Interactive mapping of customer activity over time

ANALYZING DATA IN TABLEAU





Mapping customer activity

What you will do

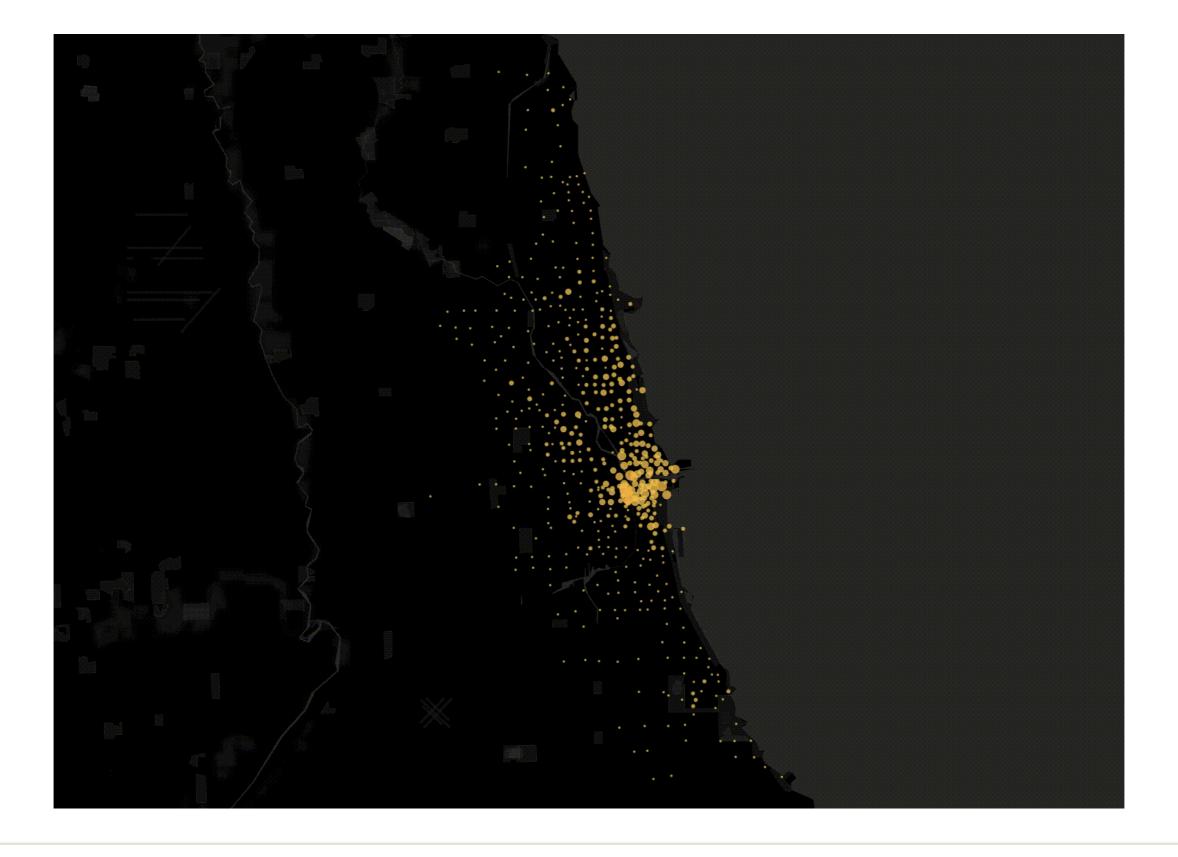
- Map Divvy riders activity
- Analyze popular bike locations
- Look into station userbase

Why mapping?

- Reveal trends
- Gain insights

What you will use

- Color, size, layers
- Tooltips
- Pages
- Quick table calculations





Customer activity in motion

ANALYZING DATA IN TABLEAU







Layering and total dock utilization

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Quick table calculations for ranking

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Table calculations

- Calculation applied to a visualization
- Running total, difference, percent of total, moving average, etc.
- Calculated on what is currently in the visualization

Table calculations

Table calculations are defined by:

- Scope
- Direction

Table calculations - scope

	Year						
Continent	1990	1991	1992	1993	1994		
Africa	548,670	563,029	577,407	591,890	606,605		
Americas	690,914	701,121	711,316	721,555	731,917		
Asia	2,988,544	3,040,943	3,091,263	3,139,935	3,187,691		
Europe	550,911	552,327	553,641	554,786	555,677		
Oceania	26,492	26,901	27,307	27,709	28,108		



Table calculations - direction

	Year						
Continent	1990	1991	1992	1993	1994		
Africa	548,670	563,029	577,407	591,890	606,6 5		
Americas	690,914	701,121	711,316	721,555	731,9 7		
Asia	2,988,544	3,040,943	3,091,263	3,139,935	3,187,6 1		
Europe	550,911	552,327	553,641	554,786	555,6 7		
Oceania	26,492	26,901	27,307	27,709	28,1		



Table calculations - example

Running total

	Year					
Continent	1990	1991	1992	1993	1994	
Africa	548,670	563,029	577,407	591,890	606,605	
AIrica	548,670	1,111,699	1,689,107	2,280,997	2,887,602	
Americas	690,914	701,121	711,316	721,555	731,917	
Americas	690,914	1,392,035	2,103,351	2,824,907	3,556,823	
Asia	2,988,544	3,040,943	3,091,263	3,139,935	3,187,691	
ASIa	2,988,544	6,029,487	9,120,750	12,260,686	15,448,377	
Furene	550,911	552,327	553,641	554,786	555,677	
Europe	550,911	1,103,238	1,656,879	2,211,665	2,767,342	
Occania	26,492	26,901	27,307	27,709	28,108	
Oceania	26,492	53,393	80,700	108,409	136,516	



Quick table calculations

- Table calculations that you can apply quickly
- Applied with the most typical settings for the calculation type

Running Total Difference

Percent Difference

Percent of Total

Rank

Percentile

Moving Average

YTD Total

Compound Growth Rate

Year over Year Growth

YTD Growth

How you will use quick table calculations

- Get station ranking (Rank)
- Get userbase metrics (Percent of Total)



Combining characteristic and quick table calculations

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KPIs and time segments

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