**City-Bike-Project-Management-Analytics-with-Tableau**

Since 2013, the Citi Bike Program has implemented a robust infrastructure for collecting data on the program's utilization. Through the team's efforts, each month bike data is collected, organized, and made public on the Citi Bike Data webpage.

However, while the data has been regularly updated, the team has yet to implement a dashboard or sophisticated reporting process. City officials have a number of questions on the program, so your first task on the job is to build a set of data reports to provide the answers.

**Task**

Our task in this project is to aggregate the data found in the City Bike trip History Logs to build a dashboard, story or report. You may work with a timespan of your choosing. Optionally, you may merge multiple datasets from different periods. The following are the questions you may wish to tackle, especially if you are working with merged dataset. Do not limit yourself to these questions;

**Task need to do achieved:**

* Acquire data, dump the data into some of the datasets (SQL, MongoDB, Casandra local or cloud version)
* Connect with the business users and try to get the understanding the data attribute.
* Connect with the business users and try to get the understanding about KPI (Key performance Indicator)
* A KPI is a measurable value that demonstrates how effectively a company is achieving key business objective.
* Connect with business user with raw visualization and gather user experience and expectations feedback based on ese of use.
* Decide total number of dashboards based on user hierarchy and organization.
* Start building production-based dashboard.
* Below are the KPI which need to captured.

1. How many trips have been recorded total during the chosen period?
2. By what percentage has total ridership grown?
3. How ha the proportion of short-term customers and annual subscribers changed?
4. What are the pick hours in which bikes are used during summer month?
5. What are the pick hours in which bikes are used during winter month?
6. Today, what are the top 10 stations in the city for starting a journey? (Based on data, why do you hypothesize these are the top locations?)
7. Today, what are the top 10 stations in the city for ending a journey? (Based on data, why?)
8. Today, what are the bottom 10 stations in the city for starting a journey? (Based on data, why?)
9. Today, what are the bottom 10 stations in the city for ending a journey? (Based on data, why?)
10. Today, what are the gender breakdown of active participants (Male vs Female)?
11. How effective has gender outreach been in increasing female ridership over the timespan?
12. How does the average trip duration changes by age?
13. What is the average distance in miles that bike is ridden?