

Bike-Sharing Rider Efficiency & Profitability Analysis

BUILT WITH

SQL

Power BI

Data Analytics

Business Intelligence

SQL that shows operations teams when and where bike-sharing makes money.

2 years

of hourly ridership

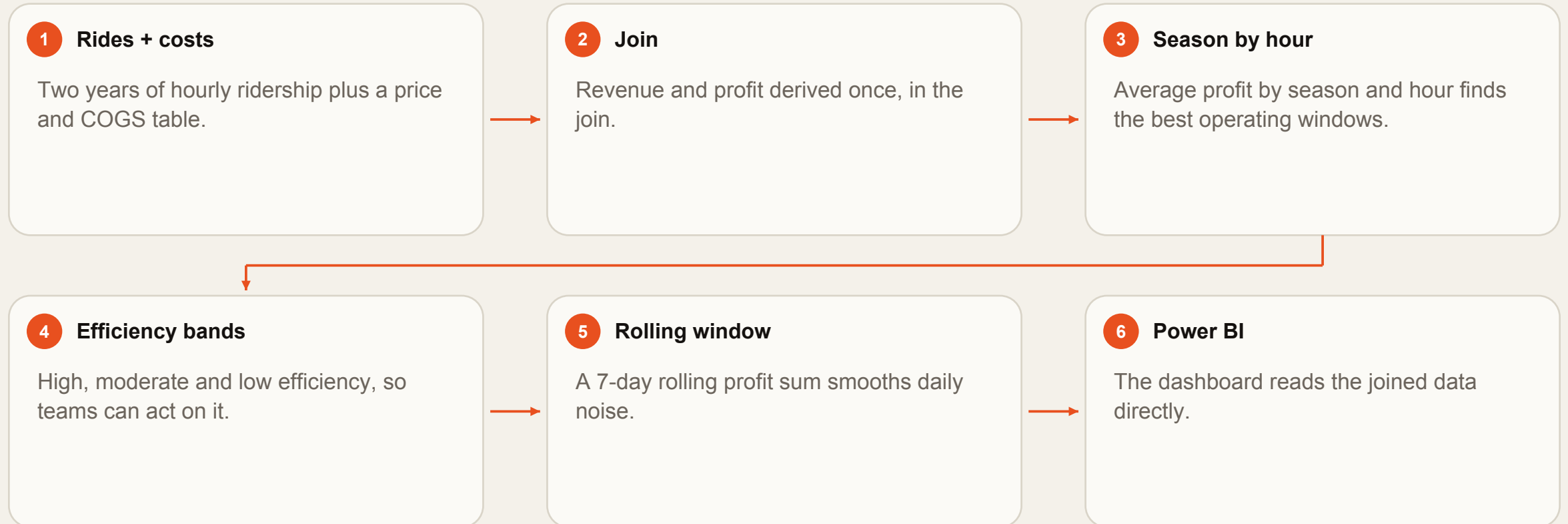
7-day

rolling profit window

3

efficiency bands: high, moderate, low

How it works



Key decisions

01

Derive revenue and profit once, in the join

Computing them in the initial join means every later query uses the same numbers.

02

Efficiency as a category

High, moderate and low bands give operations teams something to act on, instead of a raw ratio.

03

Rolling window over daily numbers

A 7-day rolling sum smooths single good or bad days so the seasonal trend shows.

04

Prepared, not claimed

Lagged features (previous-day riders) are ready for a model, but no forecasting model was trained or claimed.



Stack, status and what is next

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NEXT STEPS

- A demand forecasting model on the prepared lagged features.
- Anomaly detection for days outside a statistical band.

SOURCE

<https://github.com/wailethewave/Optimize-rider-efficiency-and-maximize-profitability>

