Who are your customers?

ANALYZING DATA IN TABLEAU

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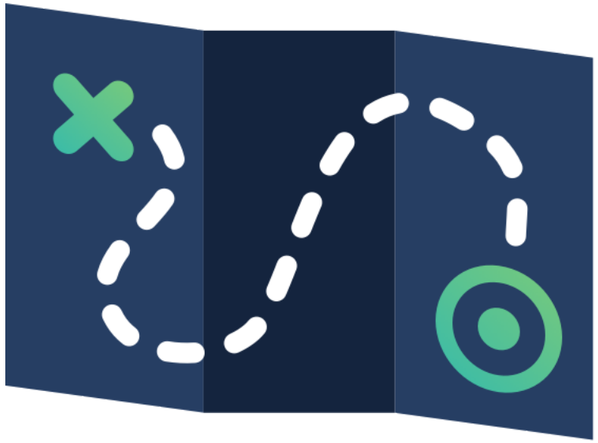
Investigating "Who"

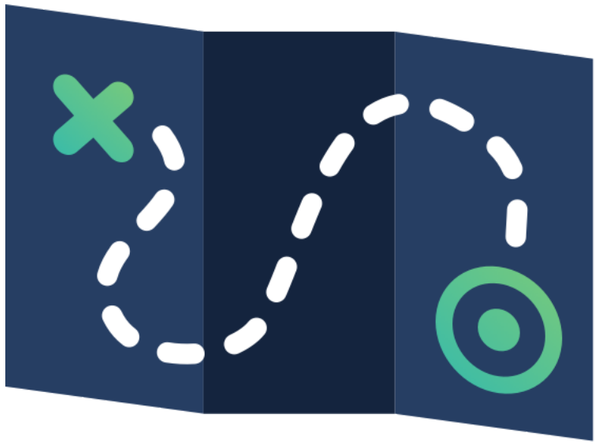
Divvy dataset: trips table

- *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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The distribution of users

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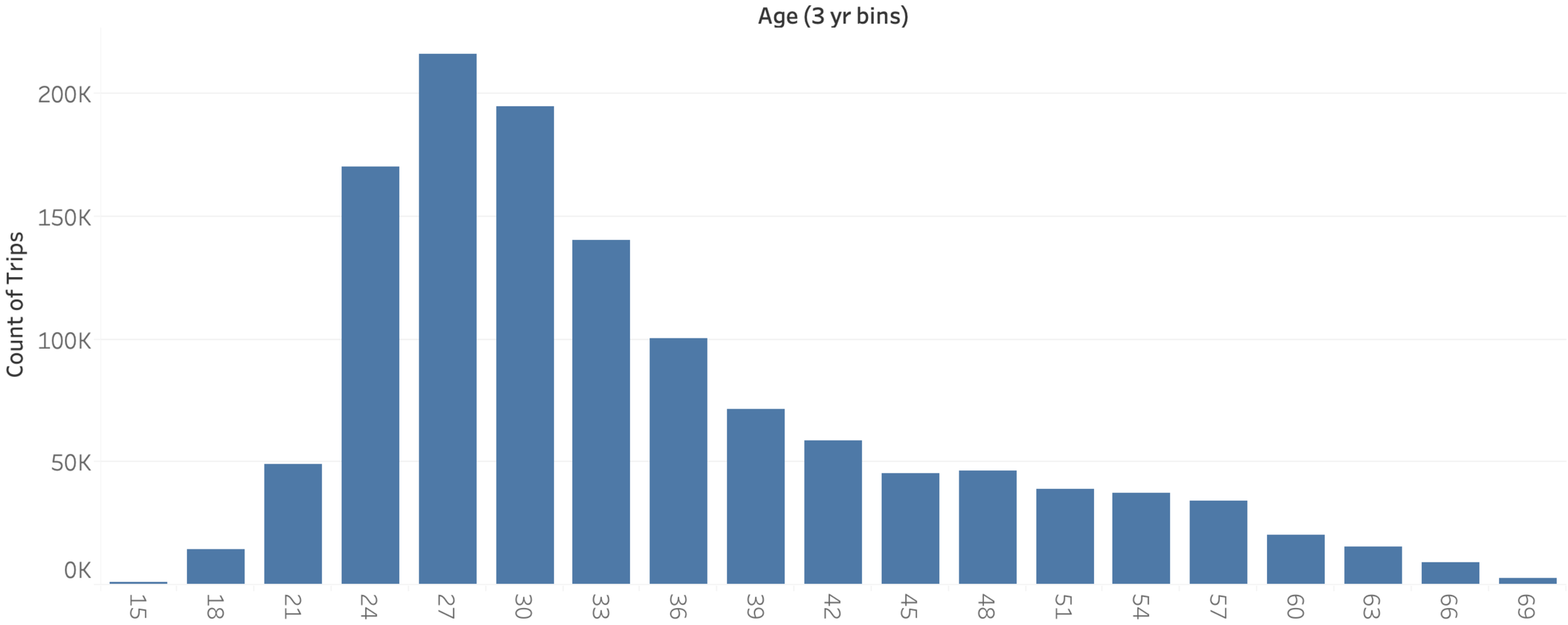
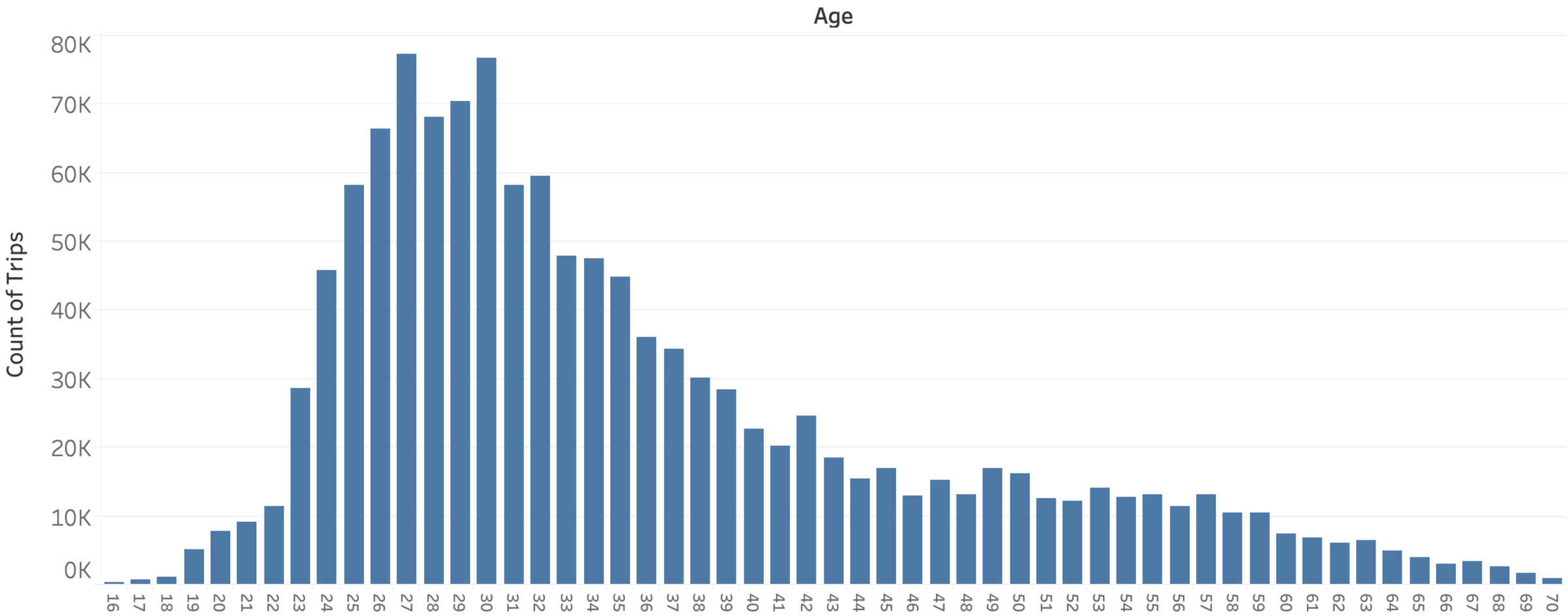
User demographics

- `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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Working with bins

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