

Name: Brandon Moss

Team Members: Artemii Chirkov, Kanan Gurbanov

### My Contributions

I was responsible for enhancing the Looker Studio dashboard by expanding its analytical depth and improving visual clarity. Specifically, I Added detailed KPI metrics, including morning commute share (weekdays 7–10am) and weekend uplift comparisons for both customers and subscribers.

- Designed and formatted the “Most Imbalanced Station” table to highlight stations with the largest net flow difference between departures and arrivals.
- Applied calculated fields to measure net flow, weekend uplift, and commute share, improving the interpretability of mobility patterns.
- Structured the layout to make key metrics easier to compare and incorporated sorting/filtering options for better data exploration.

### Teammate Ratings

- Artemii Chirkov: 5/5
- Kanan Gurbanov: 5/5

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### Feedback

- Artemii: Led data extraction and cleaning; ensured datasets were properly formatted and accurate.
- Kanan: Focused on refining dashboard logic and creating calculated metrics.