Data Range: 2021 Aug – 2020 Mar

Number of Records: 23,559,850 and 13 columns; File Size 4.11GB

Data Wrangling: Simple data wrangling process with merger, remove NAs and merge 8 CSVs file into 1 master Dataset

Chart, pie chart

Description automatically generated

The main dashboard indicates the bike service on two customer segments (Casual and Member), the left bottom pie shows the percentage of customers during the selected periods are member is 75.37% while 24.63% are non-member (casual). The bottom right graph shows the usage on various of bike over months, the darkest colour shows the highest usage (4 Mil) compare the lightest one with three.

This can give a high-level picture that Autumn will have more bike usage related to cool and sunny weather. While Winter has less usage which may be due to iced road, snowing, cold and bad weather. In 2022 Spring the figure shows the usage is like 2021 Winter which may due the COVID restriction and the trend of 2022 Summer may have incremental as the COVID restrictions are loosen, and how appearance of good weather.

Chart, table

Description automatically generated

The next dashboard is station analysis, all top and bottom 10 stations (Start and Stop) are shown above.

* The most use of start and end station is in New York West 21st & 6th Avenue, which is closed to Trader Joe’s grocery shop, which may be convince for people that use the service to ride home after shopping.
* The least of start and end station is Station demo which located next to a highway, which may not have much customer reach that station. The usage recorded may due to car accident or broken down in the highway and need a transportation to get home.

A road with cars on it and a bridge in the background

Description automatically generated with medium confidence Diagram

Description automatically generated