

Data for this project might come from any source listing trip-related information and could include records of transportation services for trips enabled in ride-sharing, taxi, or public transit trips. Many trip datasets contain a very large volume of detailed records, kept by companies or agencies for the purposes of analyzing trip behaviors, route optimization, times of highest usage, and general service quality.

Every record in a trip dataset would normally have several attributes, including: Trip ID: Unique identifier for each trip. Pickup and Drop-off Locations: Information about the origins and destinations of each trip, either as GPS coordinates or specific zones. Timestamps: Time of pickups and drop-offs; this information will clearly indicate how long a certain trip has taken and at what time of day peak travels are made. Distance: Total distance traveled, in miles or kilometers. Fare and Additional Fees: This is financial information, at times including fare amount, surcharges, and tips, hence this provides insight into revenue generation. Trip Purpose or Mode: Details, if available, on whether for business, leisure, or a particular mode taken-for example, pool or premium.

The data is then arranged in fact and dimension tables within a star schema that allows, with minimal query complexity, insight to be gained on the nature of travel patterns, costs, and user behavior.

Source: <https://catalog.data.gov/dataset/metro-bike-share-trip-data>