06/05/22

Cost Benefit Analysis

Health Benefit from biking

(CDC) -> avg cycle trip of member vs casual

Story Telling

Initial founding of difference between members vs casual approach than final solution

Avg distance of people traveling (members and casual)

In dollars mi or km comparing difference in gas vs cyclizing

Data: Line or Bar charts (different line in each clusters: Casual & Member frequency)

Avg Distance

Avg Time

User Cluster? (bubble or heat map)

Minto's Pyramid