Bike Rental Case Study

Bikes by Category

- mountain bike 50%
- road bike 50%

6 TOTAL
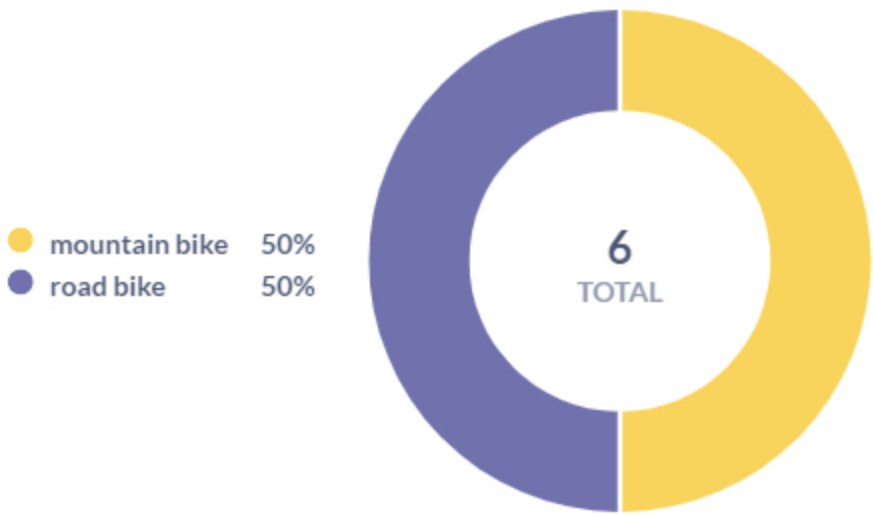
Membership Purchased by Customers

name	membership_count
Alice Smith	3
Bob Johnson	3
John Doe	2
Eva Brown	2
Michael Lee	2
Sarah White	0
David Wilson	0
Emily Davis	0
Daniel Miller	0
Olivia Taylor	0
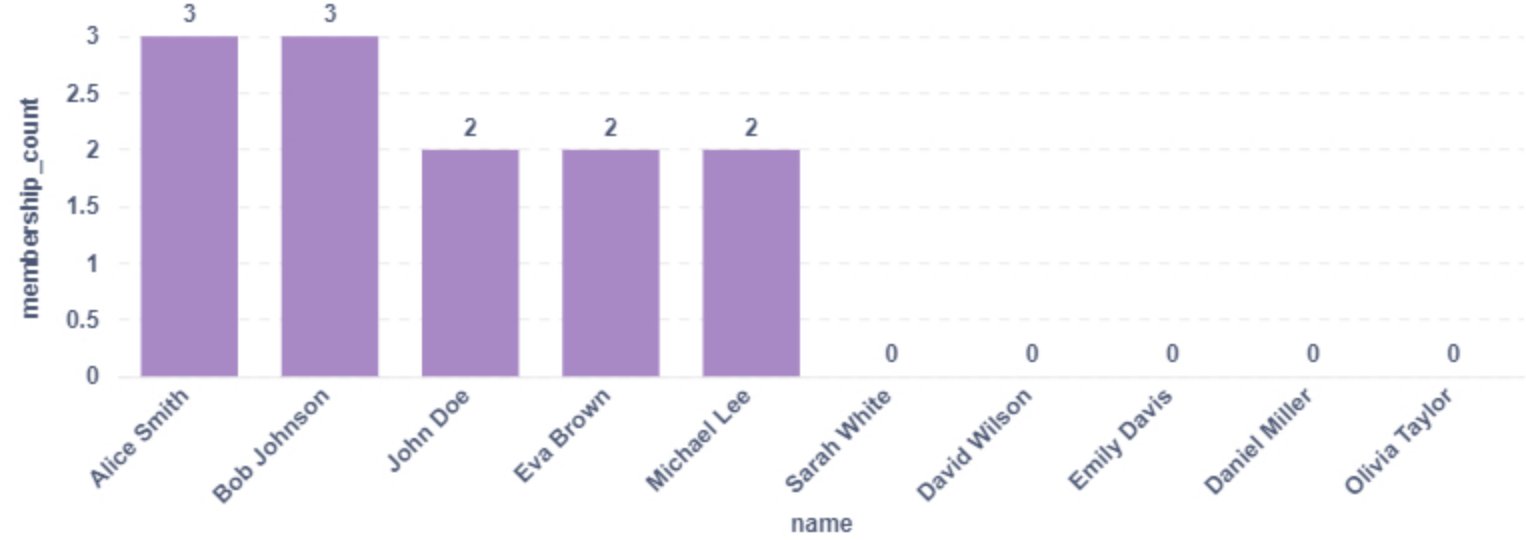
Customer Segment by Rentals

- fewer than 5 80%
- more than 10 10%
- between 5 and 10%

10 TOTAL
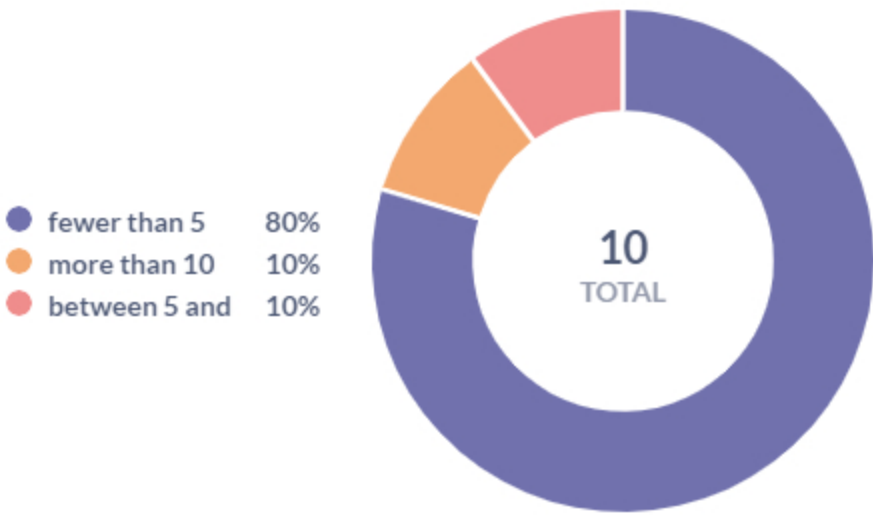
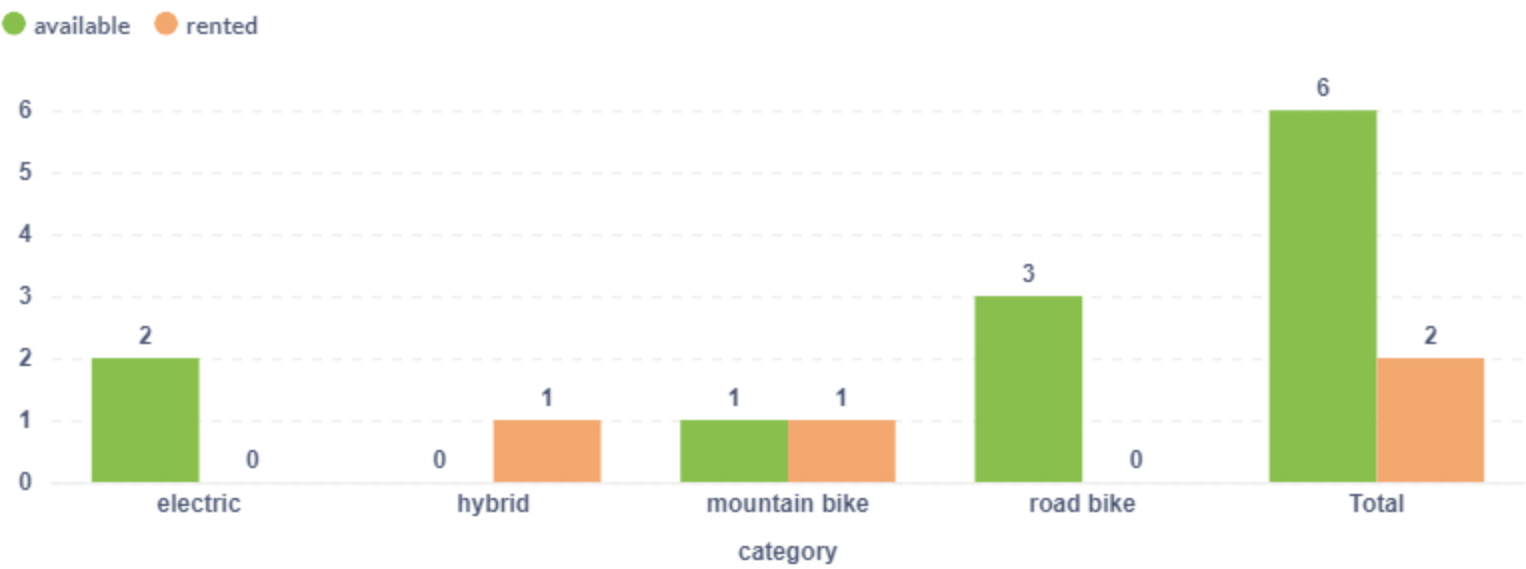## Bike Availability Status

- available
- rented

category	available	rented
electric	2	0
hybrid	0	1
mountain bike	1	1
road bike	3	0
Total	6	2

Revenue (MOM)

Month Name	Revenue $
April-2023	90
August-2023	125
December-2022	150
February-2023	40
January-2023	110
July-2023	150
June-2023	115
March-2023	110
May-2023	120
November-2022	200
October-2023	335
September-2023	175
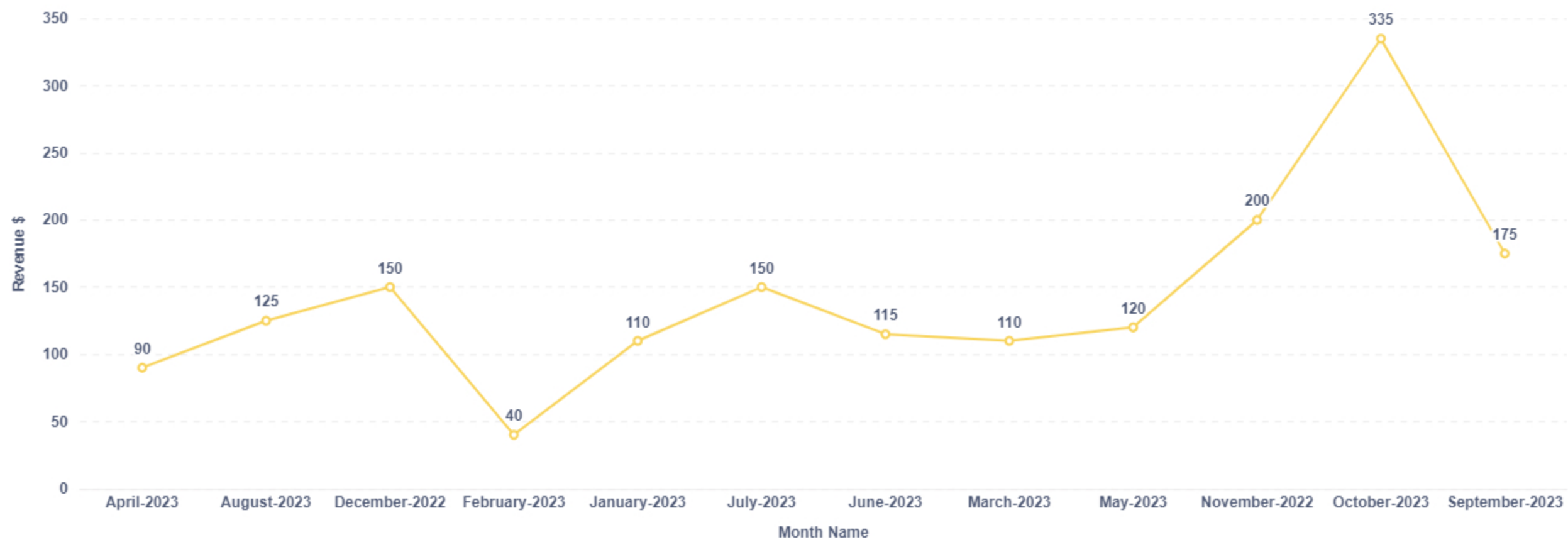
Revenue by Membership Type (MOM)

- Basic Annual
- Basic Monthly
- Premium Monthly

month_name	Basic Annual	Basic Monthly	Premium Monthly
August-2023	500	100	200
November-2023	500	100	200
October-2023	500	100	200
September-2023	500	100	200