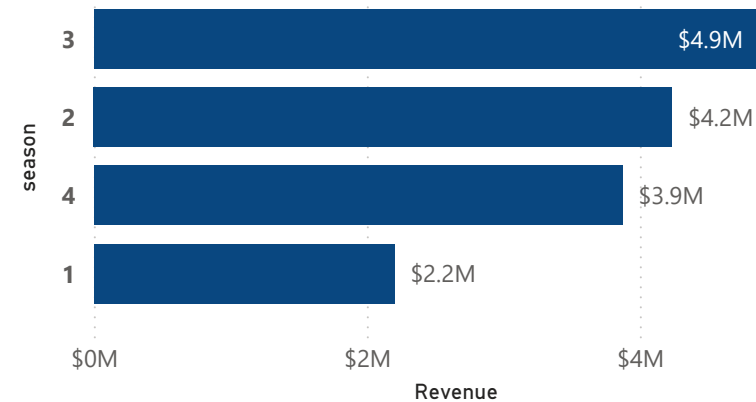
Profit

10.45M

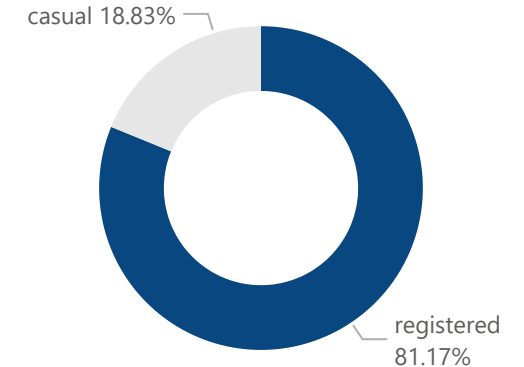
● Riders ● Average of profit ● Average of revenue



Revenue by season



Rider Demographic



RECOMMENDATIONS:

1. Conservative Price Increase:

- Based on last year's growth, a 10-15% price increase is advised to avoid hitting a price ceiling.
- A 10% increase would raise the price from \$4.99 to **\$5.49**, while a 15% increase would raise it to **\$5.74**.

2. Segmented Pricing Strategy:

- Differentiate pricing for casual and registered users based on their price sensitivities to maximize profit.

3. Market Analysis:

- Conduct market research to assess customer satisfaction, competitive landscape, and economic conditions to decide the exact percentage increase.

4. Monitor and Adjust:

- After implementation, closely monitor customer feedback and sales trends. Adjust pricing if necessary to optimize demand and profit.

-- SQL Query BikeStoreProject

```
WITH cte AS (  
  SELECT * FROM bike_share_yr_0  
  UNION ALL  
  SELECT * FROM bike_share_yr_1)  
  
SELECT  
  dteday,  
  season,  
  a.yr,  
  weekday,  
  hr,  
  rider_type,  
  riders,  
  price,  
  COGS,  
  riders*price AS revenue,  
  riders*price - COGS*riders AS profit  
FROM cte a  
LEFT JOIN cost_table b  
ON a.yr = b.yr
```