

# Who are your customers?

ANALYZING DATA IN TABLEAU



**Sara Billen**

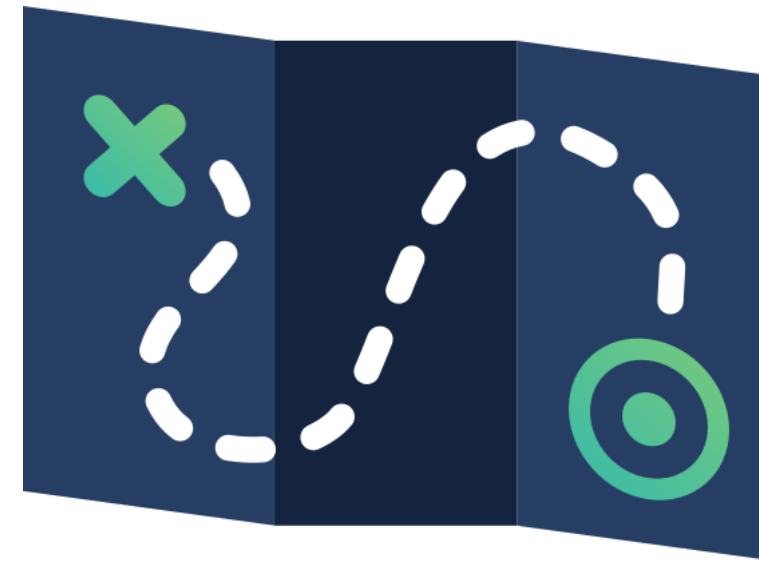
Curriculum Manager, Data Camp

# Investigating "Who"



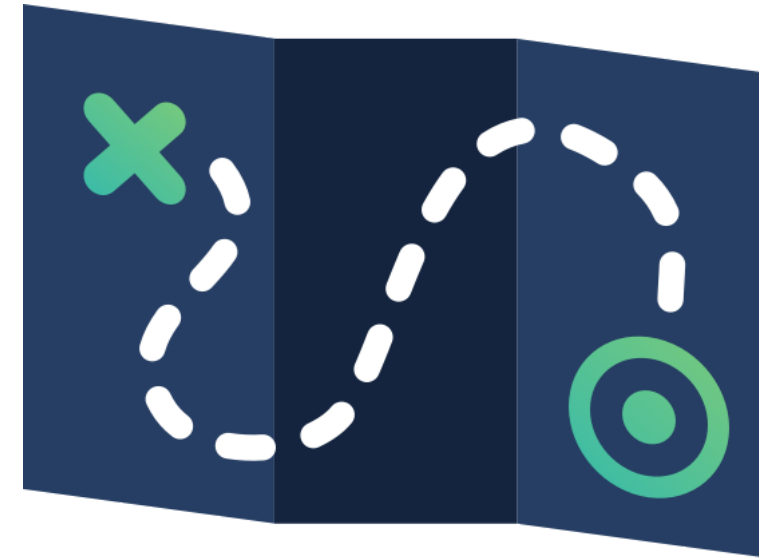
# Divvy dataset: trips table

- *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

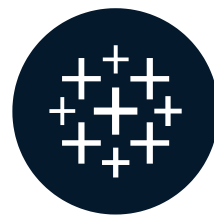
Usertype	Gender	Birthyear
Subscriber	Female	1993
Subscriber	Male	1964
Customer	Day Pass Riders	Day Pass Riders
Customer	Female	1987

**Let's practice!**  
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# Exploring user data

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# Building a KPI dashboard

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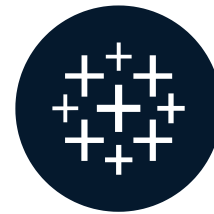
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# The distribution of users

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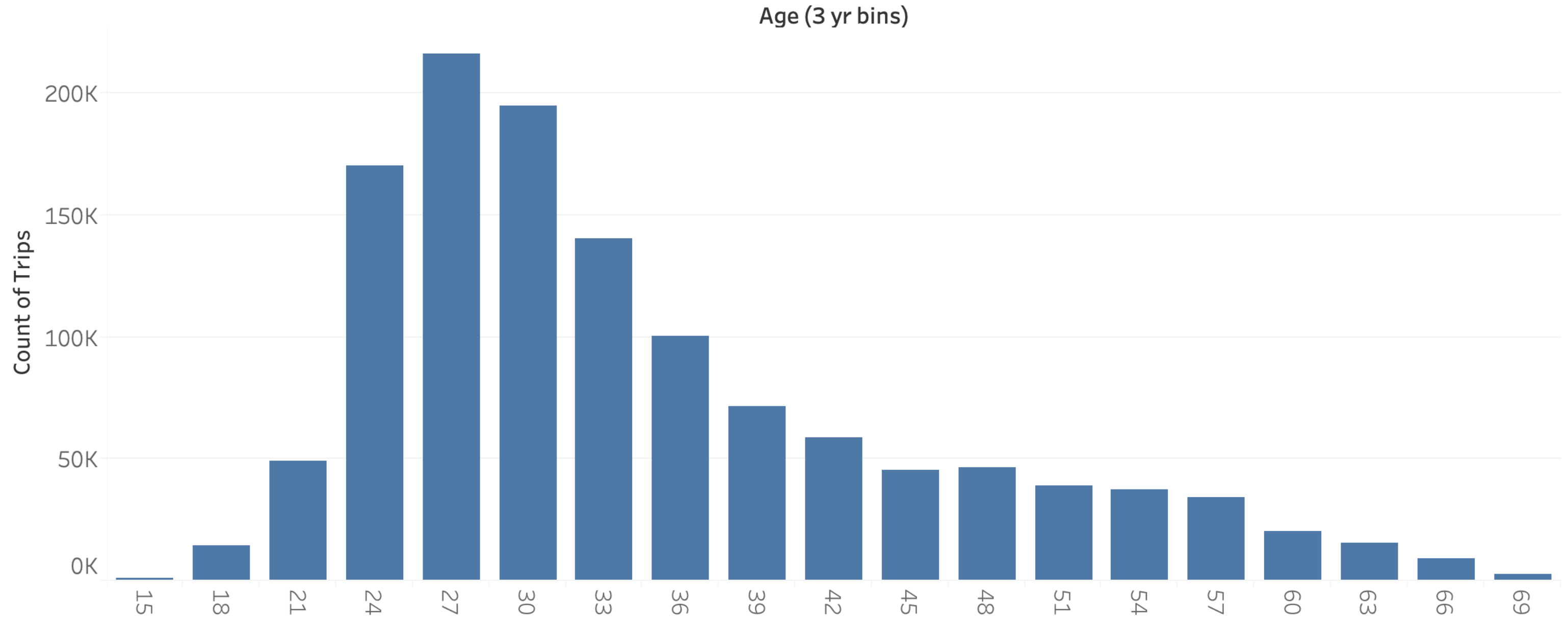
# User demographics

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

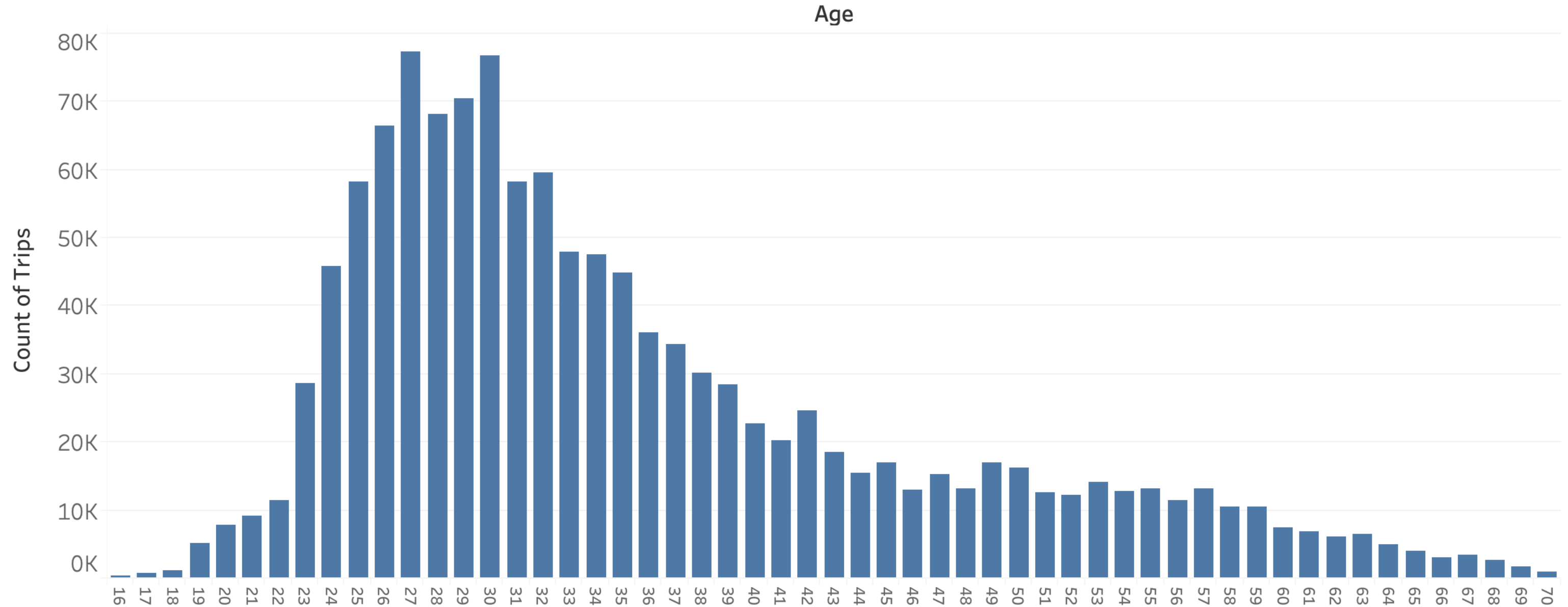




# Visualizing user distribution



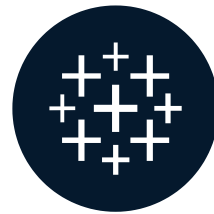
# Visualizing user distribution



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# Visualizing distributions

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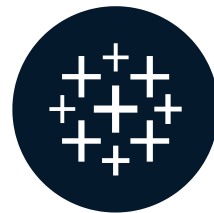
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# Working with bins

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