

Blurb explaining our project/provided visualizations - why we wanted to do it and what we're looking at.

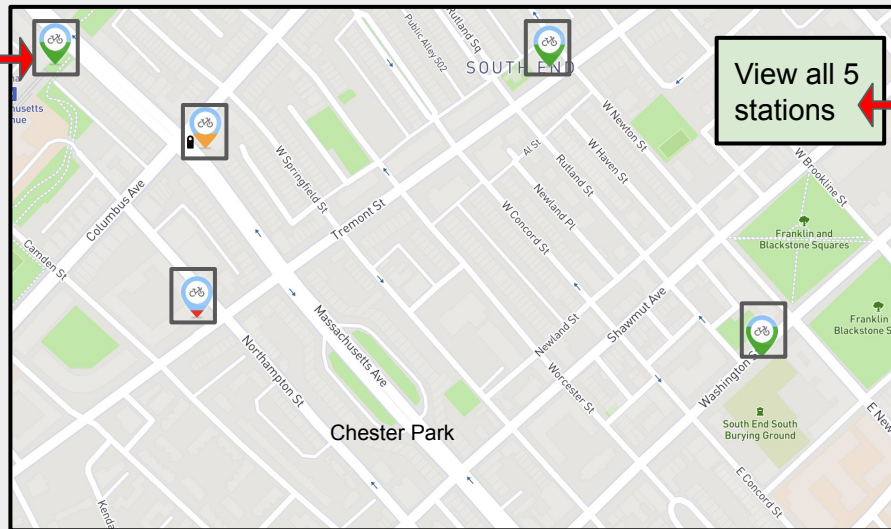
Click here to view Bluebikes User Demographics in Chester Square area (pg 7)



Explore Bluebikes User Demographics

Explore Bluebikes Hourly Usage

Click on any specific station to view Bluebikes Hourly Usage for selected station (pg 3)



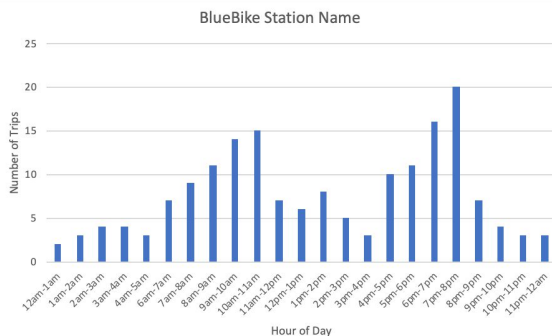
View all 5 stations

Click here to view Bluebikes Hourly Usage for all 5 stations (pg 2)

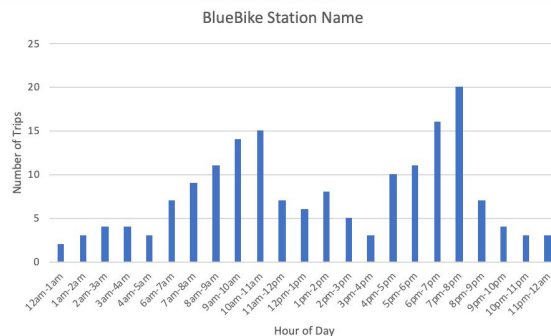
Explore Bluebikes Hourly Usage

[Click a station to explore further](#)

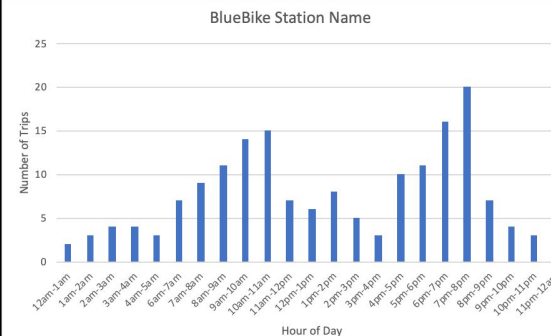
Mass Ave T Station



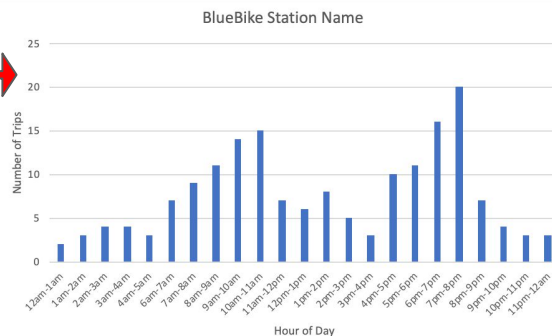
Tremont St at Northampton St



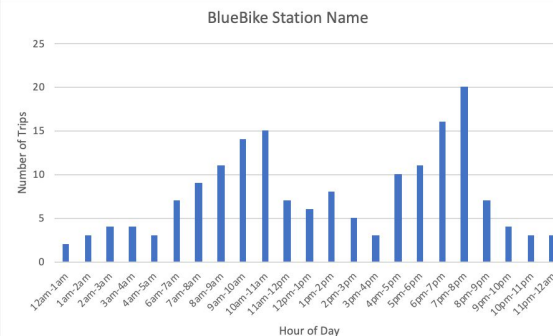
Columbus Ave at Massachusetts Ave



Washington St at Rutland St



South End Library - Tremont St at W Newton St



Click on any specific station graph to view Bluebikes Hourly Usage for selected station (pg 3)



Click to go back to main page (pg 1)





Explore Bluebikes Hourly Usage

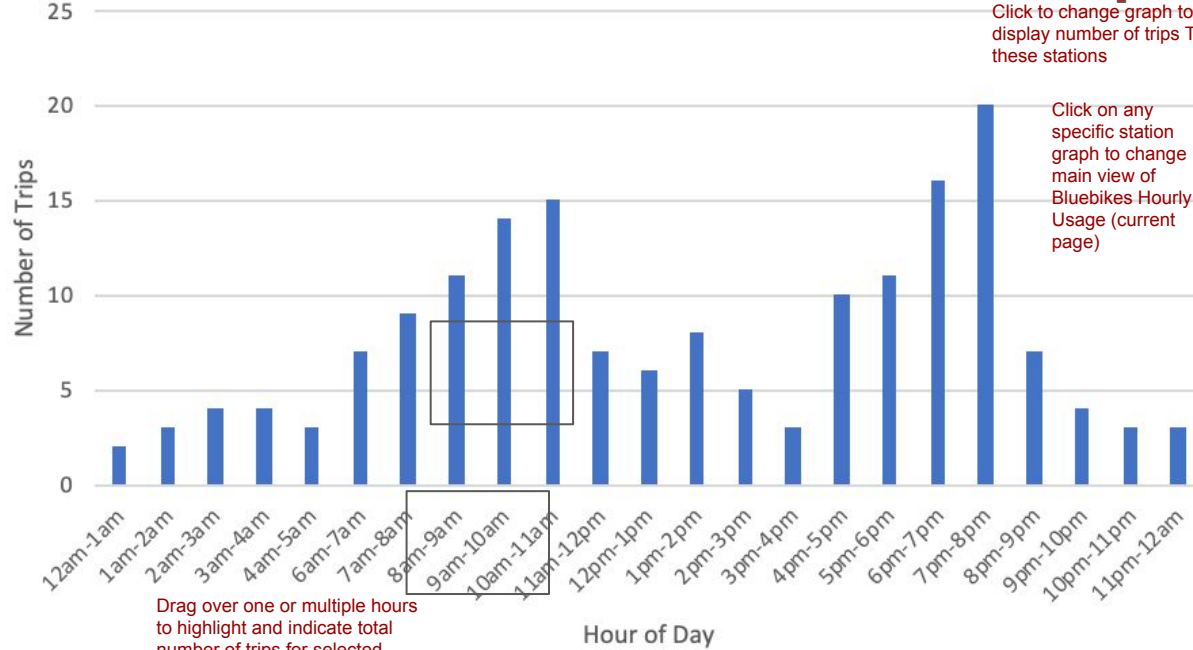
Click to display graphs for
number of trips FROM these
stations (current page)



Starting Station

Ending Station

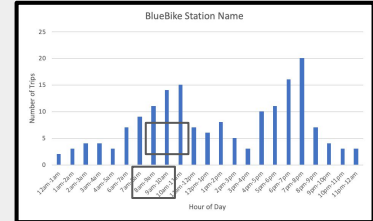
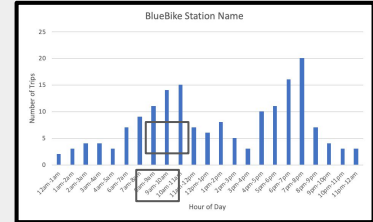
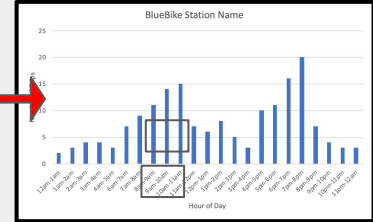
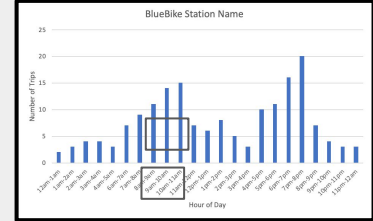
Click to go back to page
with all 5 stations (pg 2)



Drag over one or multiple hours
to highlight and indicate total
number of trips for selected
hours (pg 4)

Click to change graph to
display number of trips TO
these stations

Click on any
specific station
graph to change
main view of
Bluebikes Hourly
Usage (current
page)



Click to go
back to
main page
(pg 1)



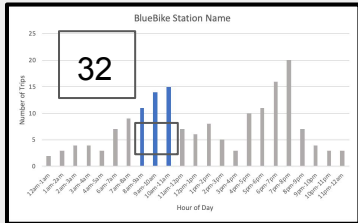
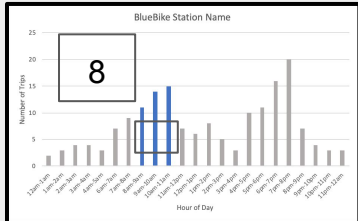
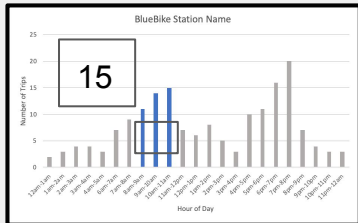
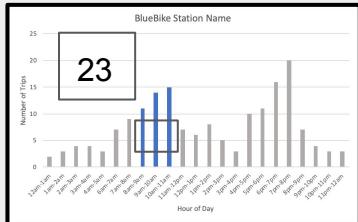
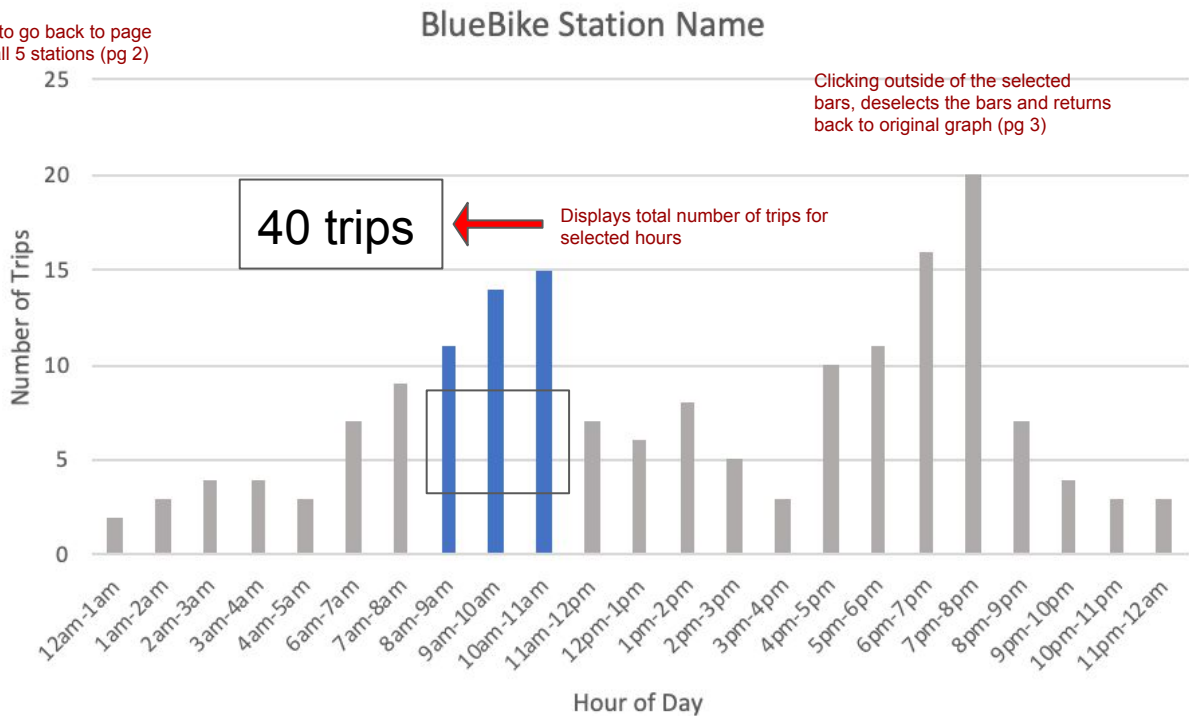


Explore Bluebikes Hourly Usage

Starting Station

Ending Station

Click to go back to page
with all 5 stations (pg 2)



Click to go
back to
main page
(pg 1)



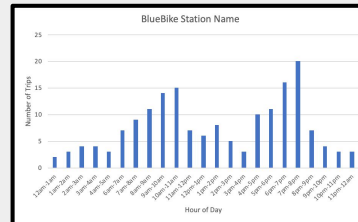
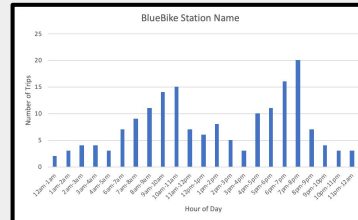
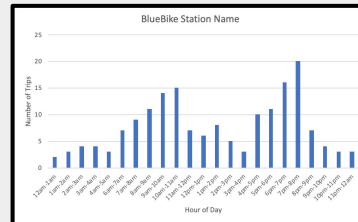
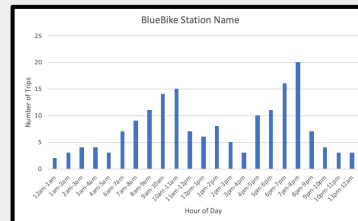
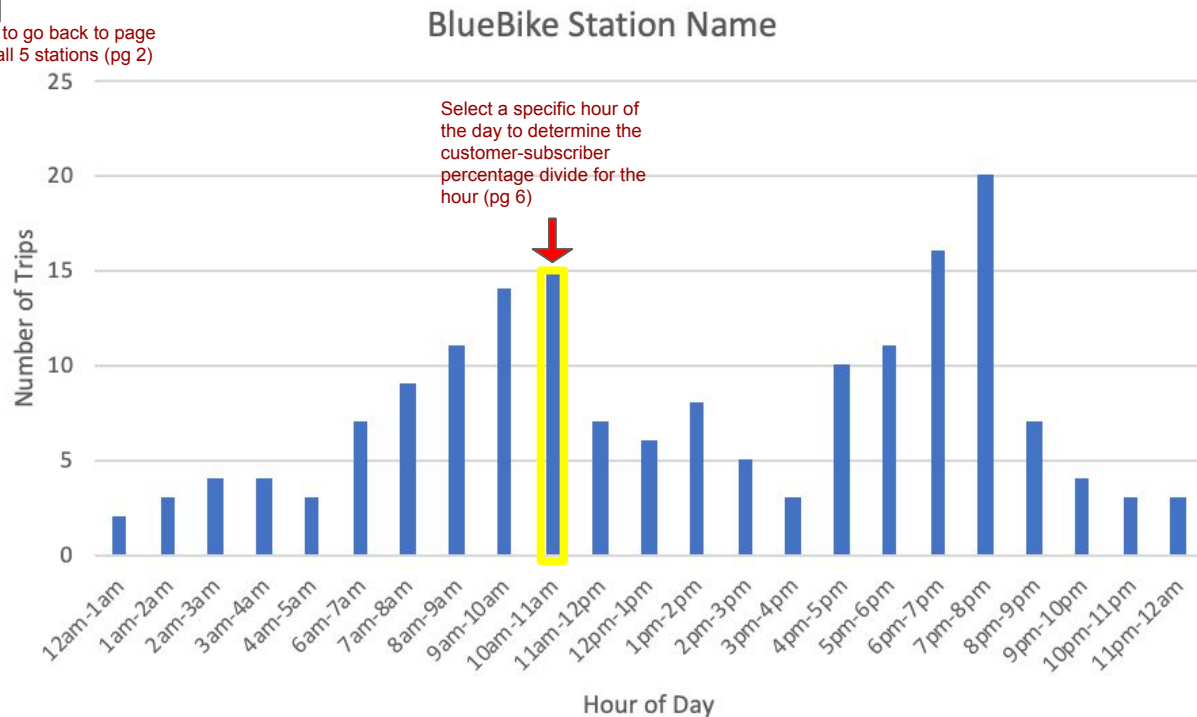


Explore Bluebikes Hourly Usage

Starting Station

Ending Station

Click to go back to page
with all 5 stations (pg 2)



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back to
main page
(pg 1)





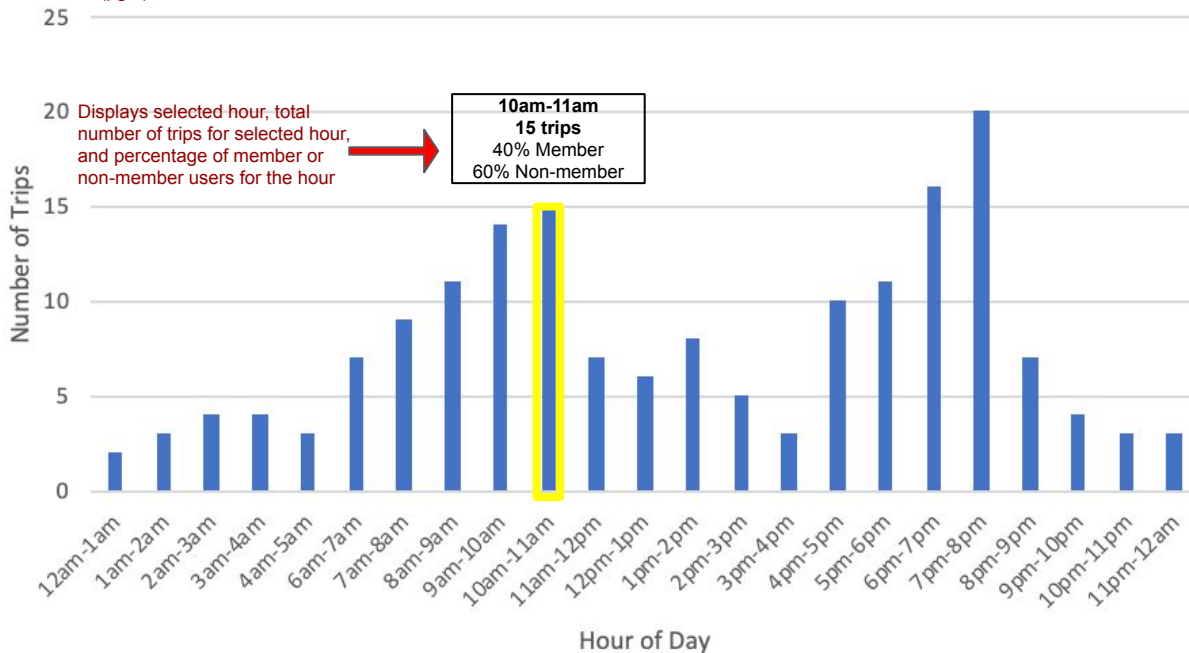
Explore Bluebikes Hourly Usage

Starting Station

Ending Station

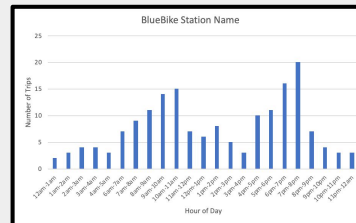
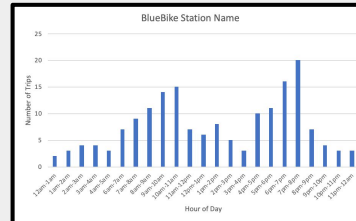
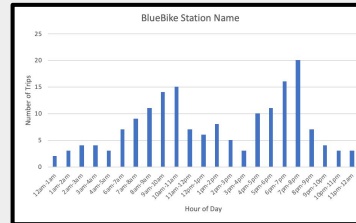
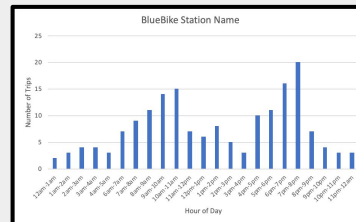
Click to go back to page
with all 5 stations (pg 2)

BlueBike Station Name



Displays selected hour, total
number of trips for selected hour,
and percentage of member or
non-member users for the hour

10am-11am
15 trips
40% Member
60% Non-member

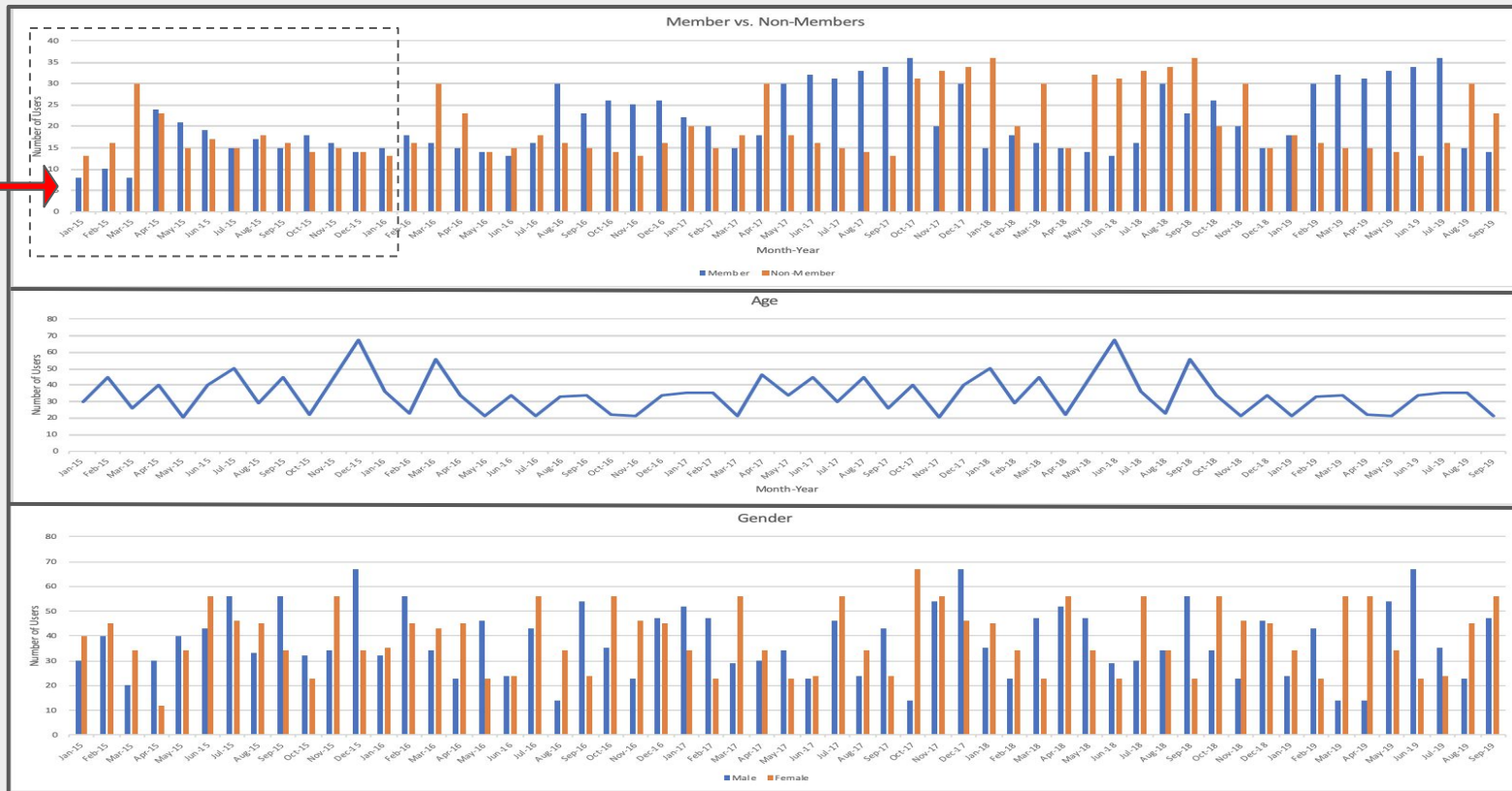


Click to go
back to
main page
(pg 1)



Explore Bluebikes Demographics

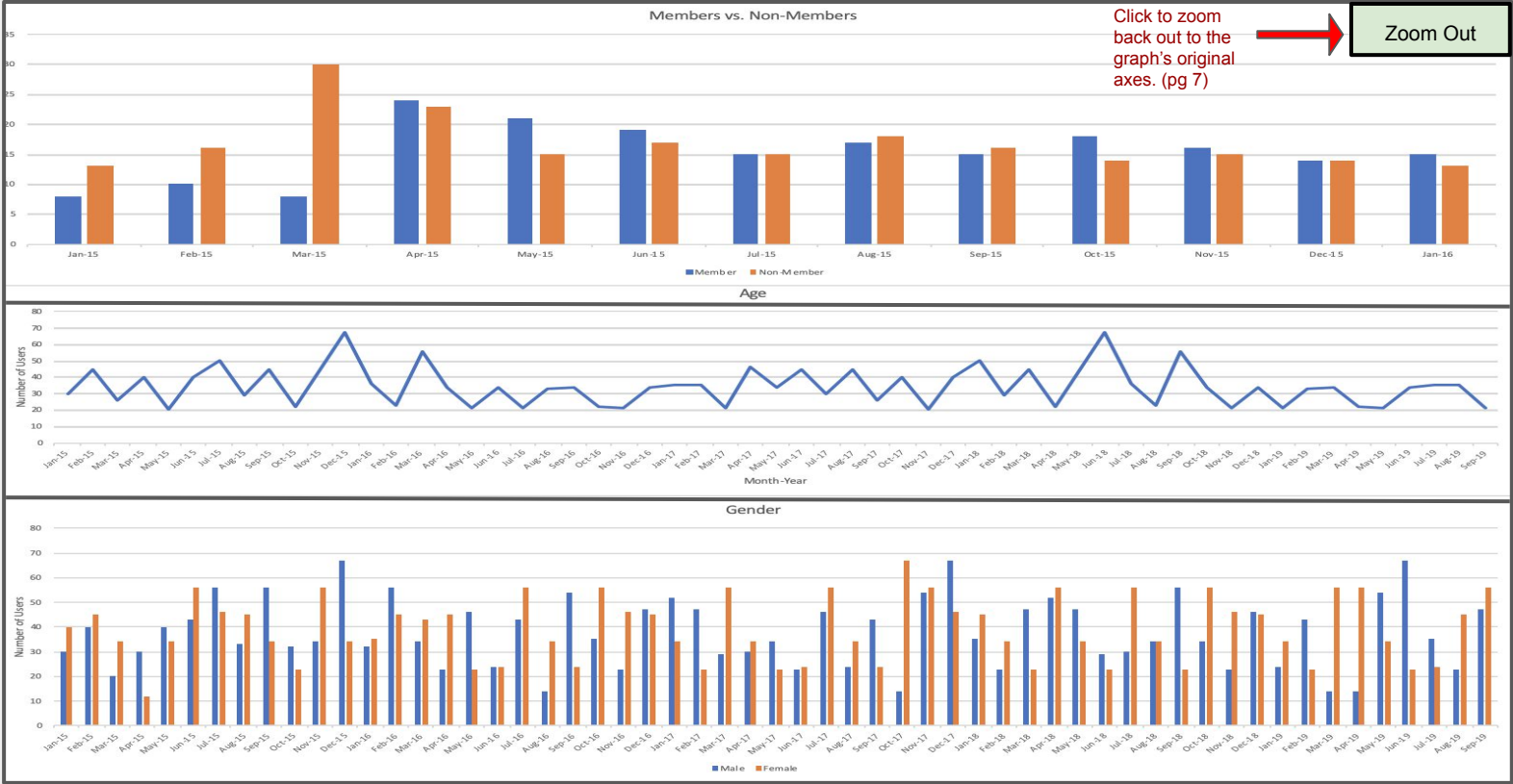
Zoom in any graph to filter the view for a particular set of years and months. (pg 8)



Click to go
back to main
page (pg 1)



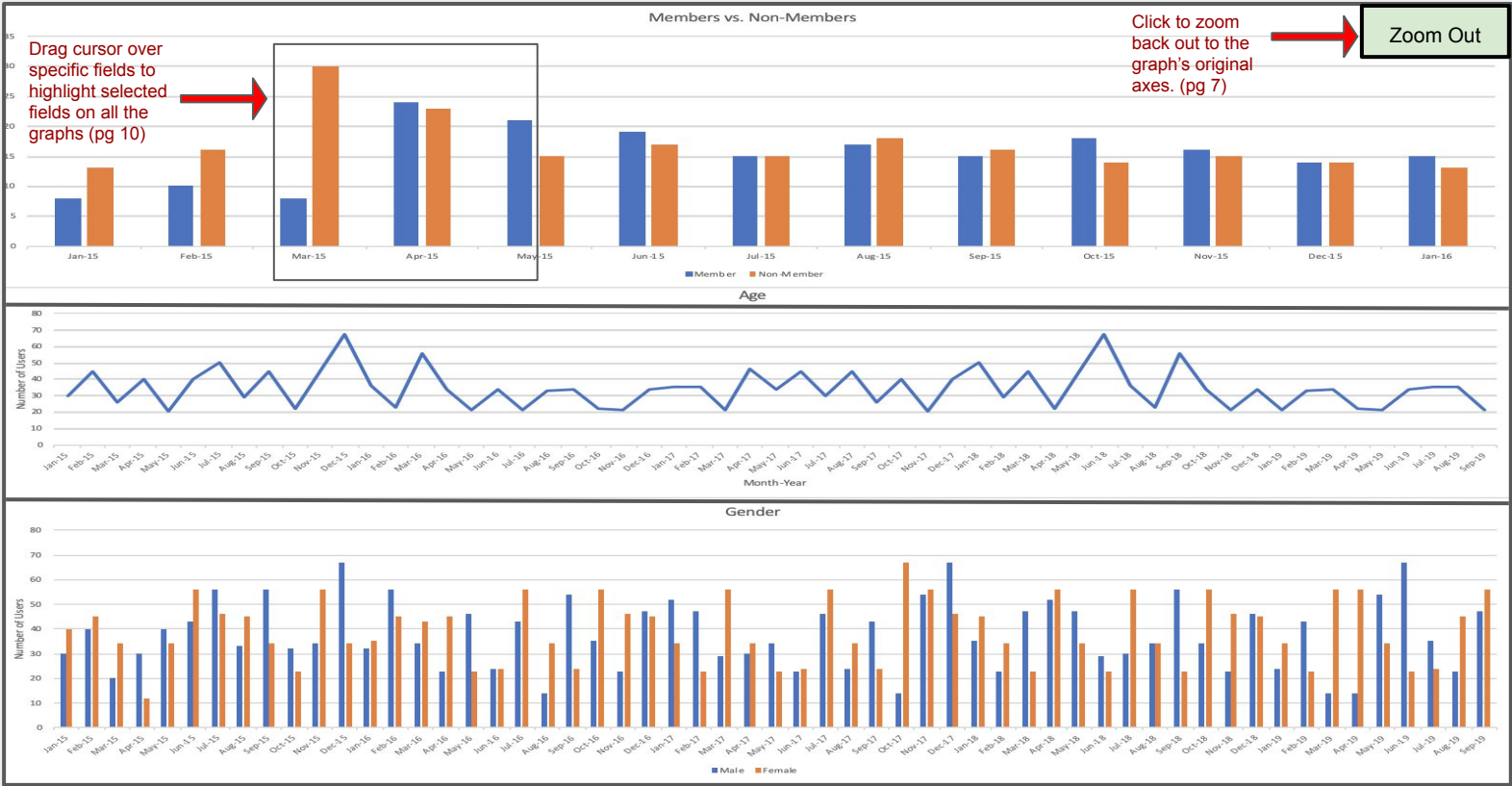
Explore Bluebikes Demographics



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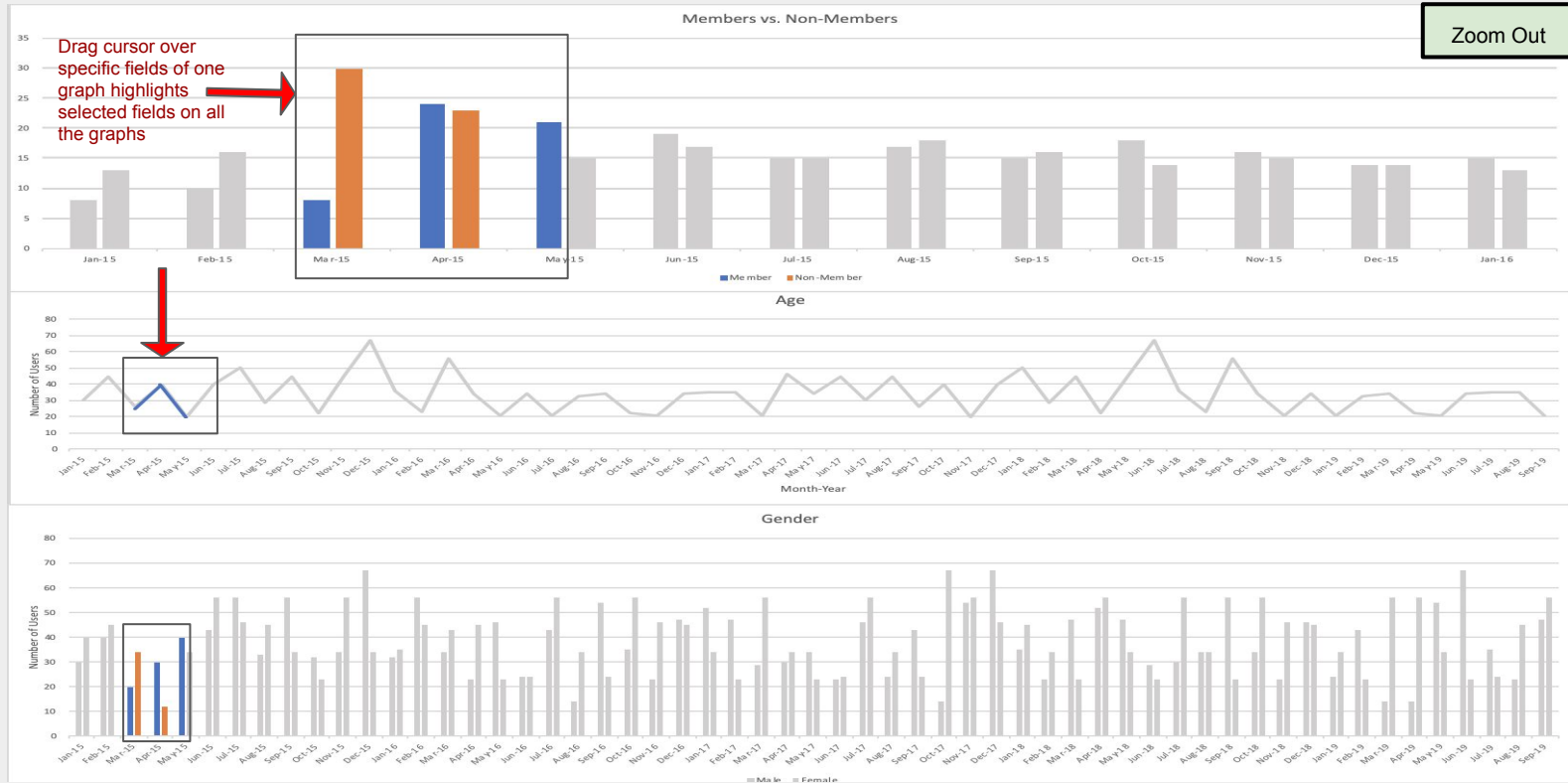
Explore Bluebikes Demographics



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Explore Bluebikes Demographics



Click to go back to main page (pg 1)



Reflection

We decided to focus on just the Bluebikes data because we felt there was more we could extract from that dataset such as demographic breakdown of cyclists, split between subscribers vs. non-subscribers of Bluebikes that directly tied to some of the domain tasks we wanted to answer. We moved away from the Boston Crash dataset because there was a limited amount of relevant or significant data we could draw from. From our research and exploring the datasets, we discovered that there are relatively short trip durations at the 5 stations around Chester Square. For this project, we have decided to zoom in on the demographic breakdown of each station (by age and gender), number of trips taken at each station broken down by hour as well as the split between Bluebikes subscribers and non-subscribers. We want to do this to explore the feasibility of whether an additional station in the area would be beneficial. We have hypothesized from exploring the dataset that there might be more *younger subscribers* in the area that are taking shorter trips in order to avoid their alternative 20 min walk and that it could be beneficial for Bluebikes to consider another location in the area to increase accessibility to their existing subscribers, thereby increasing bike usage in Chester Square. We hope that this will be able to help answer our existing domain tasks regarding the breakdown of subscribers and non-subscribers in addition to adding another Bluebikes station in the area.