

Activity Exemplar: Build a dashboard for Cyclistic

In this activity, you created data visualizations, a low fidelity mockup to help you plan the components and layout of your dashboard, charts to be included in your visualization, and a dashboard for Cyclistic. You also completed an executive summary document that describes to Cyclistic stakeholders the business needs, project goals, dashboard functionality, and your BI methods. As a BI professional, you will need to be able to communicate technical information in a way that all users can understand. This end-of-course project showcases your ability to do just that.

The exemplar you are about to review will help you evaluate whether you completed the activity correctly. In this case, you might have discovered a solution that works just as well as the exemplar. That's great! This exemplar is an example of how a BI professional might have approached this challenge. And keep in mind, iteration is a big part of the BI world, so feel free to continue to improve your dashboard!

Completed Exemplar

Click the following link to review the exemplar for this course item on Tableau Public.

Link to exemplar: [Cyclistic Dashboard exemplar](#)

Assessment of Exemplar

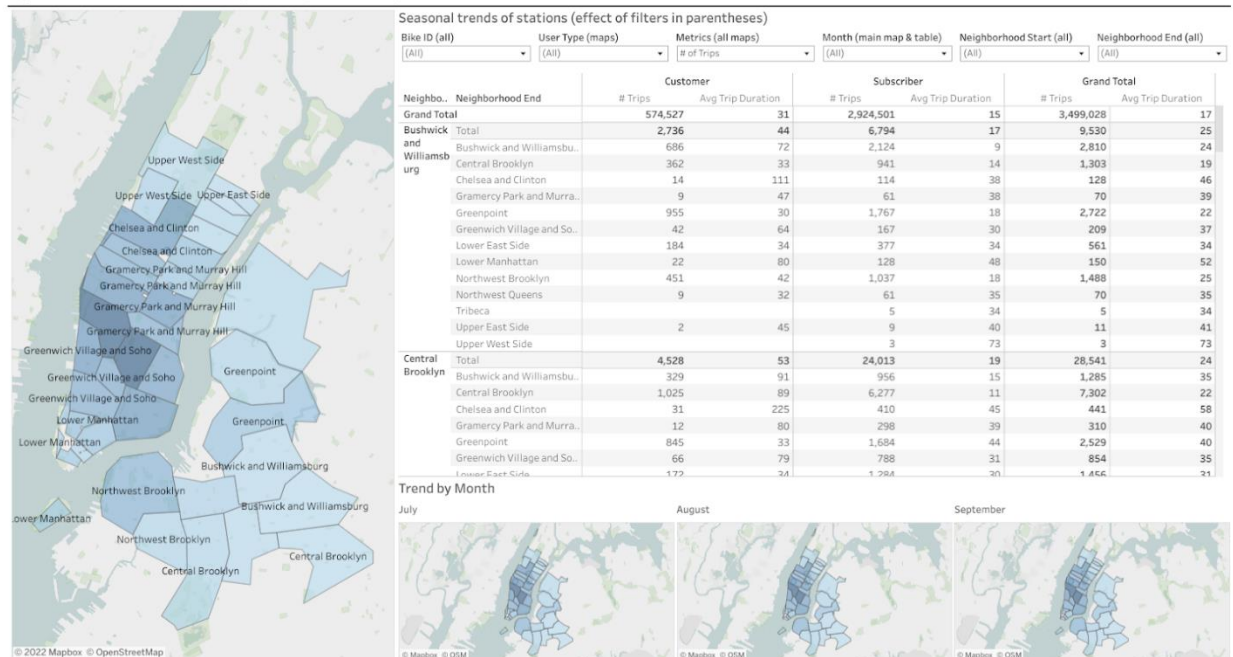
Compare the exemplar to your completed end-of-course project dashboard. Review your work using each of the criteria in the exemplar. What did you do well? Where can you improve? Use your answers to these questions to guide you as you continue to progress through the course.

Note: The exemplar represents one possible approach to completing the activity. Yours will likely differ in certain ways. What's important is that your dashboard answers the business questions for your stakeholders.



Summer trends

Cyclistic Summer Trends (click on map to filter table)



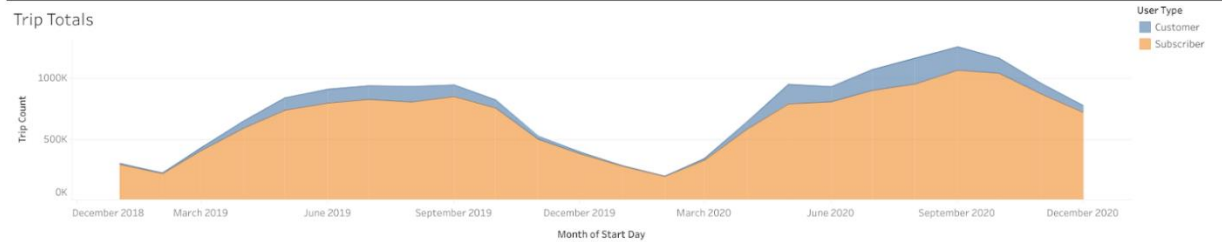
The first tab of the dashboard is a map of seasonal trends of bike trips in each of the New York boroughs. The largest map shows each of the boroughs. The table compares the number of trips and average trip duration for customers and subscribers in each neighborhood. Three smaller maps focus on July, August, and September: the three months with the highest bike traffic.

This map features several filters to focus on specific bike IDs, user types, metrics, months, starting neighborhoods, and ending neighborhoods. Using any of these filters or clicking on a borough in one of the maps updates the table and maps to focus on your selection in greater detail.

Seasonality

The second tab of the dashboard focuses on seasonality, or trends throughout the year, with the Trip Totals chart and the Trip Counts by Starting Neighborhood table.

Cyclistic Seasonality



Trip Counts by Starting Neighborhood

		2019												2020											
Borough St...	Neighborhood... Zip Code St...	January	February	March	April	May	June	July	August	Septemb.	October	November	December	January	February	March	April	May	June	July	August	September			
Brooklyn	Bushwick and William... 11206																				1,566	5,1			
	11221																				271	2,1			
	Central Brooklyn 11216	492	422	626	1,154	1,051	1,257	1,261	1,384	1,221	1,028	666	463	341	274	420	1,005	1,594	1,344	1,674	2,021	3,1			
	11233																				59	1			
	11238	1,956	1,698	2,676	4,236	5,213	6,107	5,849	5,805	5,336	4,126	2,730	1,820	1,557	1,013	1,839	3,876	5,813	5,402	5,979	6,755	7,1			
	Greenpoint 11211	2,191	1,902	4,243	7,883	11,167	12,635	12,190	12,640	11,033	8,699	4,883	2,995	2,032	1,251	3,026	9,052	15,110	11,842	13,560	23,191	36,1			
	11222																				6,662	17,1			
Northwest Brooklyn	11201	10,835	7,539	15,982	24,258	33,454	35,085	35,125	34,130	33,725	27,559	16,998	12,632	8,805	5,594	10,629	23,961	37,642	32,021	36,907	39,928	41,1			
	11205	3,740	2,686	5,448	7,016	9,355	9,945	9,918	9,980	9,834	8,485	5,593	4,151	3,240	2,272	3,742	6,971	10,298	9,748	10,491	11,342	11,1			
	11217	2,689	1,675	3,420	5,184	6,749	7,274	7,086	7,275	7,243	6,036	3,726	2,637	1,836	1,246	2,270	4,873	7,008	6,245	6,531	6,897	8,1			
	Sunset Park 11220																3	6	6						
	11220																								
Manhattan	Chelsea and Clinton 10001	19,402	13,990	26,771	38,956	47,701	50,638	53,730	53,298	54,555	48,654	32,671	26,032	19,119	13,343	25,712	38,345	54,224	55,260	62,138	63,766	65,1			
	10011	29,429	22,321	42,860	65,797	82,059	92,184	92,370	91,009	94,499	83,305	53,297	39,213	28,307	19,714	32,716	63,635	91,411	94,727	109,086	116,180	120,1			
	10018	10,999	7,891	16,623	25,522	31,577	32,521	37,362	35,828	35,445	31,765	19,546	15,213	11,542	8,130	13,867	23,447	33,902	34,084	39,799	40,860	41,1			
	10019	16,876	10,654	24,526	38,217	47,293	49,609	54,306	52,687	51,044	44,534	27,155	20,741	15,079	10,464	19,326	36,240	53,031	50,530	60,162	63,717	61,1			
	10020	941	567	1,322	2,079	2,426	2,436	235																	
	10036	11,304	7,569	15,175	24,410	29,687	32,384	34,328	34,076	33,619	29,553	19,059	14,991	11,135	7,467	12,811	23,652	35,746	35,758	42,102	42,898	42,1			
	10103	915	537	1,168	1,548	1,753	1,511	2,148	1,991	1,931	1,892	1,151	1,043	794	587	838	1,268	1,902	2,195	2,929	3,216	3,1			
	10110	1,209	760	282								63	1,249	1,171	873	458	1,069	1,721	1,025	1,211	2,502	2,469	3,1		
	10199	3,292	2,166	4,728	6,985	9,029	10,790	12,876	11,345	12,385	11,753	7,702	6,534	4,156	2,235	318	6,826	12,934	13,298	14,442	14,438	14,1			

Trip Totals chart

The Trip Totals chart visualizes the total number of bike trips taken throughout 2019 and 2020, with a distinction between customers and subscribers. This chart shows that subscribers make up a significantly larger portion of Cyclistic's users than regular customers. It also shows that there are far more users in warmer months (May–October) than there are in colder months. This makes sense considering that people are less likely to ride bicycles in colder weather.

This chart was made by putting the Start Day (aggregated by month) in the columns field, the sum of Trip Counts in the rows field, and UserType as color assignment.

Trip Counts by Starting Neighborhood table

The Trip Counts by Starting Neighborhood table lists the total number of bike trips started in each neighborhood in each month of 2019 and 2020. It is organized by zip code, borough, and neighborhood. It also uses a color gradient to emphasize the highest and lowest counts of monthly trips. The greater the number of trips, the darker the value is in the table. It also uses light text on the darker values to ensure that the table is readable and accessible.

Because the starting location is more indicative of where users look for a bike, it is more important to emphasize starting location when determining where to advertise. The most active stations are in the Lower East Side and the Chelsea and Clinton neighborhoods. The most active months are from May to October.

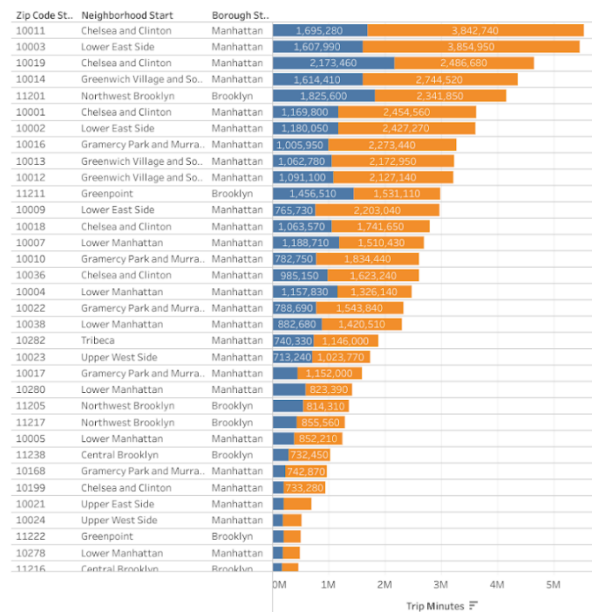
This table was created by putting the Start Day dimension (aggregated by Year and Month) in the Columns field, then the Borough Start and Neighborhood Start dimensions in the Rows field. Then, the color and labels can be set by putting the sum of the Trip Count measure into the Color and Label fields.

Top Trips

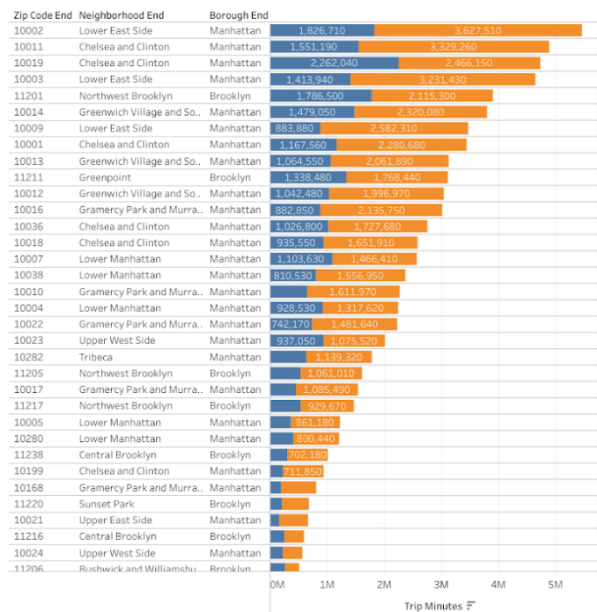
The third and final tab of the dashboard is a comparison of the total number of trip minutes by starting neighborhood and ending neighborhood for both customers and subscribers. The two charts are horizontal stacked bar graphs that are ordered from highest to lowest number of minutes (between customers and subscribers combined).

Cyclistic Trip Minutes

Total Trip Minutes by Destination



Total Trip Minutes by Destination



These charts lend insight into which locations users are most willing to travel long distances to. The charts show that the Lower East Side and Chelsea and Clinton neighborhoods have the highest total trip minutes for both start and end stations.

To make the starting neighborhood chart, you can put the sum of Trip Minutes in the columns field, and then the Zip Code Start, Neighborhood Start, and Borough Start dimensions in the rows field. Then, set UserType as the color assignments. To make the ending neighborhood chart, complete the same steps but use the Zip Code End, Neighborhood End, and Borough End dimensions.

Key insights

This exemplar is only one way to complete the Cyclistic project. When comparing your work to this exemplar, use it as an example to guide your process instead of an ideal to replicate. Make sure to also explore the dashboard on Tableau Public to get a better understanding of its interactive components. Then, finalize your executive summary document so you can share your work on your professional portfolio.