

Data Data Data

USE IT AND PRECEDE THEM BY ONE-STEP AT LEAST



WHO AM I ?

MD, NASSIF IS AN PASSIONATE PERSON
STUDYING AI BACHELOR AT UPM
AND WORK AS COO IN THE
FIELD OF FOOD AND
BEVERAGES

EARNED A PROFESSIONAL CERTIFICATE FROM
GOOGLE IN THE FIELD OF DATA ANALYTIC

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What are DA & BI, The
tools They use

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Benefits to Earn

What is the Benefit that
My company will Earn

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Real-World Scenario

We'll Discover a problem
and solve it

01

TOPICS OVERVIEW

Data Analysis & Business Intelligence



Data Analysis

the process of applying statistical and logical techniques to describe and illustrate, condense and recap, and evaluate data.

Business Intelligence

Your Business will be intelligent if you use and consider your data when you plan to make business decisions

TOOLS WE USE



Excel

Used to do instance editing and cleaning



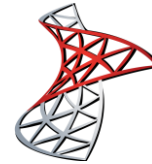
Tableau

Used for build and share Visualizations



Programming

Connect software together



MySQL

A Tool used to store and manipulate data

02



BENEFIT TO EARN

"SOMETHING WORTH"

AND EVEN MORE!



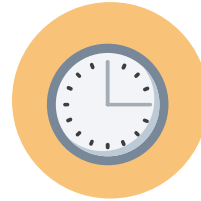
SOLUTION

- Support any action or decision that need to be taken
- Instance solutions for surprising obstacles




MONEY

- Increase in sales by understanding Customers behaviors
- Decrease in costs by knowing the exact need



TIME

- Leading the team into achieving goals in the correct Direction
- Solve any confusing obstacles by understanding facts

An aerial photograph of a dense urban landscape, likely São Paulo, Brazil, taken during the golden hour of sunset. The sky is a mix of light blue and warm orange, with soft clouds. The city below is a vast expanse of tightly packed buildings, with several prominent skyscrapers visible on the horizon. The overall mood is one of a bustling, modern metropolis.

**“DATA IS THE FUTURE
OIL”**

SILICON VALLEY COMMUNITY

03

REAL-WORLD SCENARIO

How we analyzed 5 million
trips in 1 week



Cyclists Data Analytic

MD, NASSIF

DATA OF 2021 MONTHS



SCENARIO

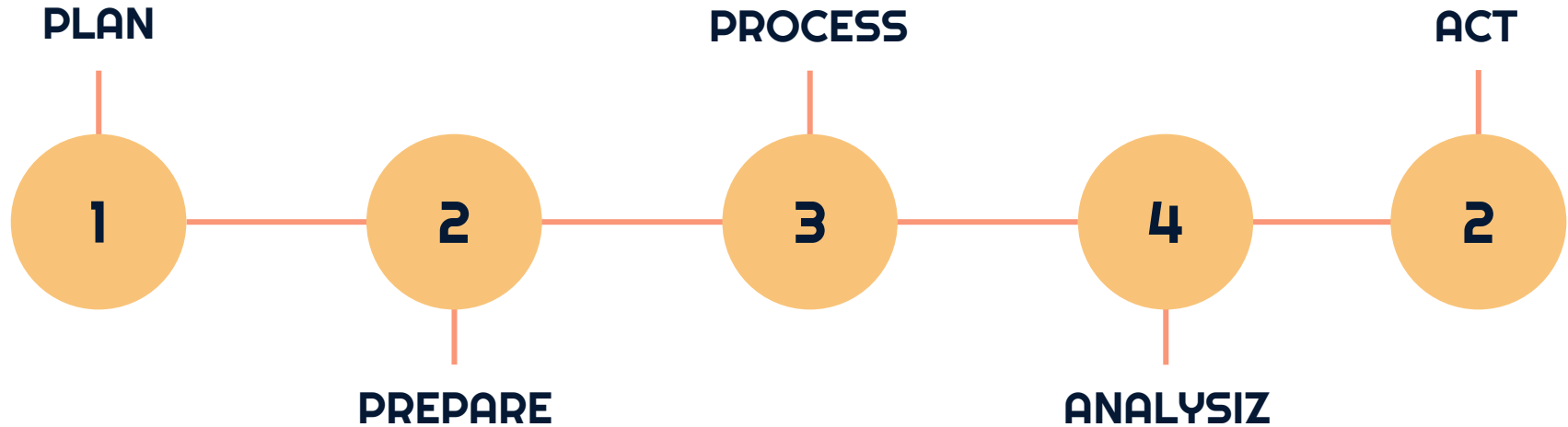
Cyclists is A company of bike-Sharing located in California, USA and want to understand its customer's Behavior with limited data, So they can apply Marketing in the correct direction



CYCLITIS

Bike-Share Company

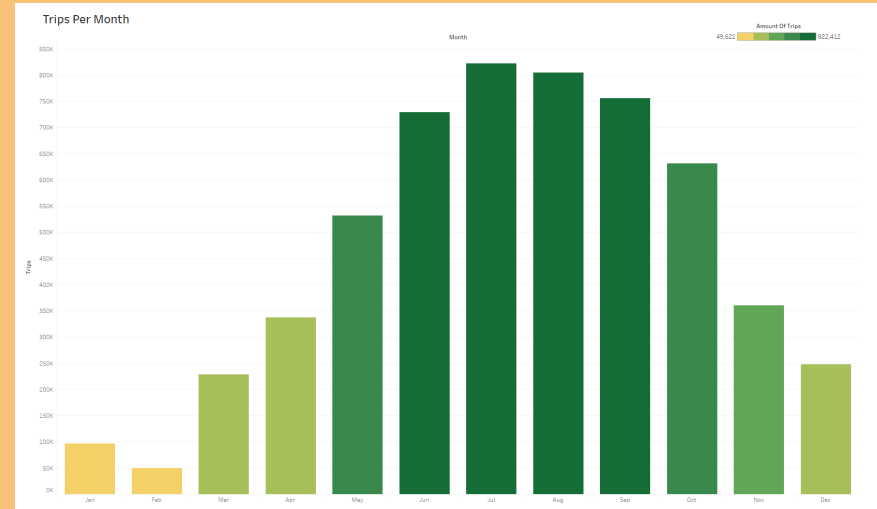
OUR PROCESS



ANALYSIS SAMPLE

We apply analysis steps for our data and we choose to study these cases

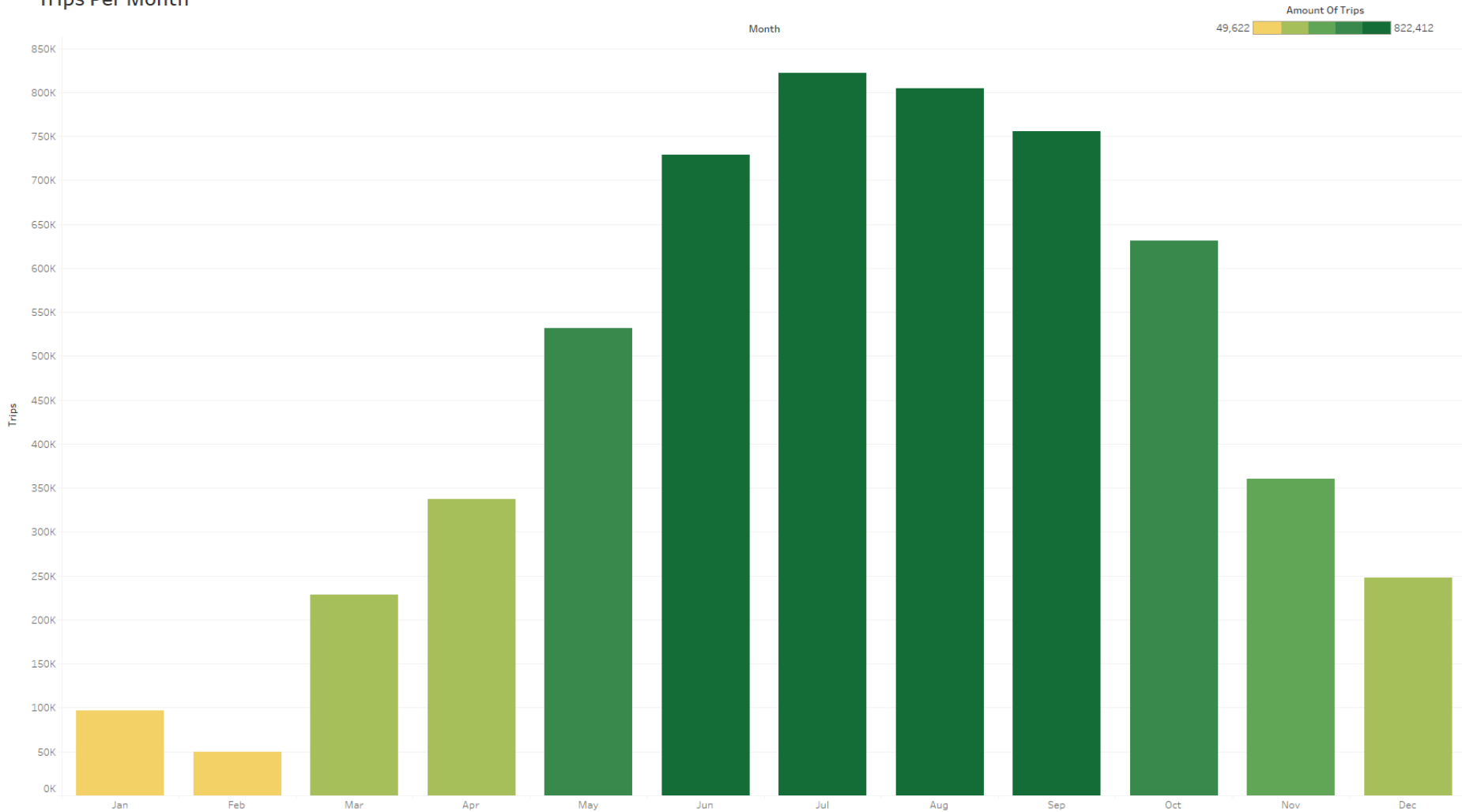
- Trips amount each month
- Trips During day hours
- Customers types percentage
- Top stations in use
- Favorite weekdays
- Most favourite bike types
- And more!



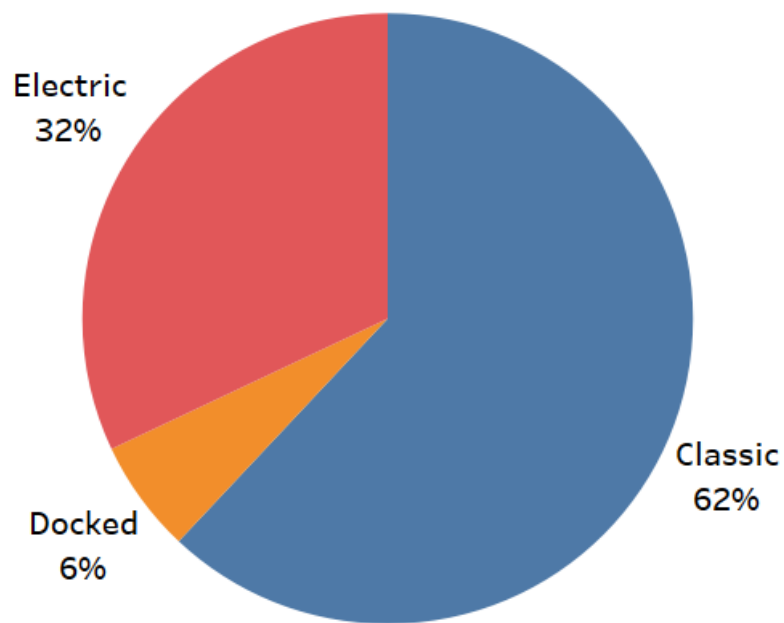
**A PICTURE IS WORTH A
THOUSAND WORDS**



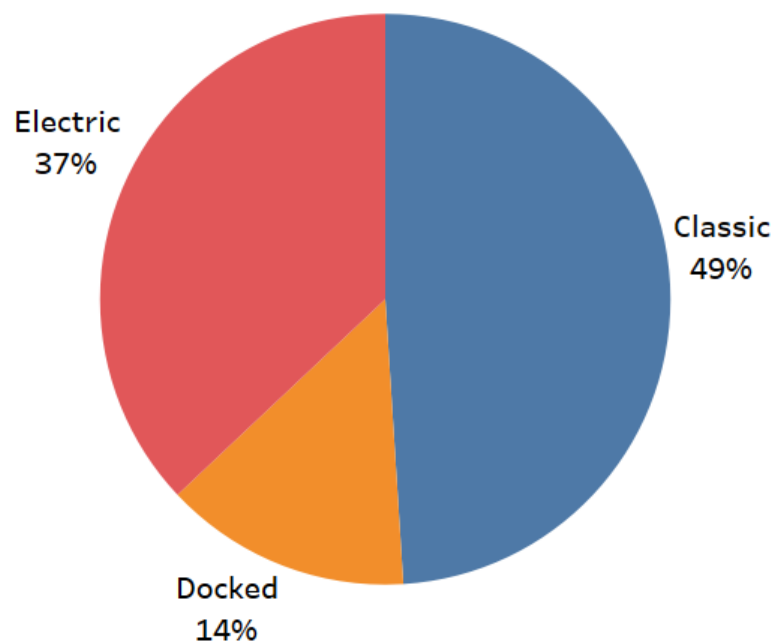
Trips Per Month



<Bike Types for Member Customer>

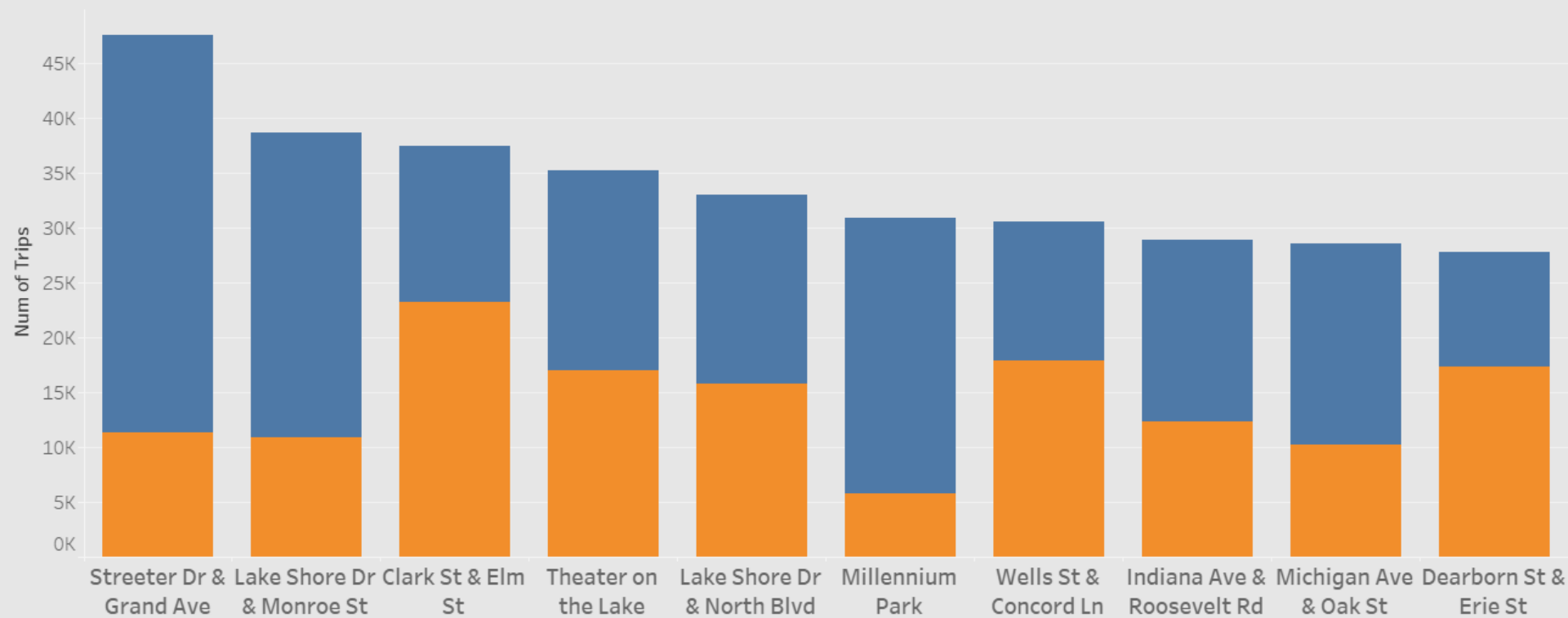


<Bike Types for Ordinary Customer>

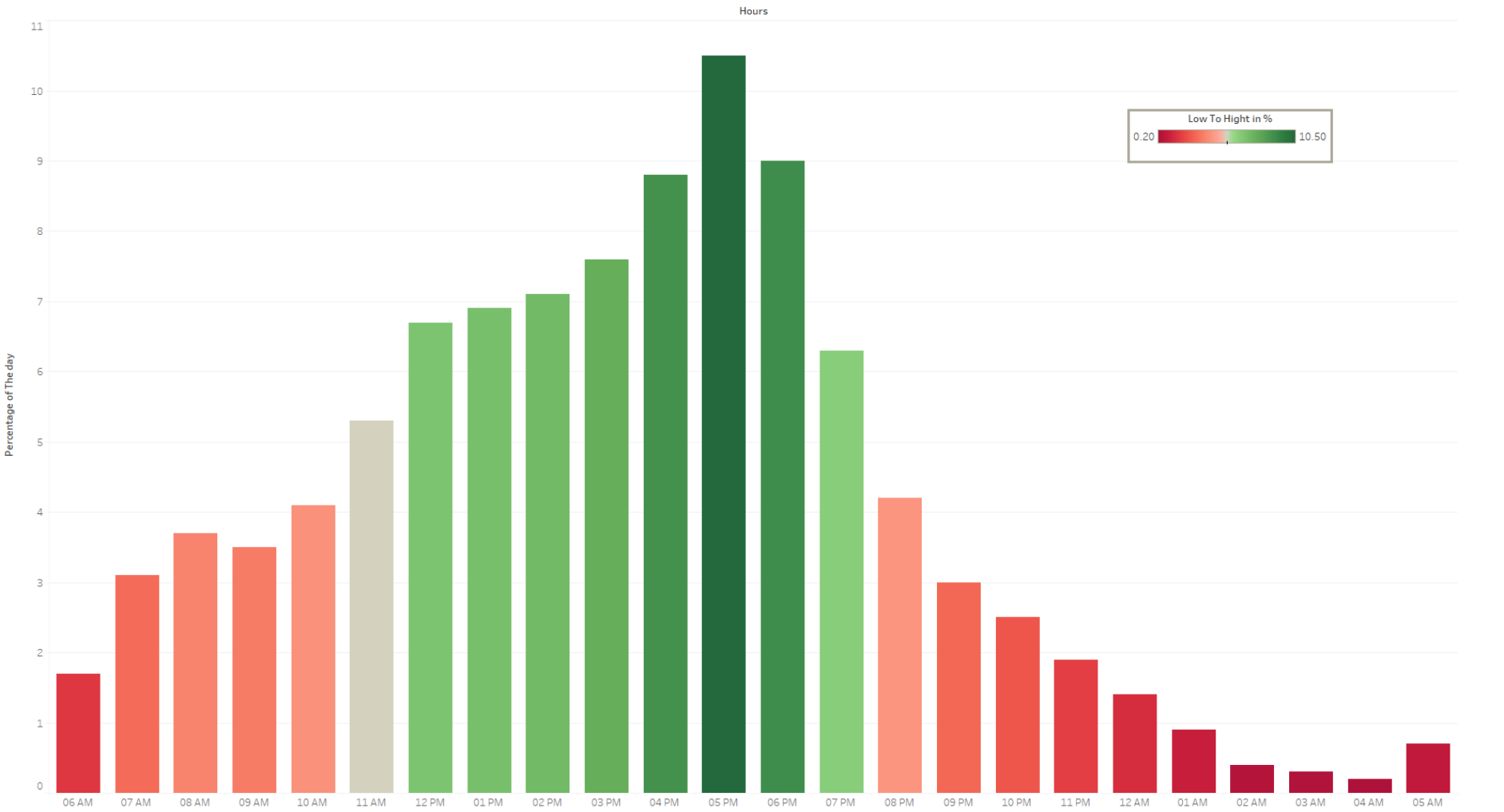


Top 10 Starting Stations

Casual Riders Members

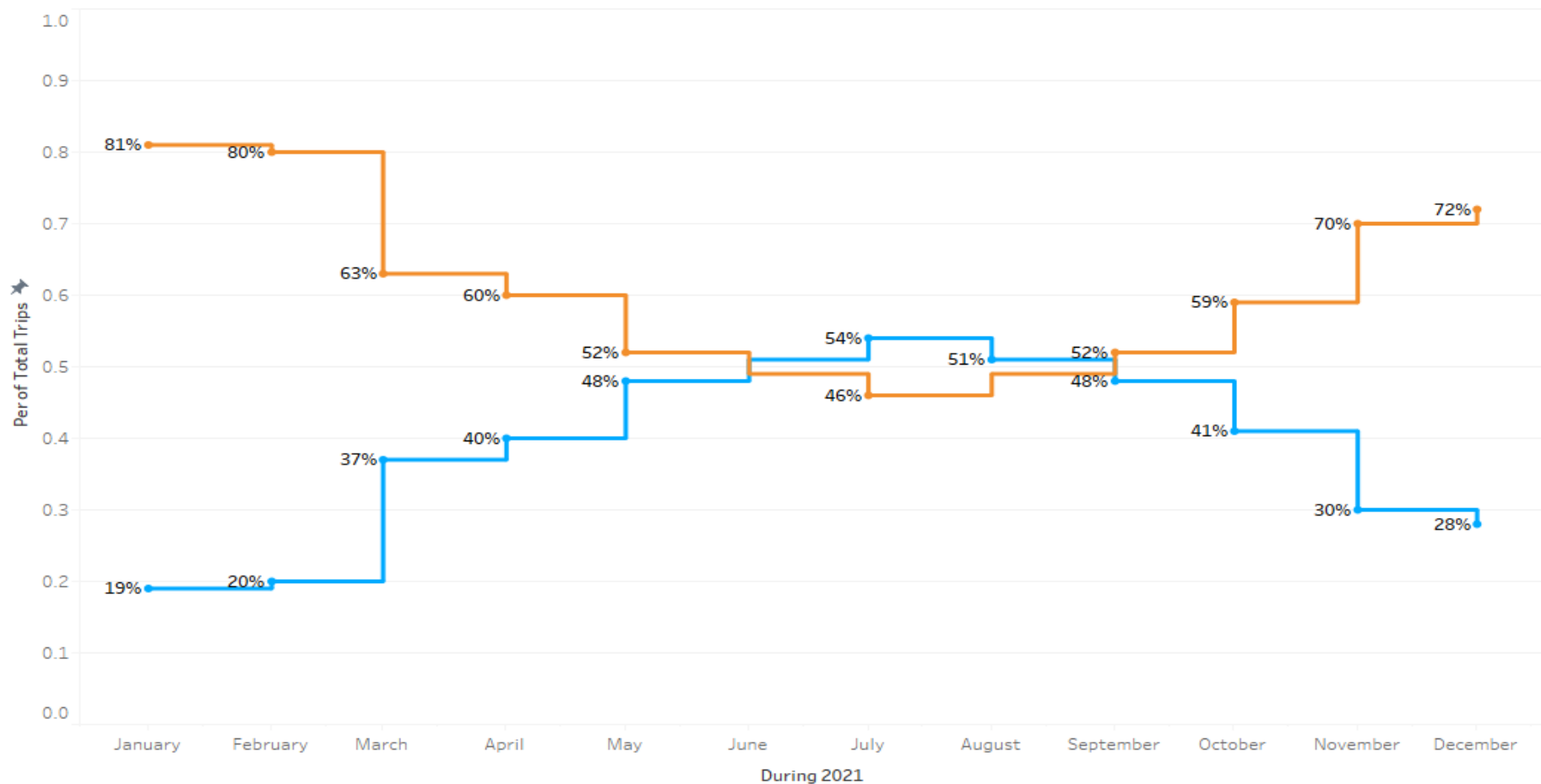
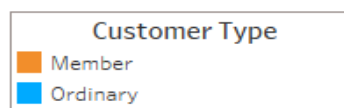


<Hours per Day During Spring Season>



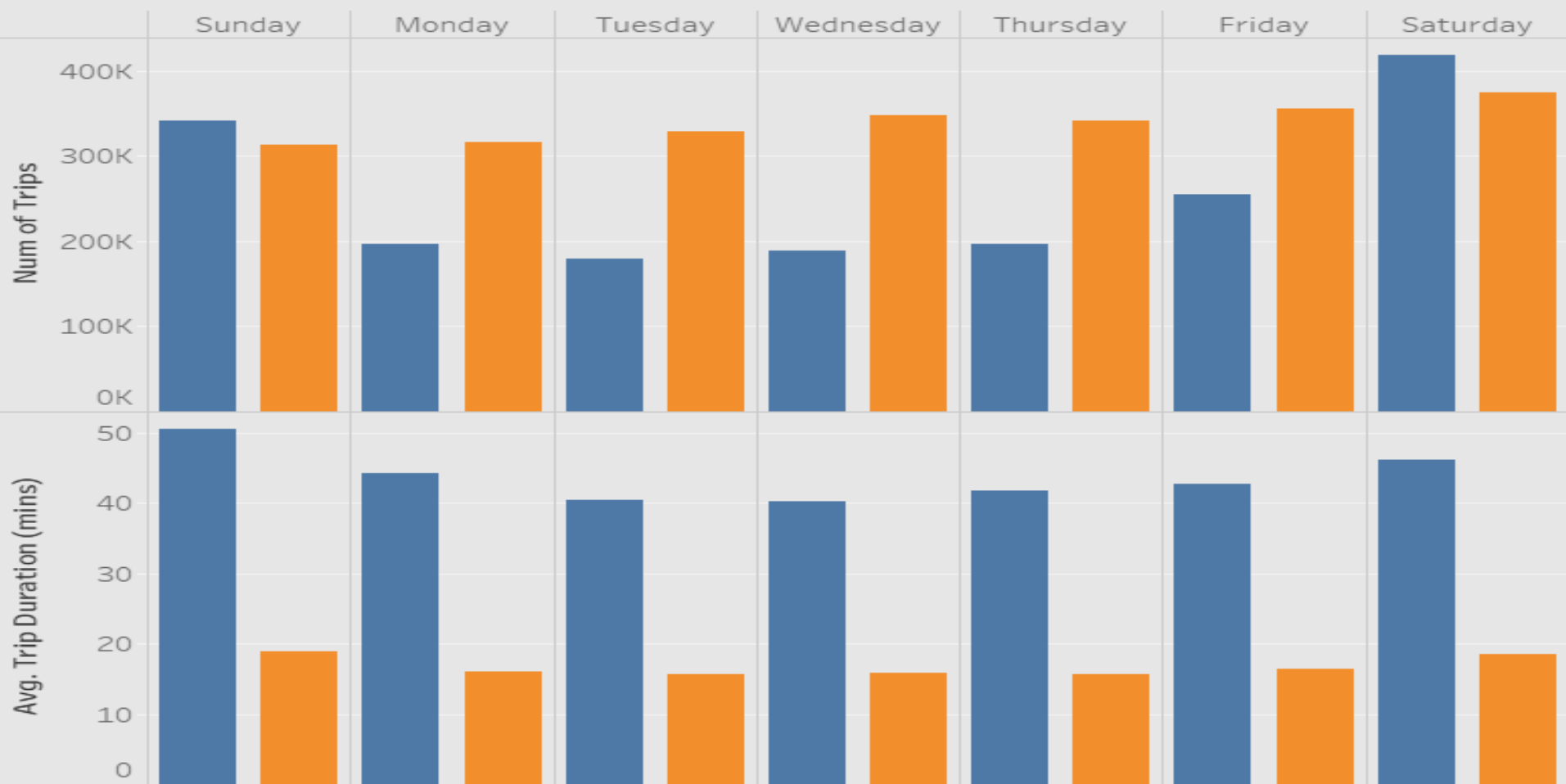
Percentage of Each Customer Ttype

(Through Months)

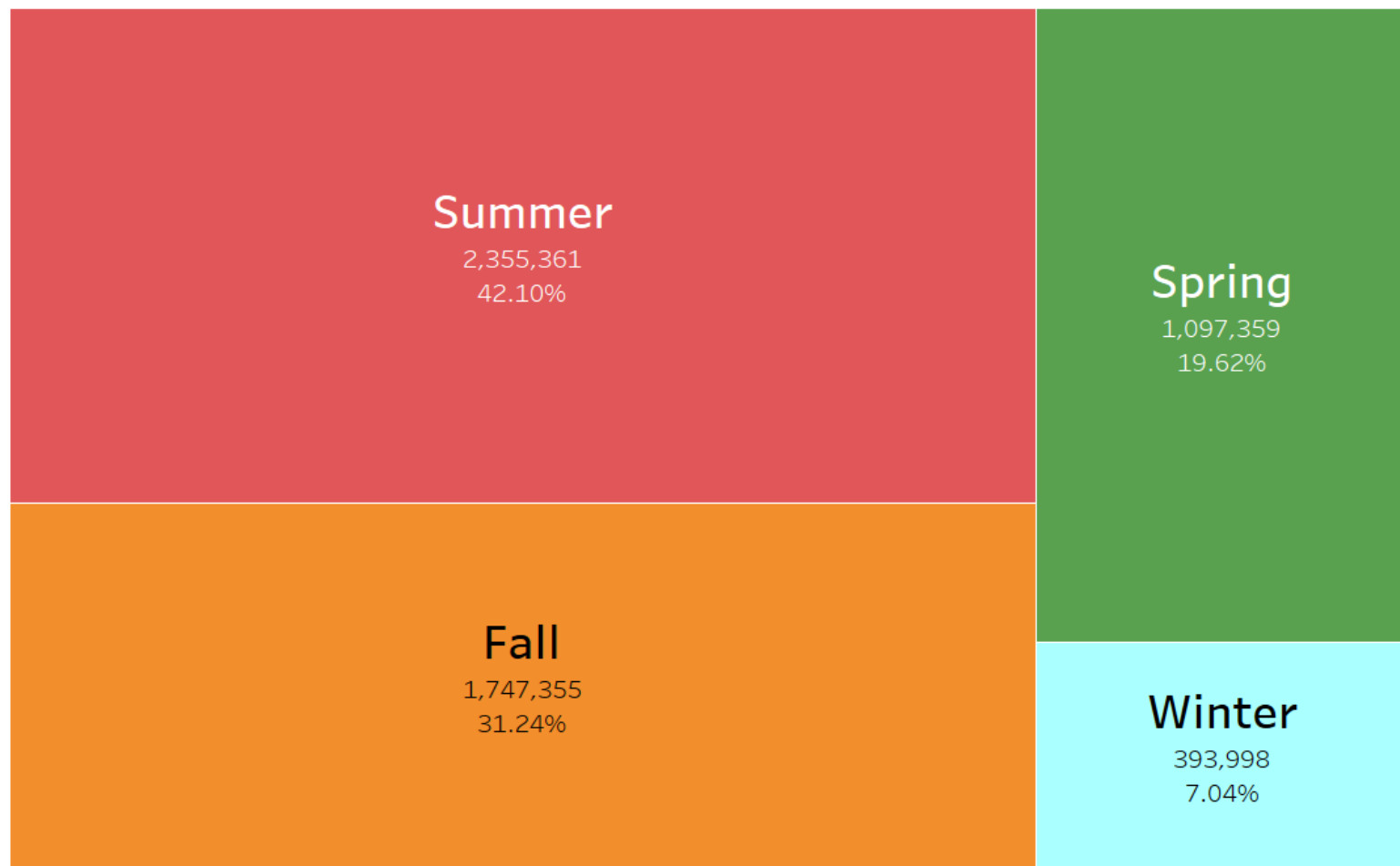


Daily Usage

Casual Riders Members



Trips Per Seasons



CONCLUSION

1

SEASONS

GET BENEFIT OF
SUMMER SEASON

2

DAILY HOURS

NEED TO PROVIDE
MORE BIKES

3

STATIONS

APPLY MORE
SERVICE AND OFFER

4

MARKET

MARKET FOR
MEMBER SIMILARITY

And more...

THANK YOU!

**The Process
goes on more
complex ways
But do not
hesitate to ask
me, again
Thank you**

