

Transportation Data Analysis Project

User

The project involves analyzing public transportation data to assess service efficiency, on time performance, and passenger feedback. The objective is to provide insights that support transportation improvement initiatives and enhance the overall public transportation experience. This project includes defining analysis objectives, collecting transportation data, designing relevant visualizations in IBM Cognos, and using code for data analysis.

Design Thinking:

Analysis Objectives: Define specific objectives for analyzing public transportation data, such as assessing on-time performance, passenger satisfaction, and service efficiency.

Data Collection: Identify the sources and methods for collecting transportation data, including schedules, real-time updates, and passenger feedback.

Visualization Strategy: Plan how to visualize the insights using IBM Cognos to create informative dashboards and reports.

Code Integration: Decide which aspects of the analysis can be enhanced using code, such as data cleaning, transformation, and statistical analysis.

It looks like you've outlined a comprehensive project involving the analysis of public transportation data. Here's a breakdown of your Design Thinking approach:

Analysis Objectives: Clearly defining your objectives is crucial. Assessing on-time performance, passenger satisfaction, and service efficiency are excellent starting points. Make sure these objectives are specific, measurable, achievable, relevant, and time-bound (SMART).

Data Collection: Identifying sources and methods for collecting data is essential. You mentioned schedules, real-time updates, and passenger feedback as potential sources. Consider the feasibility and reliability of each source and how they can be integrated into your analysis.

Visualization Strategy: Planning how to present your insights is key for effective communication. Using IBM Cognos to create dashboards and reports is a good choice. Think about what visualizations best convey your findings, such as charts, graphs, and maps.

Code Integration: Integrating code into your analysis process can enhance data quality and depth. Consider using code for tasks like data cleaning, transformation, and statistical analysis. Popular tools like Python with libraries such as Pandas and Matplotlib can be powerful for this purpose.