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

Feedback

• Artemii: Led data extraction and cleaning; ensured datasets were properly formatted and accurate.

• Kanan: Focused on refining dashboard logic and creating calculated metrics.