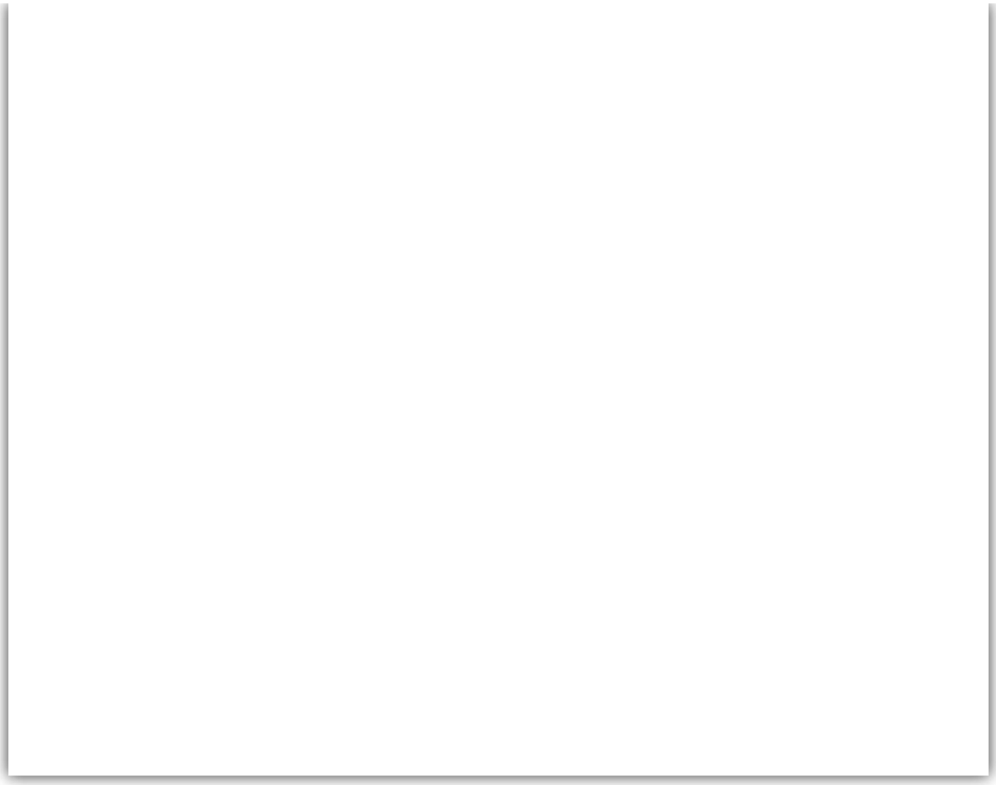
14.3.1 Find Top Starting Locations

You've answered two questions about the data using Tableau: (1) what is the breakdown of annual subscribers vs. short-term customers, and (2) what are the peak hours for bike rentals? These answers will help you broker a strategic conversation with investors. There are more questions to ask the data, however. For example, what are the highest-traffic locations? Understanding both when and where people use Citi Bike will help you plan your pilot in Des Moines. So you decide to find the top locations for starting a bike journey among Citi Bike customers.

Now we're going to use the data to find the most popular stations in the city for starting a bike journey. We'll start by creating a worksheet.

What Are the Top Bike Stations in the City for Starting a Journey?

Create a new worksheet by following the steps you completed previously.



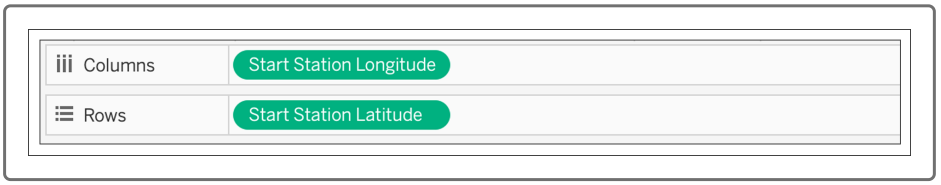
Look at the bottom of your workspace and find the sheet you just created. Double-click the text in the tab, and then type "Top Starting Locations."

We'll be creating a basic symbol map to visualize the top 10 starting locations. A **symbol map** is a map with symbols that correlate to the numeric value of the map location. The most popular starting locations will be marked by larger symbols on the map.

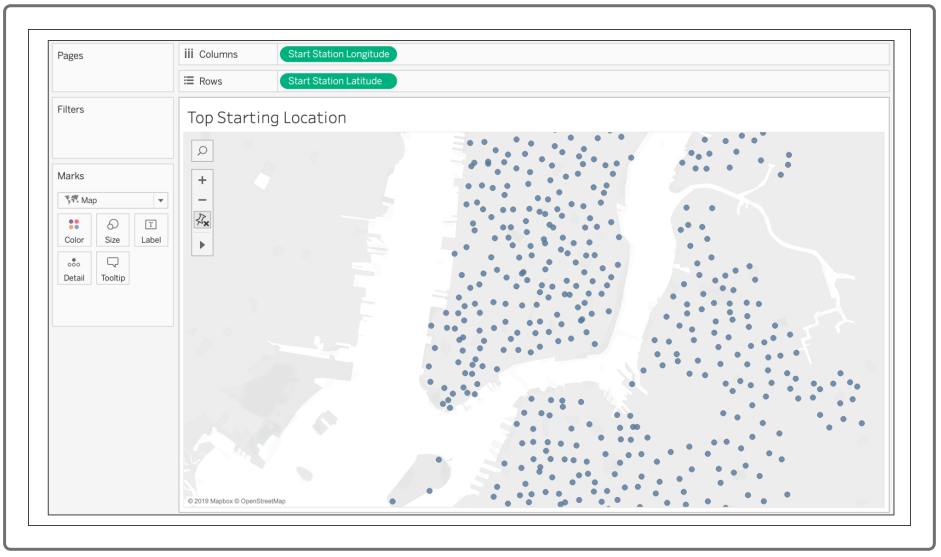
Create a Symbol Map

Let's begin by identifying the dimensions and measures we need. The measures we'll need for our map are the Start Station Latitude and Start Station Longitude. These measures will provide the geographic location of the bike rental starting points. We'll also need the Number of Records dimension.

Drag the "Start Station Longitude" measure to the Columns section and "Start Station Latitude" to the Rows section. Note that you will need to change these to dimensions by clicking the arrow for each item and selecting "Dimension." The following image shows what your window will look like after dragging the measures to the Columns and Rows sections. Note that "Start Station Latitude" and "Start Station Longitude" should not be preceded by "AVG" or "SUM."



When the measures are in place, we need to move them over to the Marks section. The type of plot may be set to "Automatic," which should be changed to "Map." Here's what the symbol map will now look like:

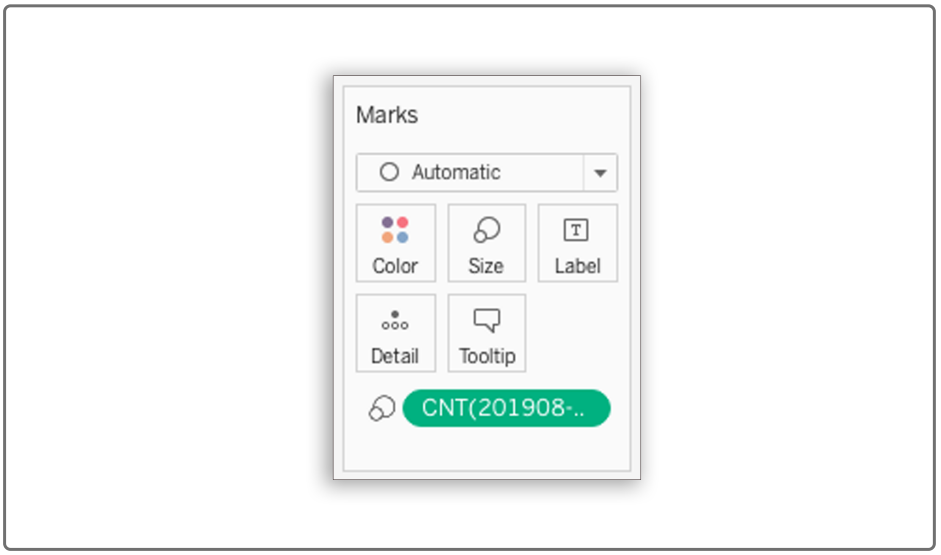


Notice that all of the symbols are the same size. Remember that we want the most popular starting locations, which means we need to adjust the size and color to represent the popularity of a given location.

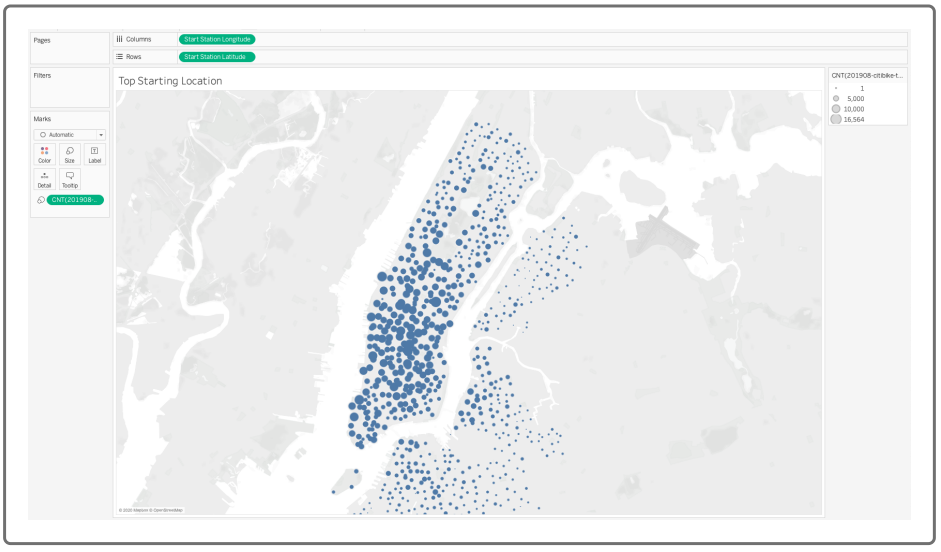
Adjust Size and Color of the Symbols

First, we'll adjust the size of the symbols so we can determine the most popular locations at a glance.

Drag the `201908-citibike-tripdata.csv (Count)` measure into the Size button within the Marks section.

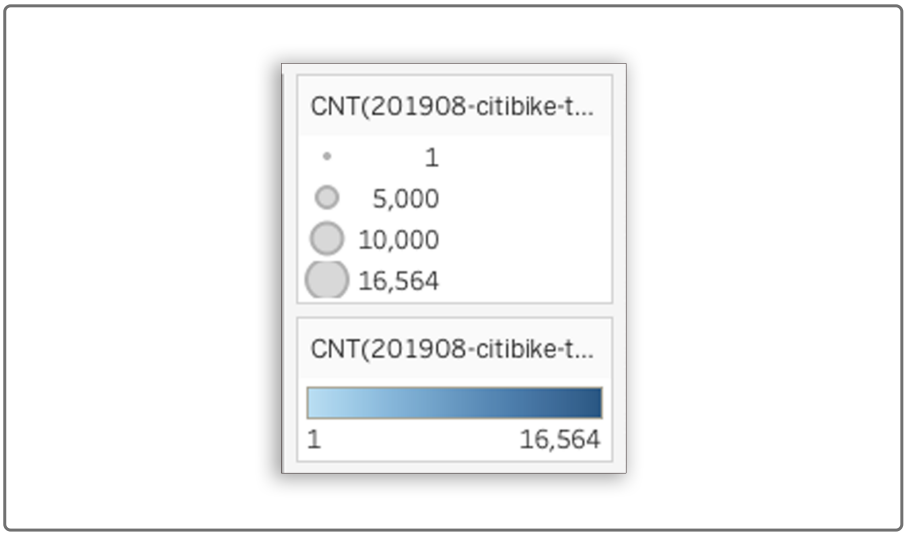


When the sizing mark is added, your symbol map will look like the following:

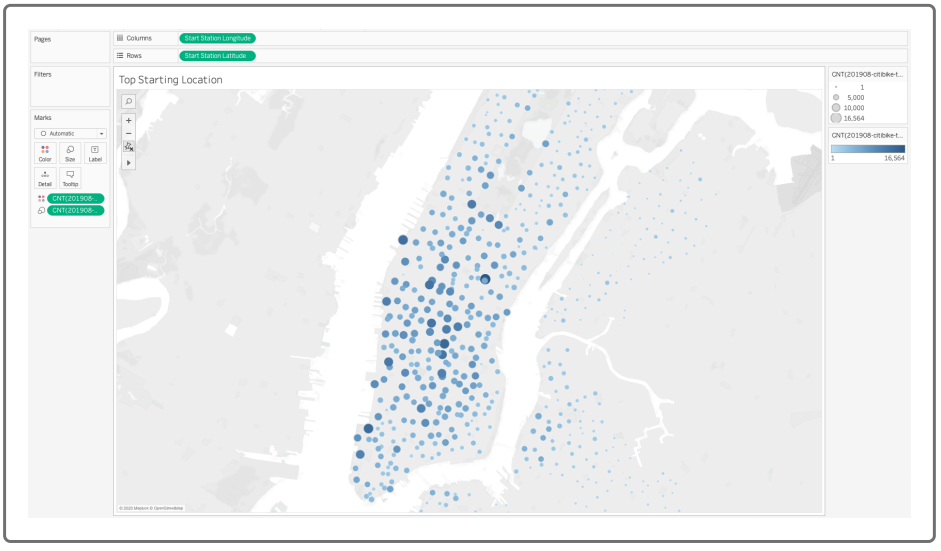


NOTE

> If you look to the right of the symbol map, you'll notice another box with a legend that visually explains what the dots represent. This is important, as you'll need to understand what the dots convey to your audience.



Now that the symbol size has been adjusted, let's work on the colors. We want to adjust the colors to help us differentiate between the most popular locations and less popular locations. To do this, drag the `201908-citibike-tripdata.csv (Count)` measure into the Color mark. The map should now look like this:



Great work! We've created our first symbol map, which will allow us to tell a story with our data later. Next, let's create a symbol map for the most popular bike ride ending locations.