project atlanta

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Atlanta

Cultural and economic hub

Gross domestic product of $385 billion

Ranks top 20 in world cities, and top 10 in U.S. cities

Georgia's most populous city, 38th most populous in the U.S.

Home to 5.8 million people, 9th largest metropolitan city in the nation

Relay Bike Share

Launched in the summer of 2016

Over 2000 smart bikes, and 123 hubs

27870 unique users, and 28 payment plans

How it works: reserve, release, ride, and return

"seeks to be a healthy and enjoyable transportation solution"[2]

Aims to "improve access to jobs, recreation, and healthy nutrition"[3]

+ relay

payment plans

How are the payment plans categorized ?

Can the economic indicators describe help us in understanding users payment plan choice ?

users

How can the users be categorized ?

what are they using the bikes for ?

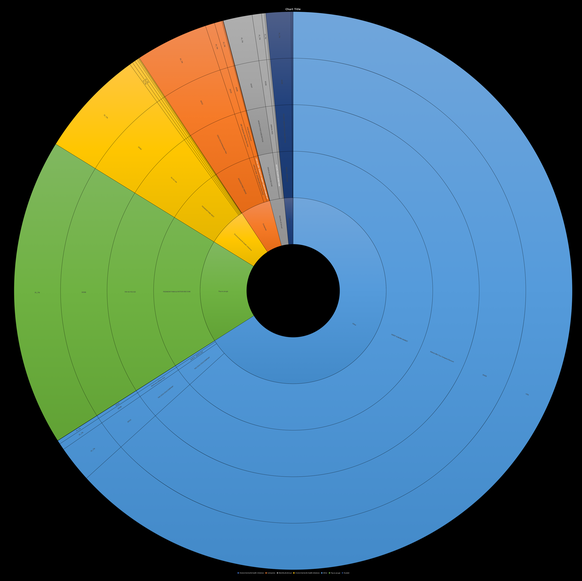
How frequently are the bikes being used ?

hubs

Which hubs attract most traffic ?

What can we understand about the users from the most populated hubs ?

Representing sunburst chart of the payment groups



Other

Student Passes

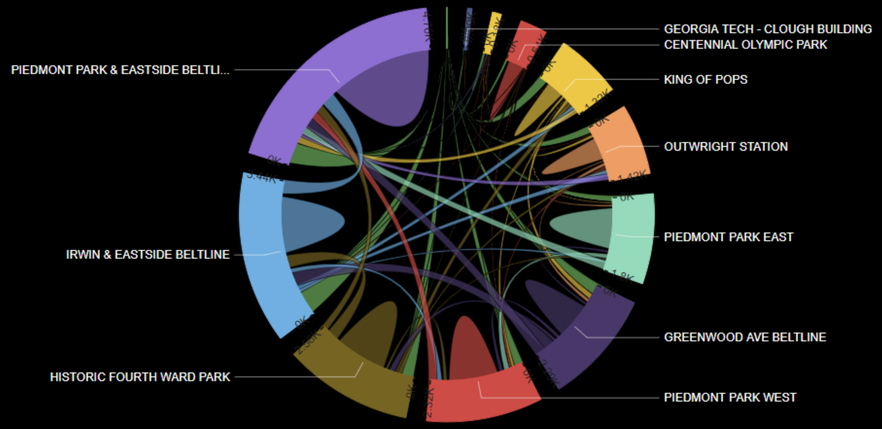
Monthly and Annual Pass

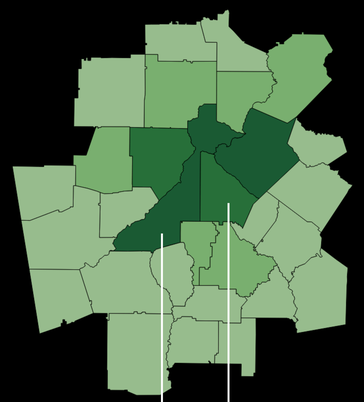
Companies

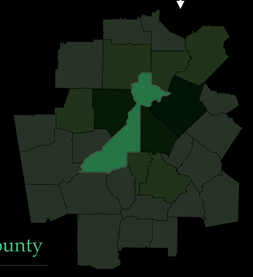
Environmental preservation & health initiatives

PAY AS YOU GO

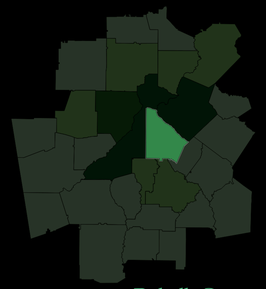
payment_group > payment_plan > most_used_hub > zip_code > income_bracket > no_of_rides





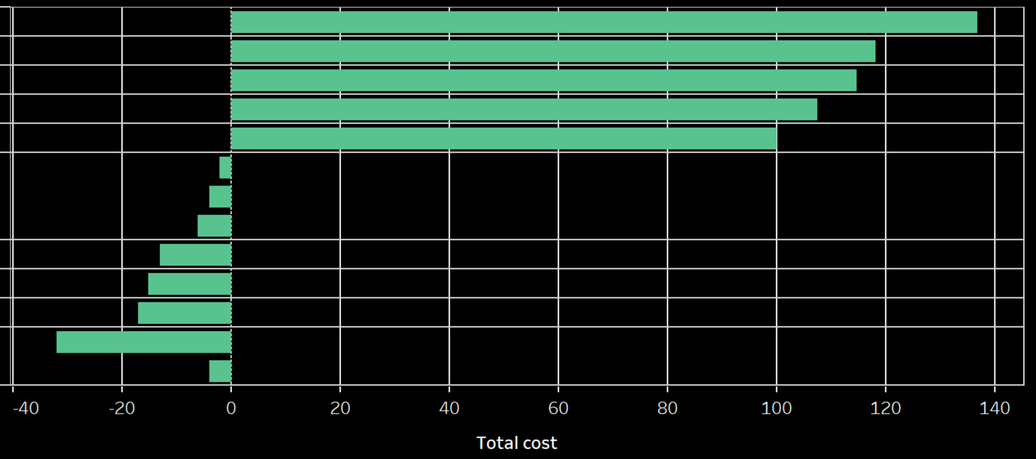


Fulton County

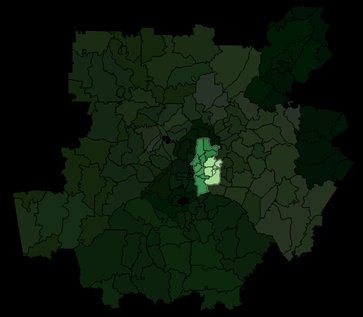


Dekalb County

User ID	Payment Plan
595531	SNAP PASS SUBSCRIPTION
563395	PAY AS YOU GO
587043	PAY AS YOU GO
489068	MONTHLY PASS SUBSCRIPTION
598874	PAY AS YOU GO
501642	ANNUAL PASS
	MONTHLY PASS SUBSCRIPTION
	STUDENT PASS SUBSCRIPTION
344718	ANNUAL PASS
522905	MONTHLY PASS SUBSCRIPTION
133596	ANNUAL PASS
454913	ANNUAL PASS
	MONTHLY PASS SUBSCRIPTION



Sum of Total cost for each Payment Plan broken down by User ID. The view is filtered on User ID, which keeps 0 of 27,874 members.



All active hubs in both counties highlighted by zip code