**[Citi Bike Challenge Module 18 | Tableau Public](https://public.tableau.com/app/profile/rogelio.cardenas/viz/CitiBikeChallengeModule18/Dashboard1?publish=yes)**

**Analysis**

**Phenomenon 1: Unusual Trends in Bike Usage During Off-Peak Hours**

**Hypothesis: A closer look at the data might reveal surprising surges in bike use during non-traditional hours, such as early mornings, late nights, or weekends. These could be linked to specific events, shift patterns, or other non-obvious causes.**

**Questions to Explore:**

* Are there periods (any specific hours or days) where bike usage is unexpectedly high?
* Do certain days or times show patterns of high demand for bikes outside of the typical workweek?

**Suggested Visualizations:**

1. **Hourly Usage Pattern** (Bar Chart or Line Graph)
   * Show how the number of trips varies by hour throughout the day. This can highlight unexpected upticks during late-night or early morning hours.
   * **Possible Insight**: A large spike in trips at 2–4 AM could point to unusual usage patterns like after-hours events or shifts.
2. **Weekly Usage Breakdown** (Heatmap or Bar Chart)
   * Display bike usage across the days of the week. This kind of visualization can reveal trends like increased usage on weekends or certain weekdays, potentially due to leisure activities or special events.
   * **Possible Insight**: A noticeable rise in Sunday usage might reflect tourism or recreational cycling.
3. **Seasonal Changes** (Line Chart)
   * Track bike usage across different seasons. Unlikely spikes during colder months (e.g., winter) could suggest that some users rely on Citi Bike for fitness or other purposes, even when it's cold outside.
   * **Possible Insight**: More bikes being used in February than expected might point to a shift in user behavior, such as people cycling for exercise.

**Phenomenon 2: The Relationship Between Bike Usage and Maintenance Needs**

**Hypothesis: By examining trip data, it may be possible to uncover patterns suggesting that some bikes experience significantly higher usage than others, potentially leading to maintenance issues or affecting the performance of the bike.**

**Questions to Explore:**

* Are there specific bikes that get used more frequently than others? Does frequent usage correlate with shorter or longer trips?
* How do issues related to bike maintenance (if that data is available) interact with these usage patterns?
* Are longer bike trips tied to specific bikes, or could these longer durations be an indicator of maintenance problems?

**Suggested Visualizations:**

1. **Bike Popularity by Usage** (Bar Chart or Tree Map)
   * Count the number of trips for each bike to identify whether some bikes are used far more than others.
   * **Possible Insight**: A bike with an unusually high number of trips could be a popular choice or could indicate a bike that’s frequently used due to location or user preferences.
2. **Correlation Between Trip Duration and Bike Usage** (Scatter Plot)
   * Plot the relationship between how long trips last and how often individual bikes are used. This could help determine whether frequent use is tied to longer trips, or if some bikes have more short-term rides.
   * **Possible Insight**: A bike that’s used very often for long trips could require more frequent maintenance and be more prone to mechanical issues.
3. **Maintenance Frequency and Usage Patterns** (Bar Chart or Line Graph)
   * If maintenance data is available, comparing it to usage frequency could highlight potential issues, like bikes that require repair after a certain number of trips or certain bikes being prone to wear and tear.
   * **Possible Insight**: More frequent usage of a specific bike might correlate with more maintenance needs, pointing to durability issues or user preference for certain bikes.

**Merging Datasets for Broader Insights (Optional)**

If you have access to multiple datasets spanning different time periods, you can merge them to track changes and trends over time. For example, merging **trip duration** data with **weather data** could provide insights into how conditions like rain or snow influence trip lengths or frequency.

**Steps to Create These Visualizations in Tableau:**

1. **Data Preparation**:
   * Clean the data by filtering out any inconsistencies or missing values.
   * Create calculated fields for **Month**, **Year**, **Day of Week**, etc., to allow for easy breakdowns by time.
   * Combine datasets from different months if needed to analyze seasonal patterns or trends over time.
2. **Building Visualizations**:
   * Choose appropriate visualizations for each phenomenon (e.g., line charts, scatter plots, heat maps).
   * Apply filters and interactive controls to segment the data by different criteria, such as month, bike ID, or station.
3. **Data Exploration**:
   * Use Tableau’s interactivity features, such as filters and drill-downs, to explore the data further.
   * Incorporate trend lines and reference lines to highlight key findings and compare data across periods.

**Conclusion:**

By focusing on unexpected insights, such as off-peak usage trends or correlations between bike usage and maintenance needs, you can uncover valuable patterns that may not be immediately apparent. These findings can be communicated effectively through various visualizations, which could help improve operational efficiency, guide maintenance schedules, or even shift user behavior. Let me know if you’d like assistance with specific Tableau visualizations or further exploration of your data!