2. Prepare

1. **Where are your data located?**
    - The data was downloaded from the public link: Divvy Tripdata. The specific file is stored locally at the path: **I:\Mi unidad\Personal\CursosG\cursos\ultimo curso caso de estudio\1caso\202004-divvy-tripdata.csv**.
2. **How is the data organized?**
    - The data is organized in a CSV file with various columns, including information about trip ID, bike type, start and end times, start and end stations, and user type (casual or member), among others.
3. **Are there any bias or credibility issues in this data? Are your data ROCCC?**
    - It cannot be determined with certainty without a detailed analysis. It is crucial to consider bias factors in the representation of users (casual and members) and in the distribution of stations. Regarding ROCCC (Reputable, Original, Comprehensive, Current, Cited), the data appears to be original and comprehensive, but credibility and currency depend on the management by the Divvy provider.
4. **How do you address licenses, privacy, security, and accessibility?**
    - Since the data was downloaded from a public link, associated licenses must be considered. Additionally, it is essential to address privacy and security considerations to ensure proper handling of information. Accessibility could be an aspect to evaluate depending on the audience.
5. **How did you verify the integrity of the data?**
    - Handling of null values, removal of duplicates, and verification of temporal coherence were performed by sorting the data by the start date of the trip. General integrity depends on the reliability of the data provider.
6. **How does it help you answer your question?**
    - Data organization and cleaning are crucial for effective analysis. Data preparation facilitates the identification of patterns and trends that are essential to answering the business question.

7. **Is there any issue with the data?**

    - Without a deeper analysis, it cannot be determined if there are significant issues. It is important to be alert to possible biases, inconsistencies, or limitations in the data that may affect the validity of conclusions.