Mark Regini

Task 6.7

Creating Data Dashboards

**Guidance Questions:**

* Who: Citibike operations specialists and potential employers looking at portfolio pieces.
* Why: To analyze trip data gathered by usage of the service to determine any correlations or insight that can be gained from it.
* What: The storyboard will provide insight into the analysis process and explain any findings that were found.
* When: This will be used by Citibike to determine how to effectively distribute bikes, when to market the service through advertisements and promotions, and other useful metrics to increase efficiency of service.
* Where: The dashboard will be hosted on Tableau Public, with code and summation stored within Github.

**Storyboard Planning:**

1. Introduction board: Include maps of the start and end trips using map visualization, with an explanation of what Citibike is and what we are going to explore
2. Exploratory analysis: Outline process of exploratory analysis, with what questions arose from this. Use visualizations created within this exploration. Introduce the hypothesis we will be looking into.
3. Include boards that display and interpret the analysis completed. Explain what insight was gathered from it, or what we can gain from lack of insight.
4. Final board: What has been definitively found out from the analysis? What questions arose from any lack of insight found? Limitations that arose from the data. Propose any further steps that should be taken.

**Sources:**

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Michigan, University. “Nasdaq Data Link.” *Data.nasdaq.com*, 9 Aug. 2022, data.nasdaq.com/data/UMICH/SOC37-university-of-michigan-consumer-surveybuying-conditions-for-vehicles. Accessed 9 Aug. 2022.

Cummings, Ryan. “Citi Bike Data.” *Www.kaggle.com*, 2020, www.kaggle.com/datasets/ryanmcummings/citi-bike-data. Accessed 9 Aug. 2022.