Who are your customers?

ANALYZING DATA IN TABLEAU

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datacamp

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
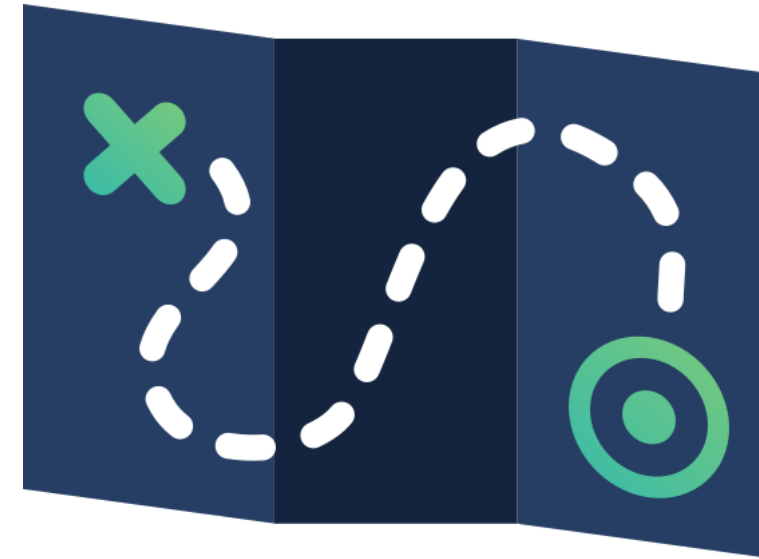
- `to station name` : station name of end

- `usertype` : *customer* or *subscriber*

- `birthyear` : birth year of rider

- `gender` : gender of rider

Divvy dataset: trips table
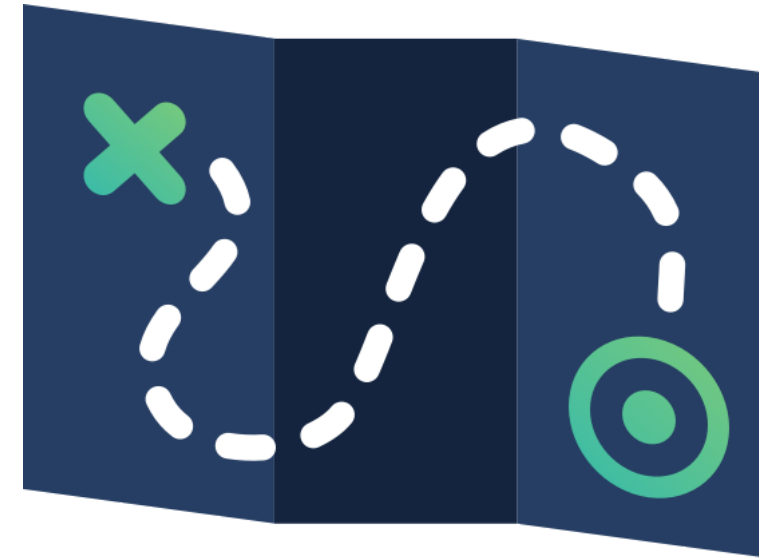
- `usertype` : *subscriber* or *customer*

- `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!

ANALYZING DATA IN TABLEAU

Exploring user data

ANALYZING DATA IN TABLEAU
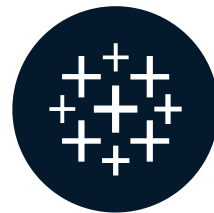
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Building a KPI dashboard

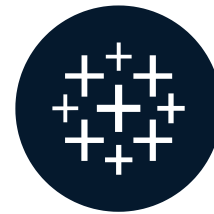## ANALYZING DATA IN TABLEAU

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The distribution of users
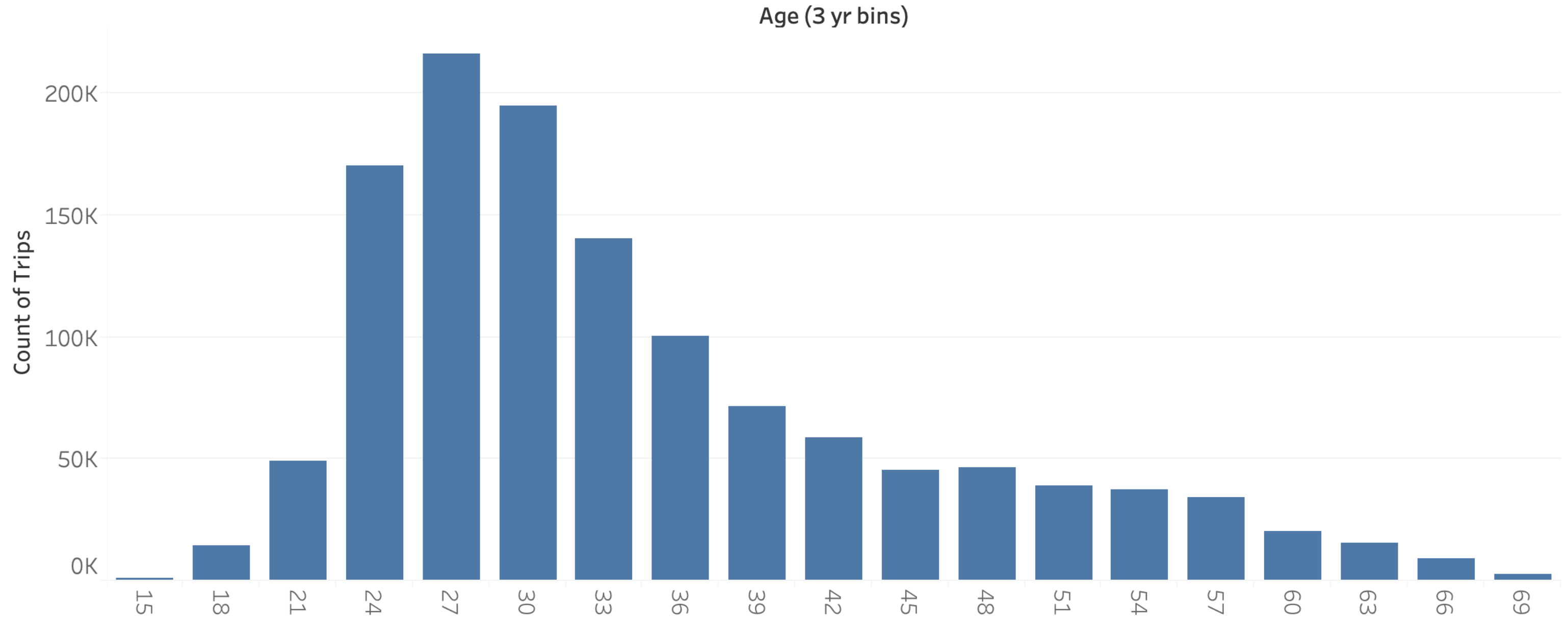
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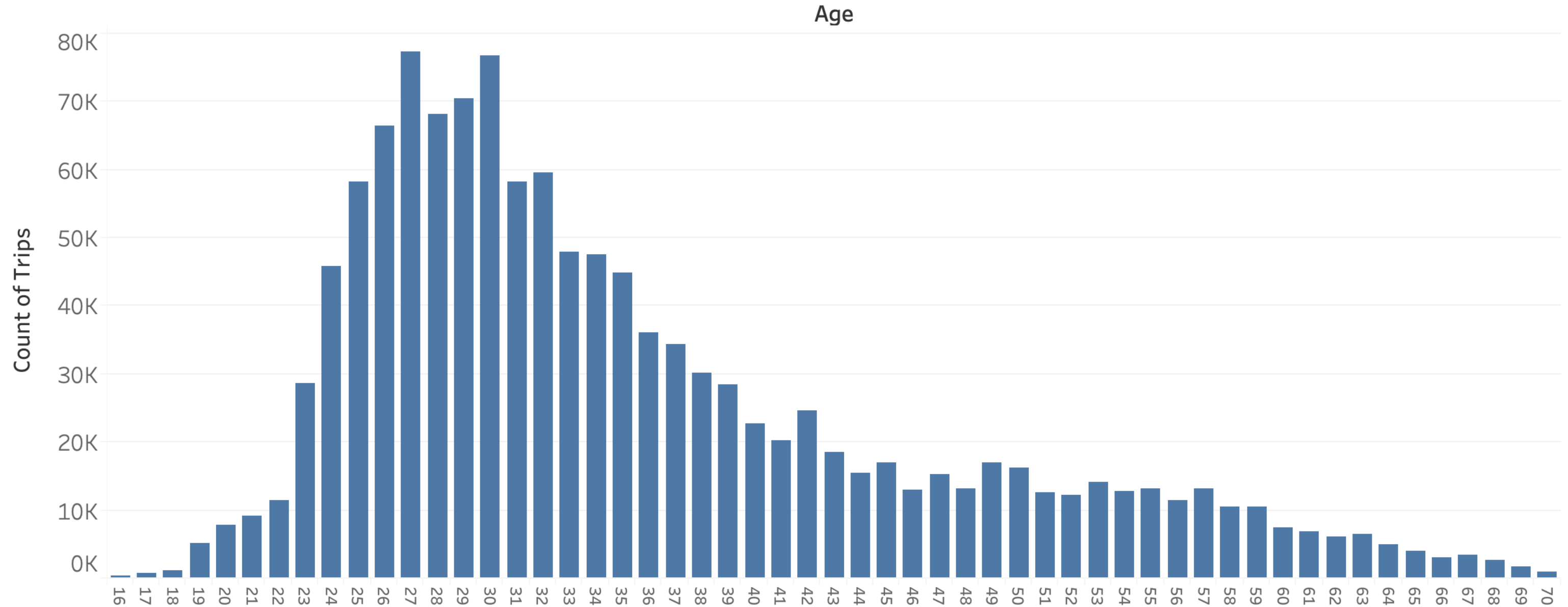Curriculum Manager, Data Camp

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User demographics

- `usertype` : *subscriber* or *customer*

- `gender` : gender of rider

- `birthyear` : birth year of rider

Visualizing user distribution

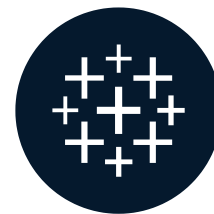Age (3 yr bins)

Visualizing user distribution

Let's practice!

ANALYZING DATA IN TABLEAU

Visualizing distributions
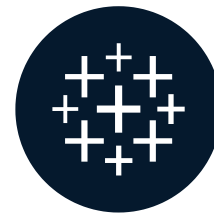
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Working with bins

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