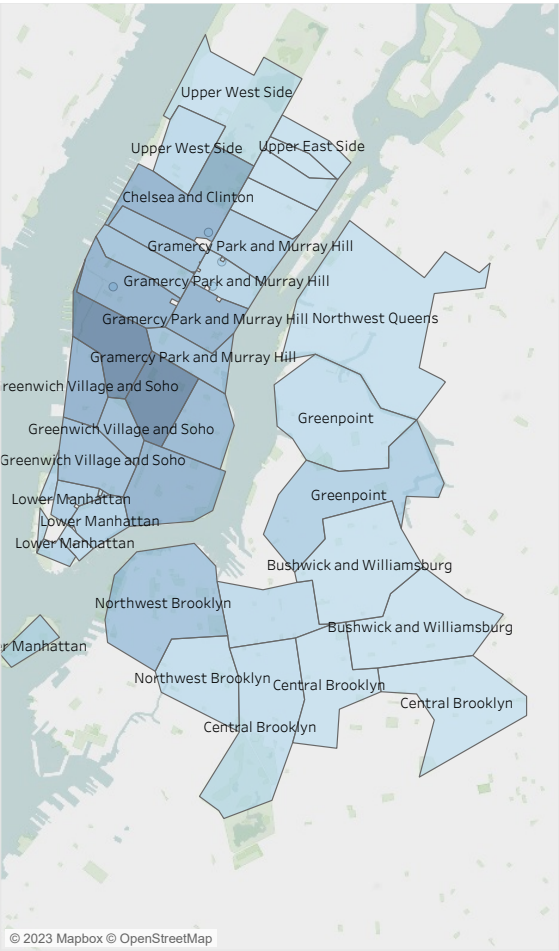


Google Business Intelligence Certificate: Cyclistic Exemplar

Summer Trends	Seasonality	Top Trips
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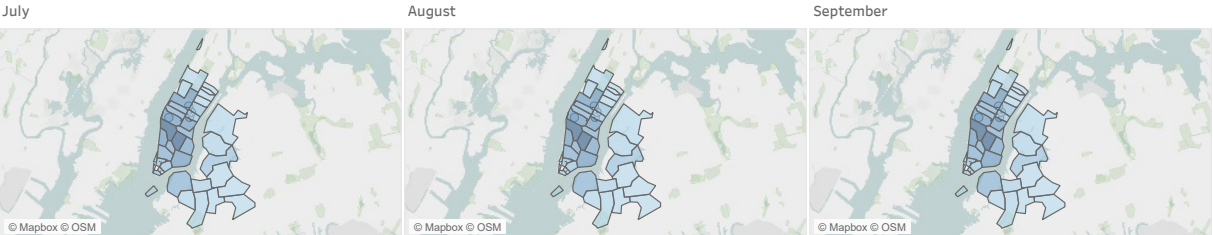
Cyclistic Summer Trends (click on map to filter table)



Seasonal trends of stations (effect of filters in parentheses)

Bike ID (all)		User Type (maps)		Metrics (all maps)		Month (main map & table)		Neighborhood Start (all)		Neighborhood End (all)	
All		All		# of Trips		All		All		All	
Neighbo..	Neighborhood End	Customer		Subscriber		Grand Total					
		# Trips	Avg Trip Duration	# Trips	Avg Trip Duration	# Trips	Avg Trip Duration				
Grand Total		574,527	31	2,924,501	15	3,499,028	17				
Bushwick and Williamsburg	Total	2,736	44	6,794	17	9,530	25				
	Bushwick and Williamsburg	686	72	2,124	9	2,810	24				
	Central Brooklyn	362	33	941	14	1,303	19				
	Chelsea and Clinton	14	111	114	38	128	46				
	Gramercy Park and Murray Hill	9	47	61	38	70	39				
	Greenpoint	955	30	1,767	18	2,722	22				
	Greenwich Village and Soho	42	64	167	30	209	37				
	Lower East Side	184	34	377	34	561	34				
	Lower Manhattan	22	80	128	48	150	52				
	Northwest Brooklyn	451	42	1,037	18	1,488	25				
	Northwest Queens	9	32	61	35	70	35				
	Tribeca			5	34	5	34				
	Upper East Side	2	45	9	40	11	41				
	Upper West Side			3	73	3	73				
Central Brooklyn	Total	4,528	53	24,013	19	28,541	24				
	Bushwick and Williamsburg	329	91	956	15	1,285	35				
	Central Brooklyn	1,025	89	6,277	11	7,302	22				
	Chelsea and Clinton	31	225	410	45	441	58				
	Gramercy Park and Murray Hill	12	80	298	39	310	40				
	Greenpoint	845	33	1,684	44	2,529	40				
	Greenwich Village and Soho	66	79	788	31	854	35				
	Lower East Side	172	34	1,284	30	1,456	31				

Trend by Month



Summer Trends	Seasonality	Top Trips
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Trip Totals



			2019												2020											
Borough St..	Neighborho..	Zip Code St..	January	February	March	April	May	June	July	August	Septemb..	October	November	December	January	February	March	April	May	June	July	August	Sept			
Brooklyn	Bushwick and William..	11206 11221																				1,566	5			
	Central Brooklyn	11216 11233 11238	492	422	626	1,154	1,051	1,257	1,261	1,384	1,221	1,028	666	463	341	274	420	1,005	1,594	1,344	1,674	2,021	3			
																							59			
			1,956	1,698	2,676	4,236	5,213	6,107	5,849	5,805	5,336	4,126	2,730	1,820	1,557	1,013	1,839	3,876	5,813	5,402	5,979	6,755	7			
	Greenpoint	11211 11222	2,191	1,902	4,243	7,883	11,167	12,635	12,190	12,640	11,033	8,699	4,883	2,995	2,032	1,251	3,026	9,052	15,110	11,842	13,560	23,191	36			
																							6,662	17		
	Northwest Brooklyn	11201 11205 11217	10,835	7,539	15,982	24,258	33,454	35,085	35,125	34,130	33,725	27,559	16,998	12,632	8,805	5,594	10,629	23,961	37,642	32,021	36,907	39,928	41			
			3,740	2,686	5,448	7,016	9,355	9,945	9,918	9,980	9,834	8,485	5,593	4,151	3,240	2,272	3,742	6,971	10,298	9,748	10,491	11,342	11			
			2,689	1,675	3,420	5,184	6,749	7,274	7,086	7,275	7,243	6,036	3,726	2,637	1,836	1,246	2,270	4,873	7,008	6,245	6,531	6,897	8			
Sunset Park	11220															3	6	6								
Manhattan	Chelsea and Clinton	10001	19,402	13,990	26,771	38,956	47,701	50,638	53,730	53,298	54,555	48,654	32,671	26,032	19,119	13,343	25,712	38,345	54,224	55,260	62,138	63,766	65			
		10011	29,429	22,321	42,860	65,797	82,059	92,184	92,370	91,009	94,499	83,305	53,297	39,213	28,307	19,714	32,716	63,635	91,411	94,727	1,09,086	1,16,180	1,20			
		10,999	7,891	16,623	25,522	31,577	32,521	37,362	35,828	35,445	31,765	19,546	15,213	11,542	8,130	13,867	23,447	33,902	34,084	39,799	40,860	41				
		16,876	10,654	24,526	38,217	47,293	49,609	54,306	52,687	51,044	44,534	27,155	20,741	15,079	10,464	19,326	36,240	53,031	50,530	60,162	63,717	61				
		941	567	1,322	2,079	2,426	2,436	235																		
		11,304	7,569	15,175	24,410	29,687	32,384	34,328	34,076	33,519	29,553	19,059	14,991	11,135	7,467	12,811	23,652	35,746	35,758	42,102	42,898	42				
		915	537	1,168	1,548	1,753	1,511	2,148	1,991	1,931	1,892	1,151	1,043	794	587	838	1,268	1,902	2,195	2,929	3,216	3				
		1,209	760	282							63	1,249	1,171	873	458	1,069	1,721	1,025	1,211	2,502	2,469	3				
		10100	2,222	2,122	1,522	2,222	2,222	12,722	12,722	11,215	12,222	11,722	5,222	2,222	1,122	2,222	2,122	2,122	12,222	12,222	11,112	11,122	11			

Google Business Intelligence Certificate: Cyclistic Exemplar

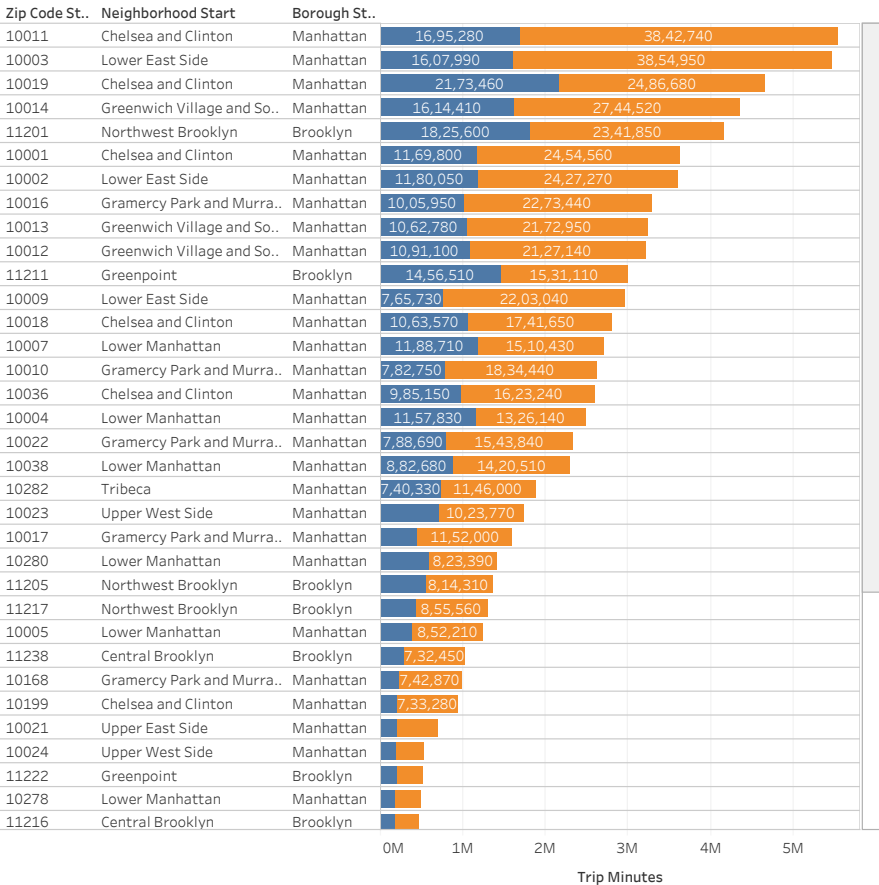
Summer Trends

Seasonality

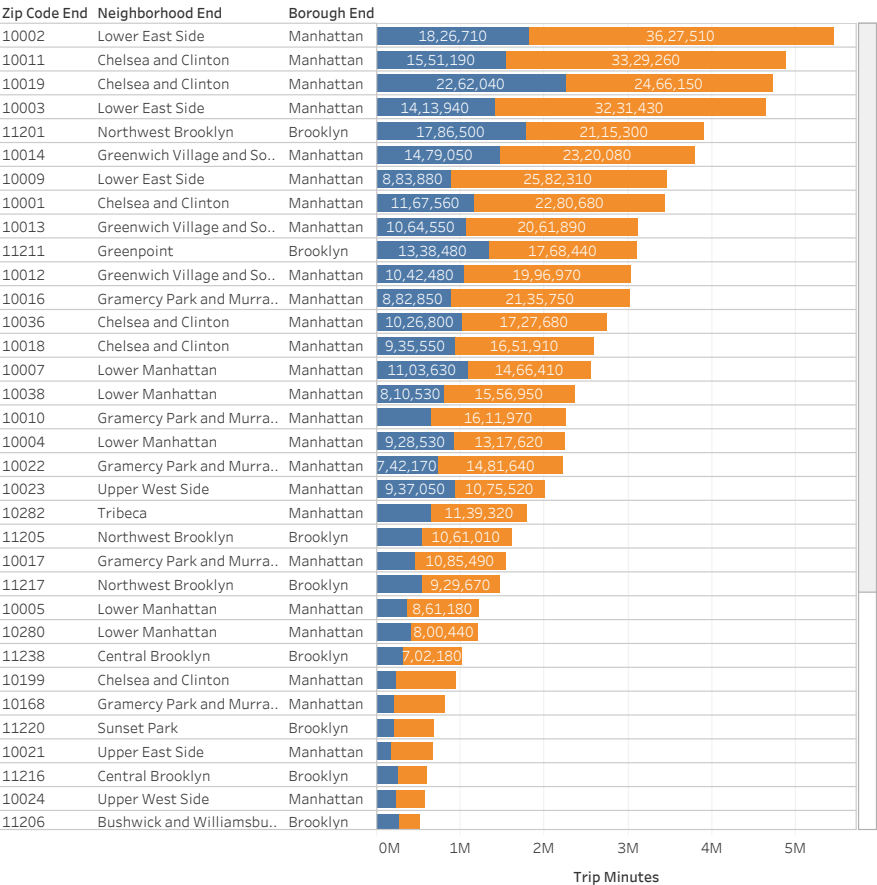
Top Trips

Cyclistic Trip Minutes

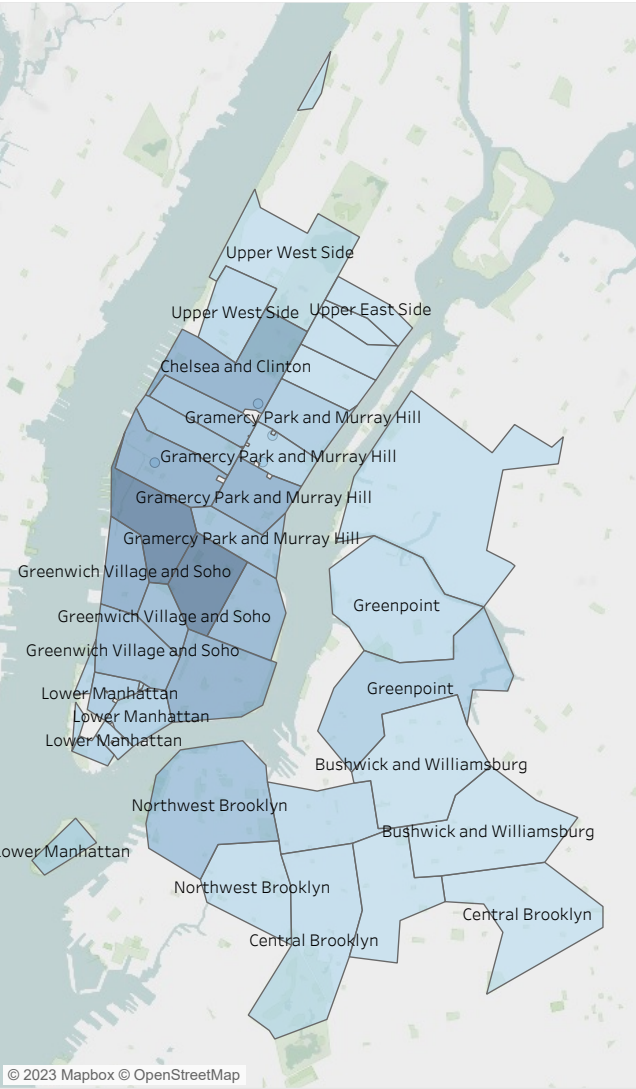
Total Trip Minutes by Starting Station



Total Trip Minutes by Destination



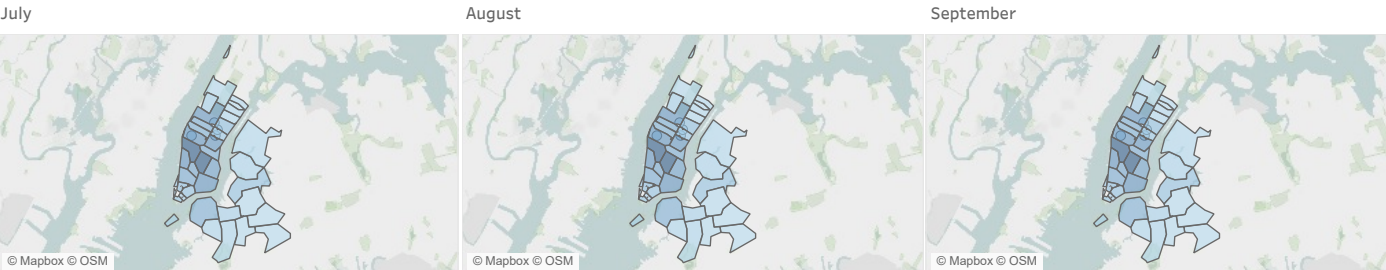
Cyclistic Summer Trends (click on map to filter table)



Seasonal trends of stations (effect of filters in parentheses)

Bike ID (all)		User Type (maps)		Metrics (all maps)		Month (main map & table)		Neighborhood Start (all)		Neighborhood End (all)	
All		All		# of Trips		All		All		All	
Neighbo..	Neighborhood End	Customer		Subscriber		Grand Total		# Trips	Avg Trip Duration	# Trips	Avg Trip Duration
		# Trips	Avg Trip Duration	# Trips	Avg Trip Duration						
Grand Total		574,527	31	2,924,501	15	3,499,028	17				
Bushwick and Williamsburg	Total	2,736	44	6,794	17	9,530	25				
	Bushwick and Williamsburg	686	72	2,124	9	2,810	24				
	Central Brooklyn	362	33	941	14	1,303	19				
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	Greenpoint	955	30	1,767	18	2,722	22				
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	Greenpoint	845	33	1,684	44	2,529	40				
	Greenwich Village and SoHo	66	79	788	31	854	35				
	Lower East Side	172	34	1,284	30	1,456	31				

Trend by Month



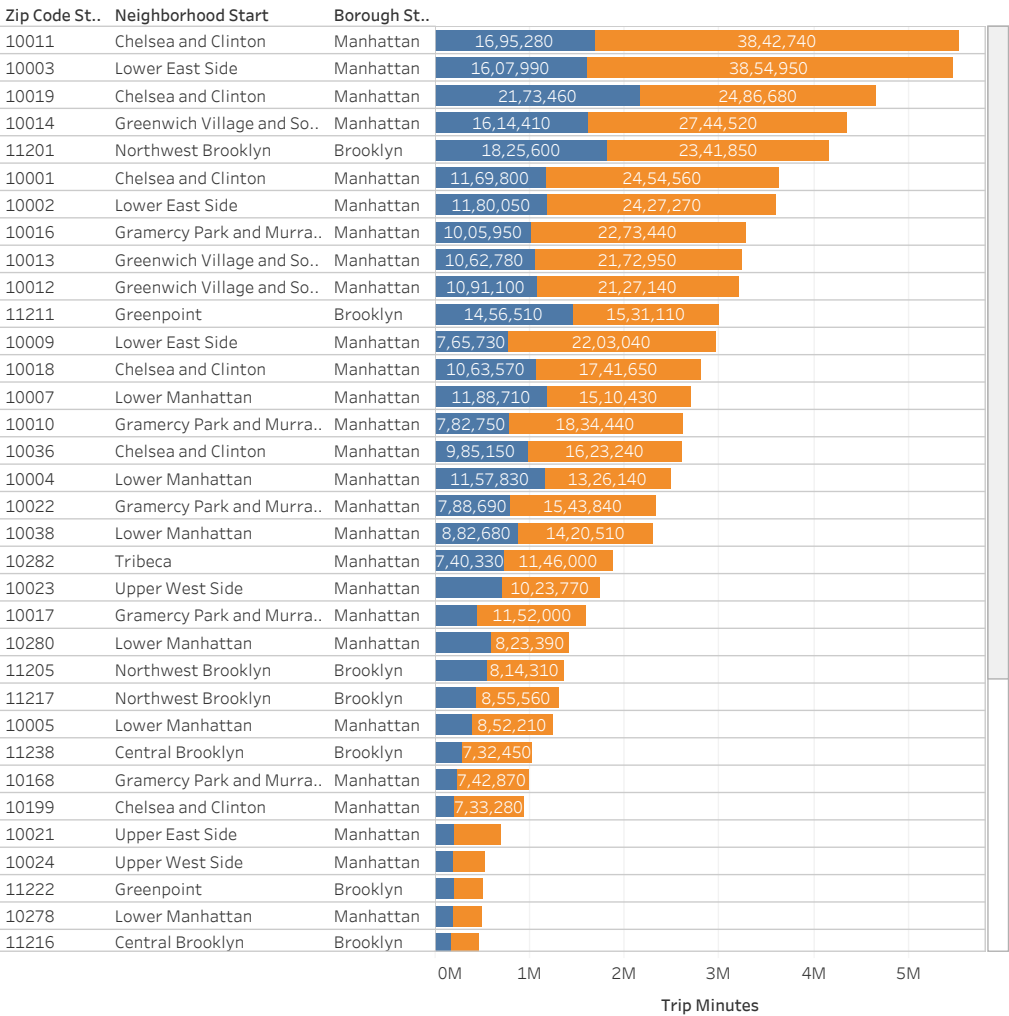
Trip Totals



			2019												2020											
Borough St..	Neighborhood	Zip Code St..	January	February	March	April	May	June	July	August	Septemb..	October	November	December	January	February	March	April	May	June	July	August	Sept			
Brooklyn	Bushwick and William..	11206																				1,566	5			
		11221																				271	2			
	Central Brooklyn	11216	492	422	626	1,154	1,051	1,257	1,261	1,384	1,221	1,028	666	463	341	274	420	1,005	1,594	1,344	1,674	2,021	3			
		11233																				59				
		11238	1,956	1,698	2,676	4,236	5,213	6,107	5,849	5,805	5,336	4,126	2,730	1,820	1,557	1,013	1,839	3,876	5,813	5,402	5,979	6,755	7			
	Greenpoint	11211	2,191	1,902	4,243	7,883	11,167	12,635	12,190	12,640	11,033	8,699	4,883	2,995	2,032	1,251	3,026	9,052	15,110	11,842	13,560	23,191	36			
		11222																				6,662	17			
	Northwest Brooklyn	11201	10,835	7,539	15,982	24,258	33,454	35,085	35,125	34,130	33,725	27,559	16,998	12,632	8,805	5,594	10,629	23,961	37,642	32,021	36,907	39,928	41			
		11205	3,740	2,686	5,448	7,016	9,355	9,945	9,918	9,980	9,834	8,485	5,593	4,151	3,240	2,272	3,742	6,971	10,298	9,748	10,491	11,342	11			
11217		2,689	1,675	3,420	5,184	6,749	7,274	7,086	7,275	7,243	6,036	3,726	2,637	1,836	1,246	2,270	4,873	7,008	6,245	6,531	6,897	8				
Sunset Park	11220															3	6	6								
Manhattan	Chelsea and Clinton	10001	19,402	13,990	26,771	38,956	47,701	50,638	53,730	53,298	54,555	48,654	32,671	26,032	19,119	13,343	25,712	38,345	54,224	55,260	62,138	63,766	65			
		10011	29,429	22,321	42,860	65,797	82,059	92,184	92,370	91,009	94,499	83,305	53,297	39,213	28,307	19,714	32,716	63,635	91,411	94,727	1,09,086	1,16,180	1,20			
		10018	10,999	7,891	16,623	25,522	31,577	32,521	37,362	35,828	35,445	31,765	19,546	15,213	11,542	8,130	13,867	23,447	33,902	34,084	39,799	40,860	41			
		10019	16,876	10,654	24,526	38,217	47,293	49,609	54,306	52,687	51,044	44,534	27,155	20,741	15,079	10,464	19,326	36,240	53,031	50,530	60,162	63,717	61			
		10020	941	567	1,322	2,079	2,426	2,436	235																	
		10036	11,304	7,569	15,175	24,410	29,687	32,384	34,328	34,076	33,519	29,553	19,059	14,991	11,135	7,467	12,811	23,652	35,746	35,758	42,102	42,898	42			
		10103	915	537	1,168	1,548	1,753	1,511	2,148	1,991	1,931	1,892	1,151	1,043	794	587	838	1,268	1,902	2,195	2,929	3,216	3			
		10110	1,209	760	282							63	1,249	1,171	873	458	1,069	1,721	1,025	1,211	2,502	2,469	3			
		10120	2,222	2,122	1,722	2,222	2,222	12,722	12,722	11,922	12,222	11,722	7,722	2,522	1,122	2,222	2,122	2,122	12,222	12,222	11,122	11,122	11			

Cyclistic Trip Minutes

Total Trip Minutes by Starting Station



Total Trip Minutes by Destination

