Database Foundations for Business Analytics (BUAN 6320.502) Project 1 (GROUP 4)

Step 1: Choose a Dataset

Our dataset (called Bay Area Bike Share) concerning bike travels around the San Francisco Bay Area was selected from the website kaggle.com. The information permits convenient, inexpensive, and rapid bike journeys throughout the San Francisco Bay Area. They create data releases that include details on the local stations, the available bikes and docks, and the trips taken by users and service subscribers.

The goal is to create a database and use SQL to extract data from database files and demonstrate the ability to look through and evaluate these values to provide meaningful business strategies.

OTHER DETAILS ABOUT DATASET

- Size of the dataset is 6GB.
- The dataset has structured data only.
- The data has missing values in one column called zip code in the trip.csv file.
- This data set explains the trends of the number of customers renting bikes from one station to another and number of trips.

• File Description:

It is a collection of data samples of the years 2013 and 2014.

The dataset comprises of three files and each of the files has the following information:

Trip.csv

It has the data about individual bike trips

Status.csv

It has the data about the number of bikes and docs available for a given station and minute.

Station.csv

It has the data that represents a station where users can pick up or return bikes.

Step 2: Business Understanding

2.1 Why did we choose to collect the dataset?

To understand the trends of bike rental patterns of every station and how they vary by time of day and the day of the week.

2.2 What are the goals?

- Identifying most time-consuming journeys.
- Quantifying how many times the rides last more than a day.
- Counting the number of customers who have signed up for the service.

- Determining whether the frequency of subscribed users availing the service is higher than the customers.
- Extracting the typical length of the journeys taken by subscribers.
- Determining the most frequently visited start and end stations.
- Determining the busiest routes.
- Quantifying how many stations are added each year in all cities.

2.3 How did we achieve it?

Found join conditions and used join command to execute joining of tables.

2.4 Insightful information gathered

Worked on the following questions and ran queries for the same.

2.4.1 What was the trip with the longest duration?

Please refer APPENDIX 2.4.1

2.4.2 How common is it for a ride to go over 24 hours?

Please refer APPENDIX 2.4.2

2.4.3 Do unregistered(Customer) users take longer or shorter trips?

Please refer APPENDIX 2.4.3

2.4.4 Number of station installed each year in different cities

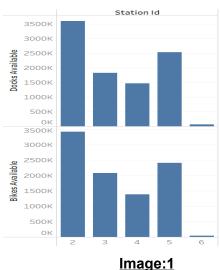
Please refer APPENDIX 2.4.8

2.5 Improvements suggested to improve the business

If we plot a bar graph for

Station ids v/s Docks available and Station ids v/s Bikes available.

We can observe that **Station id 6** has less number of Docks and Bikes available. Hence they have to improve their business at Station 6 by increasing the number of Bikes and Docks count.



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Step 3: Data Understanding

Understanding each column of the above mentioned tables in Step 1.

Refer the below tables for points 3.1, 3.2

Following has the information of name, type and description of each column of each table used in the dataset.

Trip Table:

There are eleven columns in the Trip table

COLUMN NAME	TYPE	DESCRIPTION
ID	INT	It is the unique id for each trip.
DURATION	INT	It gives the information about time taken for each trip.
START_DATE	VARCHAR(26)	It gives the information about the start date of each trip.
START_STATION_NAME	VARCHAR(128)	It gives information about the branches of the start location(city) of each trip.
START_STATION_ID	INT	It indicates the id of the start station of each trip.
END_DATE	VARCHAR(26)	It gives information about the end date of each trip.
END_STATION_NAME	VARCHAR(128)	It gives information about the branches of the end location(city) of each trip.
END_STATION_ID	INT	It indicates the id of the end station of each trip.
BIKE_ID	INT	It is the unique id for each bike.
SUBSCRIPTION_TYPE	VARCHAR(26)	It describes the type of customer. It has two categories CASUAL(not a subscriber) and SUBSCRIBER
ZIP_CODE	INT	It is the unique id for each location.

Status Table:

There are five columns in the table

COLUMN NAME	TYPE	DESCRIPTION
STATION_ID	INT	It is a unique id for each station.
BIKES_AVAILABLE	INT	It gives information about the number of bikes available at each station.
DOCKS_AVAILABLE	INT	It gives information about the number of docks available at each station.
TIME	DATE	It gives information of the years sample 2013 and 2014
		It is a unique id for each record in status table, this column is added by us because there
status_id	INT	was not any unique key in status table

Station Table:

There are seven columns in the table.

COLUMN NAME	TYPE	DESCRIPTION		
ID	INT	It is a unique id for each station		
NAME	VARCHAR(128) It gives the information about the name of each sta			
LATITUDE	FLOAT	It gives the information about the latitude the station is located at		
LONGITUDE	FLOAT	It gives the information about the longitude the station is located at		
DOCK_COUNT	INT	It gives information about the number of docks available in a particular station.		
CITY	VARCHAR(26)	It gives information about the city the station is located at		
INSTALLATION_DATE	DATE	It gives information about the date a particular station was installed in.		

3.3 What are some of the values each column contains?

Following are samples of some of the values of each column in each table of our dataset:

Status Table:

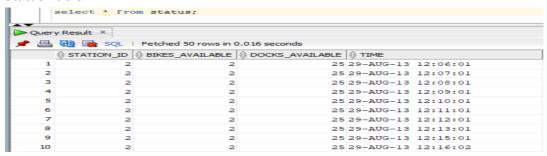


Image:2

Trip Table:

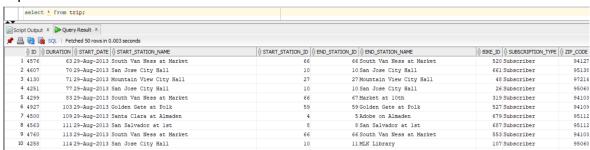


Image:3

Station Table:

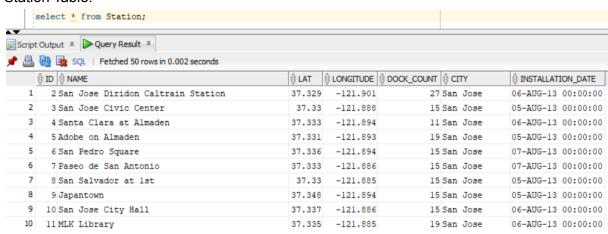


Image:4

And the following data shows minimum, maximum values of the some numeric columns in each table:

In Status table: considering DOCKS_AVAILABLE column we found minimum(DOCKS_AVAILABLE) = 0, maximum(DOCKS_AVAILABLE) = 27

In Trip table: considering DURATION(in seconds) column we found minimum(DURATION) = 60 seconds, maximum(DURATION) = 722236 seconds

In Station table: considering DOCK_COUNT column we found minimum(DOCK_COUNT) = 11, maximum(DOCK_COUNT) = 27

3.4 Verify the data quality?

3.4.1

3.4.1.1. Verify the quality of the name of the columns?

As the names of all the columns in tables are meaningful and indicate the actual purpose of that column we did not change the column names.

3.4.1.2. Data Standardization

➤ In the data the Trip table was having two date columns, Start_date and End_date, but the format of the date was not proper as per oracle sql. So we standardised the data by using excel functions like the Concatenate date function. We created update queries for all the records to update our Start_date and End_date in the required convenient format.

Below is the screenshot of the same for reference:

```
Update trip set start_date = '29-Aug-13'
Update trip set start_date = '29-Aug-13'
Update trip set start_date = '29-Aug-13'
                                                                                                                                                                                           '29-Aug-13'
'29-Aug-13'
'29-Aug-13'
                                                                                                                                                    End_date
End_date
                                                                                                                                                                                                                                   where id =4607;
where id =4130;
Update trip set start_date ='29-Aug-13'
                                                                                                                                                    End date =
                                                                                                                                                                                                                                  where id =4251:
                                                                                                                                                                                            '29-Aug-13'
                                                                                                                                                                                           '29-Aug-13'
'29-Aug-13'
                                                                                                                                                                                                                                    where id =4927;
                                                                                                                                                    End date
                                                                                                                                                    End date =
                                                                                                                                                                                                                                   where id =4500;
                                                                                                                                                                                          '29-Aug-13'
'29-Aug-13'
'29-Aug-13'
                                                                                                                                                    End_date
End_date
                                                                                                                                                    End date =
                                                                                                                                                                                                                                    where id =4258;
                                                                                                                                                   End_date = '29-Aug-13' where id =4549;
End_date = '29-Aug-13' where id =4498;
End_date = '29-Aug-13' where id =4965;
End_date = '29-Aug-13' where id =4557;
End_date = '29-Aug-13' where id =4386;
End_date = '29-Aug-13' where id =4386;
                                                                                                                                                                                          '29-Aug-13' where id =4749;
  Update trip set start_date = '29-Aug-13'
                                                                                                                                                    End_date =
```

Image:5

➤ In the given data set, there is no unique id for the Status table, so we have created a column called status_id for the status table that has the unique data for each record in the table.

3.4.2 Missing values

There were 5810 rows with null values in the Trip Table and it is 3.1% of the total number of rows of trip table data.

Using the below query as shown in images the missing values were removed.

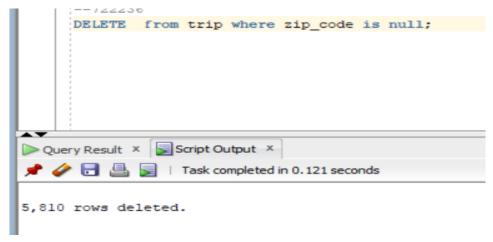


Image:6

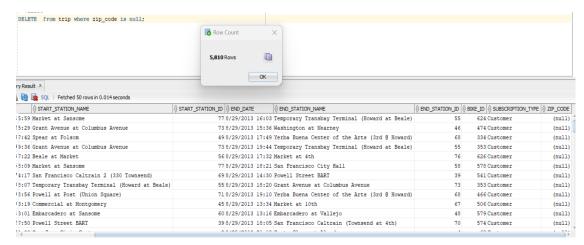
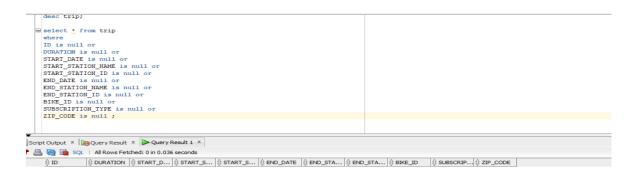


Image:7

After Cleaning Data we can see in below image there are no null values in trip table:



<u>Image:8</u>

3.4.3 Duplicate data

The selected dataset was free of duplicate data.

3.5 Statistics of the data for each column: (This part will be done in Step 5 using MySql queries)

3.6 Relationships between the columns of the data

- start_station_id and End_station_id in trip table is related to id in Station table
- select count(*),duration,start_station_name,end_station_name from temp_trip group by duration,start_station_name,end_station_name;

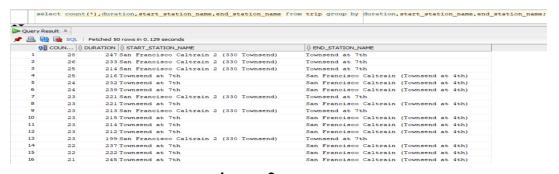


Image:9

From the attached screenshot, we can conclude that for a displayed sample of 79 trips, the duration between the start and end station {San Francisco Caltrain 2 (330 Townsend), Townsend at 7th} is almost similar to each other. This shows that the duration column is related to the start and end station names' column.

Step 4: Design a Database

4.1 Requirement Analysis

This is already done in step 2, where we gathered and analyzed the requirements of our project.

4.2 Data Understanding

This is already done in step 3, where we focussed on each table of our dataset to analyse relationships among columns and tables, and also identified missing & duplicate values.

4.3 Schema Design

4.3.a Find entities, their attributes, their primary keys, and relationships between them

Entities: 3 entities in our table are: Trip, Status and Station

Attributes: Following are the attributes in each table:

Trip: ID, DURATION, START_DATE, START_STATION_NAME, START_STATION_ID, END_DATE, END_STATION_NAME, END_STATION_ID, BIKE_ID, SUBSRIPTION_TYPE,

ZIP CODE

Status: STATION_ID, BIKES_AVAILABLE, DOCKS_AVAILABLE,

TIME, STATUS ID

Station: ID, NAME, LAT, LONGITUDE, DOCK_COUNT, CITY,

INSTALLATION_DATE

Primary keys: In trip table ('ID' is the primary key),

In Station table('ID' is the primary key),

In Status table('status_id' is the primary key, this column is added after downloading the dataset as there was no unique

key to this table)

Relationships: Each 'Station' can be start station for one or many trips and

can also be end station for one or many trips(i.e.,

one-to-many) and,

Each 'Station' HAS 'one or many statuses' (i.e., one-to-many) The above mentioned relationships are binary relationships.

4.3.b Model all the constraints you believe should be there in your schema

In our dataset, we have the following primary keys(ID in Trip table, ID in Station table and status_id in Status table) and foreign keys(STATION_ID in Status table and START STATION ID, END STATION ID in Trip table).

All the above mentioned primary keys and foreign keys satisfy the key constraint(i.e., they are unique values) and referential integrity constraint. Apart from this, these columns don't have null values, so entity integrity constraint is also satisfied.

B ___ trip ID INT 3 DURATION INT 0 START DATE VARCHAR (26) O END DATE VARCHAR(26) L BIKE ID INT SUBSCRIPTION TYPE VARCHAR (26) 14 ZIP CODE INT • START STATION NAME VARCHAR(45) → END_STATION_NAME VARCHAR (45) \blacksquare START STATION ID INT 4 status SEND_STATION_ID INT ◆STATION_ID INT ID INT -BIKES_AVAILABLE INT ODOCKS_AVAILABLE INT LAT FLOAT TIME DATE LONGITUDE FLOAT 1:n 💡 status_id INT ODOCK_COUNT INT CITY VARCHAR(26) 1:1 ○ INSTALLATION DATE DATE 1:n > n:m

4.3.c Draw and ER diagram of your dataset

<u>Image:10</u>

4.3.d Translate your ER diagram into relations

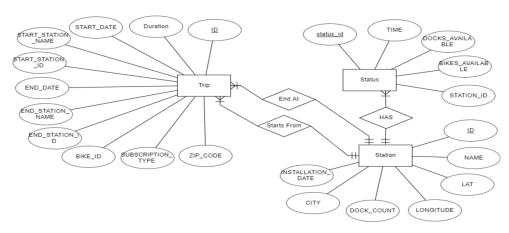


Image:11

4.4 Schema Normalization

4.4.a Find all the functional dependencies you can from your schema

Find all the functional dependencies you can from your schema

```
Station Table:
{id} -> {name, latitude, longitude, dock_count, city, installation_date}
{id, longitude, latitude} -> {name, dock_count, city, installation_date}
{id, name} -> {dock_count, city, installation_date, longitude, latitude}

Status Table:
{status_id} -> {time, station_id, bikes_available, docks_available}

Trip Table:
{id} -> {duration, start_date, end_date, bike_id, subscription_type, zip_code, start_station_name, end_station_name, zip_code}
```

4.4.b Check if the keys you have chosen for your relations are minimal

CLOSURE:

For Status table, set of all attributes

```
A = {status_id, time, station_id, bikes_available, docks_available}
and
Functional dependency
F = {status_id} -> {time, station_id, bikes_available, docks_available}
and
X = status_id
X+ = {status_id}
Using F, X+ = {status_id, time, station_id, bikes_available, docks_available}
For Trip table, set of all attributes
A = {duration, start_date, end_date, bike_id, subscription_type }
and
Functional dependency
F = {id} -> { duration, start_date, end_date, bike_id, subscription_type}
and
X = id
X + = \{id\}
Using F, X+ = {duration, start_date, end_date, bike_id, subscription_type }
For the Station table set of all attributes
A = {name, latitude, longitude, dock_count, city, installation_date}
and
Functional dependency
F = {id} -> {name, latitude, longitude, dock_count, city, installation_date}
and
X = id
X + = \{id\}
Using F X+ = {name, latitude, longitude, dock_count, city, installation_date }
```

4.4.c Check if your schema is in BCNF (Boyce-Codd Normal Form)

{id} -> {name, latitude, longitude, dock_count, city, installation_date}
All are in same table and id is the key

{status_id} -> {time, station_id, bikes_available, docks_available} All are in same table and status_id is the key

{id} -> {start_date, end_date, duration, start_station_name, end_station_name, start_station_id, end_station_id, duration, bike_id, subscription_type, zip_code}
All are in same table and id is the key

{start_station_name, start_station_id, end_station_name, end_station_id} -> {id, start_date, end_date, start_station_name, end_station_name, start_station_id, end_station_id, bike_id, subscription_type, zip_code}

Violates BCNF hence needs to be decomposed

{trip_id} -> {start_station_id, end_station_id}
All are in the same table.
The start_station_id and end_station_id is a subset of trip_id

4.4.d If your schema violates BCNF, bring it to BCNF by decomposing it

A -> {id, start_date, end_date , start_station_name, end_station_name, start_station_id, end_station_id, bike_id, subscription_type, zip_code, duration}

F -> { {start_station_id, end_station_id} - {id} // Violates BCNF}}}

Hence decomposing trip table into a new Route table having a trip id

{trip_id, start_station_id, end_station_id} {id, start_date, end_date, subscription_type, duration, zip_code, bike_id}

4.4.e Update your ER diagram with the latest scheme

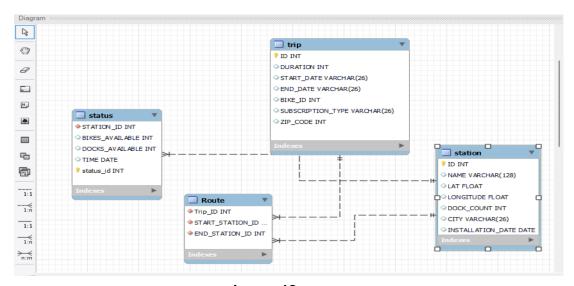


Image:12

4.5 Create your database in MySQL using the latest version of your schema

Created new database as show below:

Created a new table (Route) with column Trip_Id ,Start_Station_Id,End_Station_Id.

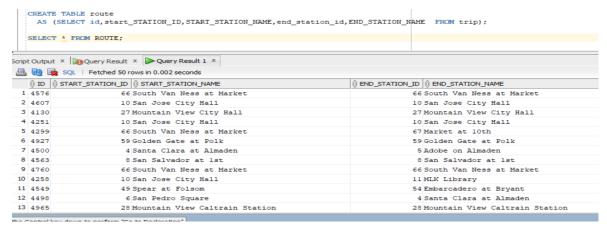


Image:13

4.6 Import the data into your database

4.6.a If there are errors while importing, document these errors in your report and mention how you dealt with them

We did not face any problem while creating and importing our database.

Step 5: Data Cleaning and Database Testing

- **5.1** For each table in your database, check all the columns and the values they contain Checked all the columns, each column contains varchar data type and numeric data, Date type and there are no null values
- 5.2 For numeric columns, check for the statistics, and see what you find
 - 5.2.1 For example: range, mode, mean, median, variance, counts (frequency)

 Describe what these values mean especially if you found something

 Interesting

Following images show queries that display Average, Median, Mode, Standard deviation and Range of numeric columns in each table.

For Trip table:

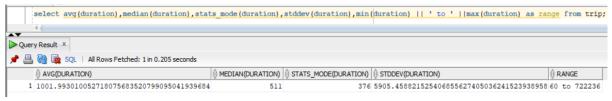


Image:14

Here Duration ranges from 60 to 722236 seconds. From this information we can say that duration varies a lot. And it also shows that some trips last for really small durations.

For Status table:



Image:15

For Station table:

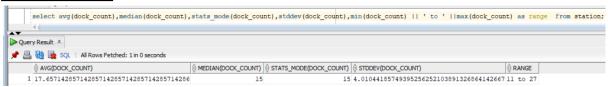


Image:16

5.2.2 You should be looking for missing values, values that seem to be outliers (typically far away from the mean), or data errors or any values that does not seem to be valid (like a typo)

Here Max value (722236) in duration seems to outlier which is very large from mean (1001.99) but we have checked top 50 trips which have duration from 127569 to 722236 so it is not an outlier

5.2.3 Make sure all the values of these columns are from the same type (all numeric)

Values are of same type

5.2.4 Document the problems you find; fix them and explain how you dealt with Them

We did not faced any problem

- 5.3 For character columns, check for all the values they contain
 - 5.3.1 You should be looking for missing values or data errors or values that does not seem to be valid (e.g., sometimes there are white spaces in some of the cells either before or after the value)

Data does not contain missing values in dataset for character columns and

Data contains valid data except for the city column in the Station table. select * from station where regexp_like(City, '\$+[[:alnum:]]+[[:blank:]]+\$'); select * from station where regexp_like(city, '^[[:blank:]]+[[:alnum:]]+');

Used the above queries for each type of varchar columns.

5.3.2 Make sure all the values are from the same type and domain

Type and domain of the data is the same in every column.

5.3.3 Document the problems you find, fix them, and explain how you dealt with them

Had trailing and leading space in City COLUMN OF STATION table Used to remove space

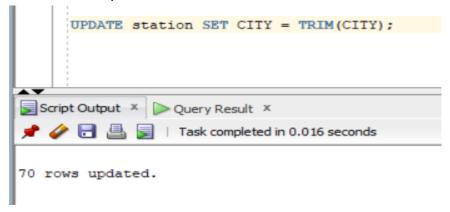


Image:17

- 5.4 Try to query your database especially from more than one table (by joining them) to see if the results make sense or not
 - 5.4.1 Check if the results of these queries match what you expect
 - **5.4.1.1 Most start popular station**

Please refer APPENDIX 5.4.1.1

5.4.1.2 Most end popular station

Please refer APPENDIX 5.4.1.2

5.4.1.3 Most popular routes

Please refer APPENDIX 5.4.1.3

5.4.1.4 Most popular route in each city

Please refer APPENDIX 5.4.1.4

5.4.2 Check if the constraints are working properly

Checking Foreign Key constraints as shown below:

A.)

As Id from station table is foreign key in route table and status table so we get constraints error as shown in below image:18



Image:18

B.)

As ID in trip table is foreign key in route table so we get constraint error as shown in below image:19



<u>lmage:19</u>

C.)

In the status table we have START_STATION_ID and END_STATION_ID as foreign keys, so when we tried to insert new values in it we got an Integrity Constraint Error as shown in below image:20.

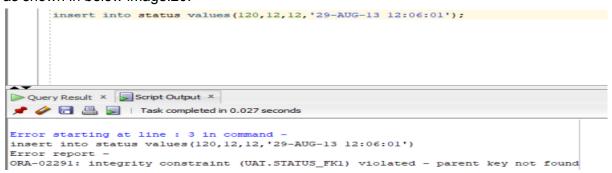


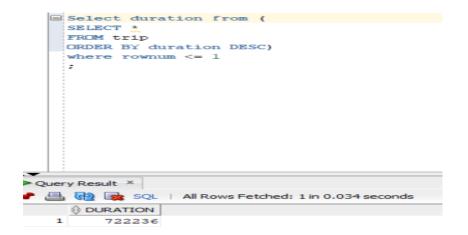
Image:20

APPENDIX

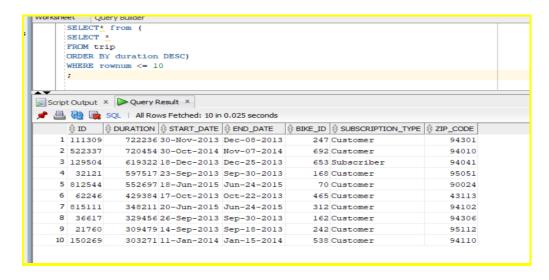
2.4.1 Trip with longest duration

SELECT duration from (SELECT * FROM trip ORDER BY duration DESC) WHERE rownum <= 1;

We find that the longest ride is more than 200 hours which sounds like an error.



Shown below is the result by considering only the top 10 highest time consumed rides. SELECT* from (SELECT * FROM trip ORDER BY duration DESC) WHERE rownum <= 10;

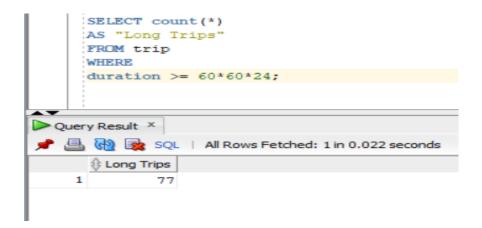


This proves this is not an error.

2.4.2

Quantifying how many times the rides last more than a day.:

SELECT count(*) AS "Long Trips" FROM trip WHERE duration >= 60*60*24;

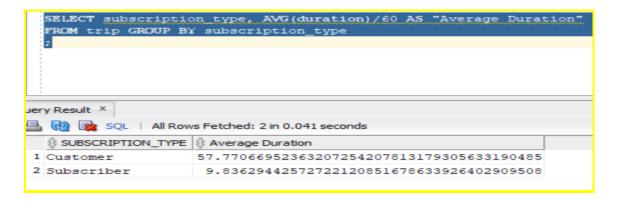


2.4.3

Counting the number of customers who have signed up for the service.

Determining whether the frequency of subscribed users availing the service is higher than the customers.

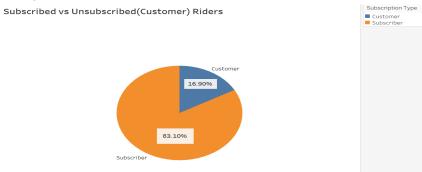
SELECT subscription_type, AVG(duration)/60 AS "Average Duration" FROM trip GROUP BY subscription_type;



From this, we can say that on an average unregistered users take shorter trips when compared to registered users. Therefore, we can infer that the firm is doing well since the company has more subscribers because subscribers travel farther than normal customers.

Apart from the above data we can also see the count of registered(Subscriber) and unregistered(customer) users as shown below:

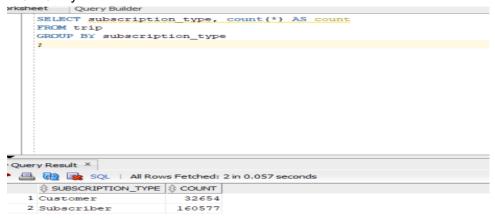
Firstly, let's plot a pie chart to determine the proportion



We can also check the count of of registered(Subscriber) and unregistered(Customer) users using below query:

SELECT subscription_type, count(*) AS count FROM trip GROUP BY subscription_type

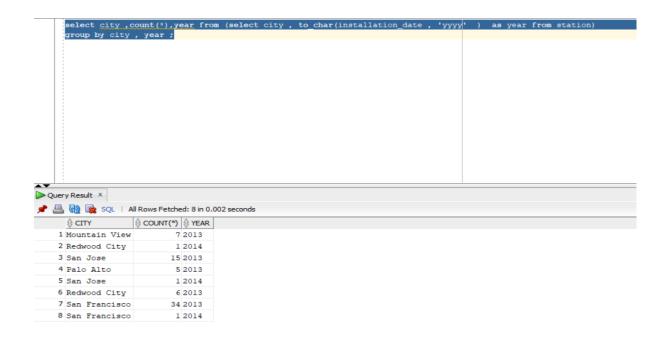
SQL Query:



2.4.4

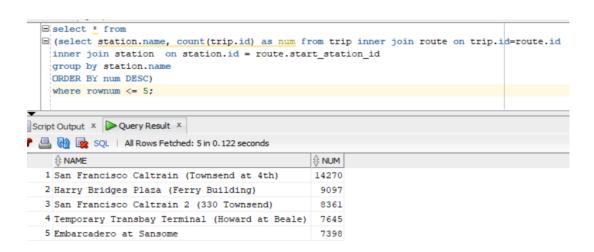
Quantifying how many stations are added each year in all cities:

SELECT city ,count(*),year FROM (SELECT city , to_char(installation_date , 'yyyy') AS year FROM station)
GROUP BY city , year;



5.4.1.1

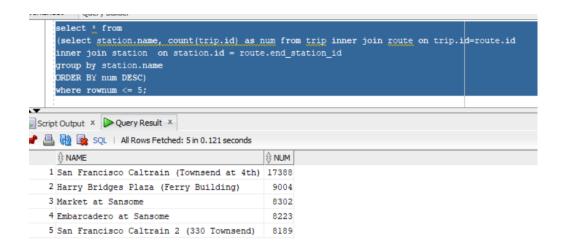
select * from(
select count(*) num,
s0.name as stat_station,
s1.name as end_station
from route inner join station s0 on route.start_station_id = s0.id inner join station s1 on
s1.id= route.end_station_id
group by s0.name,s1.name
order by num desc) where rownum <= 5;</pre>



5.4.1.2

select * from

(select station.name, count(trip.id) as num from trip inner join route on trip.id=route.id inner join station on station.id = route.end_station_id group by station.name ORDER BY num DESC) where rownum <= 5;



5.4.1.3

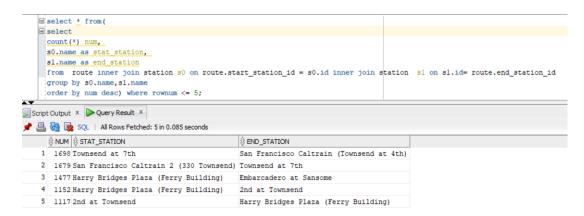
select * from

(select count(*) num,

s0.name as stat station,

s1.name as end_station

from route inner join station s0 on route.start_station_id = s0.id inner join station s1 on s1.id= route.end_station_id group by s0.name,s1.name order by num desc) where rownum <= 5;



5.4.1.4

SQL Query to find the most popular route in each city:

SELECT DISTINCT * FROM (select MAX(NUM) OVER (PARTITION BY CITY), CITY from (select s1.city, count(*) num ,

s0.name as stat_station,

s1.name as end station

from route inner join station s0 on route.start_station_id = s0.id inner join station s1 on s1.id= route.end station id

group by s1.city, s0.name,s1.name

order by num desc) ORDER BY NUM DESC);

	⊕ MAX(NUM)OVER(PARTITIONBYCITY)	CITY
1	1698	San Francisco
2	811	Mountain View
3	172	Redwood City
4	228	Palo Alto
5	710	San Jose