

Who are your customers?

ANALYZING DATA IN TABLEAU



Sara Billen

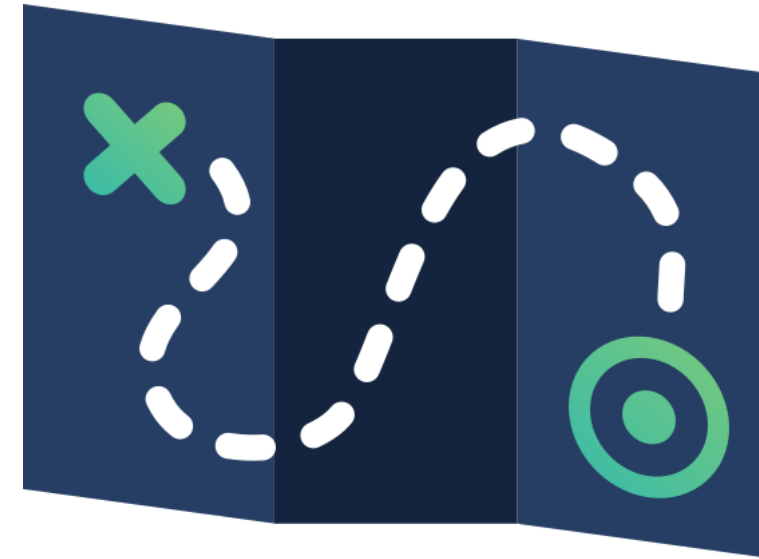
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Investigating "Who"



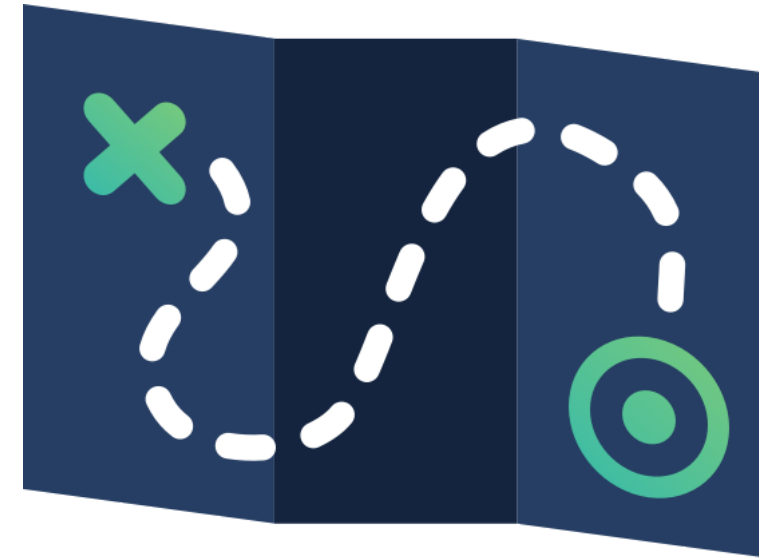
Divvy dataset: trips table

- *Trips taken between Jan - June, 2019*
- `trip_id` : ID attached to each trip
- `bikeid` : ID attached to each bike
- `tripduration` : time of trip in seconds
- `starttime` : day and time trip started (CST)
- `endtime` : day and time trip ended (CST)
- `from_station_id` : station ID of trip start
- `from_station_name` : station name of start
- `to_station_id` : station ID of trip end



- `to_station_name` : station name of end
- `usertype` : *customer* or *subscriber*
- `birthyear` : birth year of rider
- `gender` : gender of rider

Divvy dataset: trips table



- `usertype` : *subscriber* or *customer*
- `birthyear` : birth year of rider
- `gender` : gender of rider

User types

Subscribers

- Commuters
- Share personal information
- `gender` and `birthyear`

Customers

- Tourists
- Don't share personal information
- `null` values

Note: *Subscribers can cancel their subscription and become customers. In that case, the `Gender` and `Birthyear` information will be kept.*

Missing values

- Known reason behind the missing information
- Retitle those labels
- Increase the available insights from the data



Example

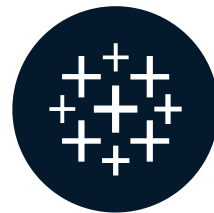
Usertype	Gender	Birthyear
Subscriber	Female	1993
Subscriber	Male	1964
Customer	Null	Null
Customer	Female	1987

Usertype	Gender	Birthyear
Subscriber	Female	1993
Subscriber	Male	1964
Customer	Day Pass Riders	Day Pass Riders
Customer	Female	1987

Let's practice!
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Exploring user data

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Building a KPI dashboard

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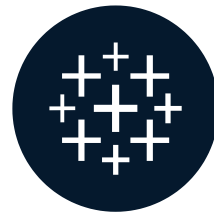
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The distribution of users

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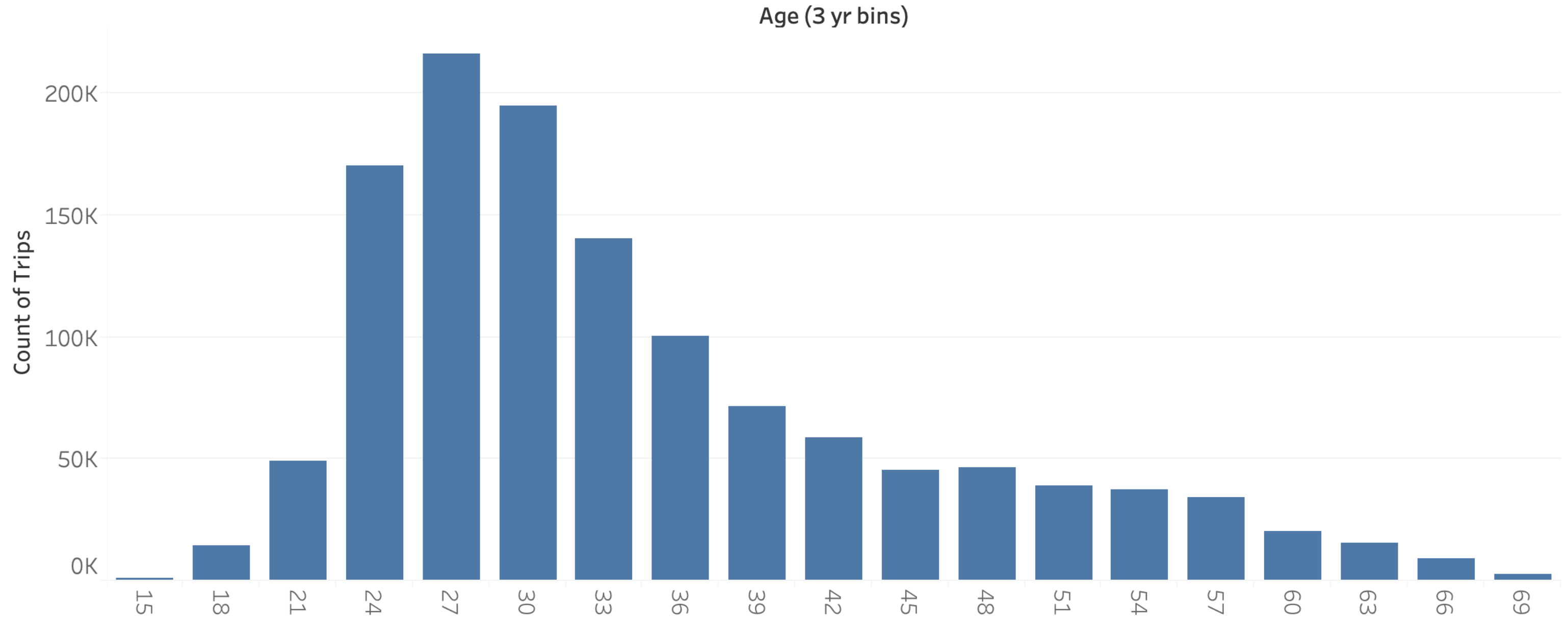
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User demographics

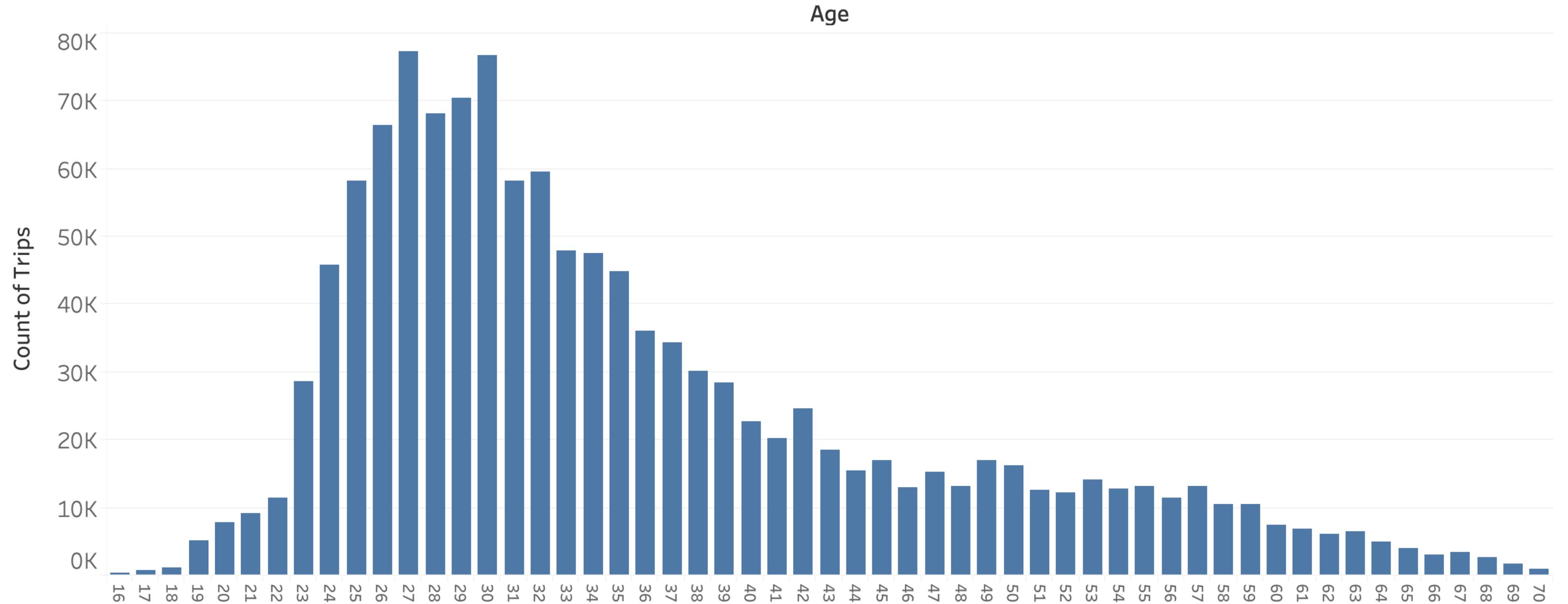
- `usertype` : *subscriber* or *customer*
- `gender` : gender of rider
- `birthyear` : birth year of rider



Visualizing user distribution



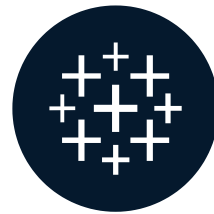
Visualizing user distribution



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Visualizing distributions

ANALYZING DATA IN TABLEAU



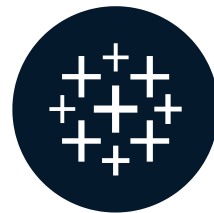
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Working with bins

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