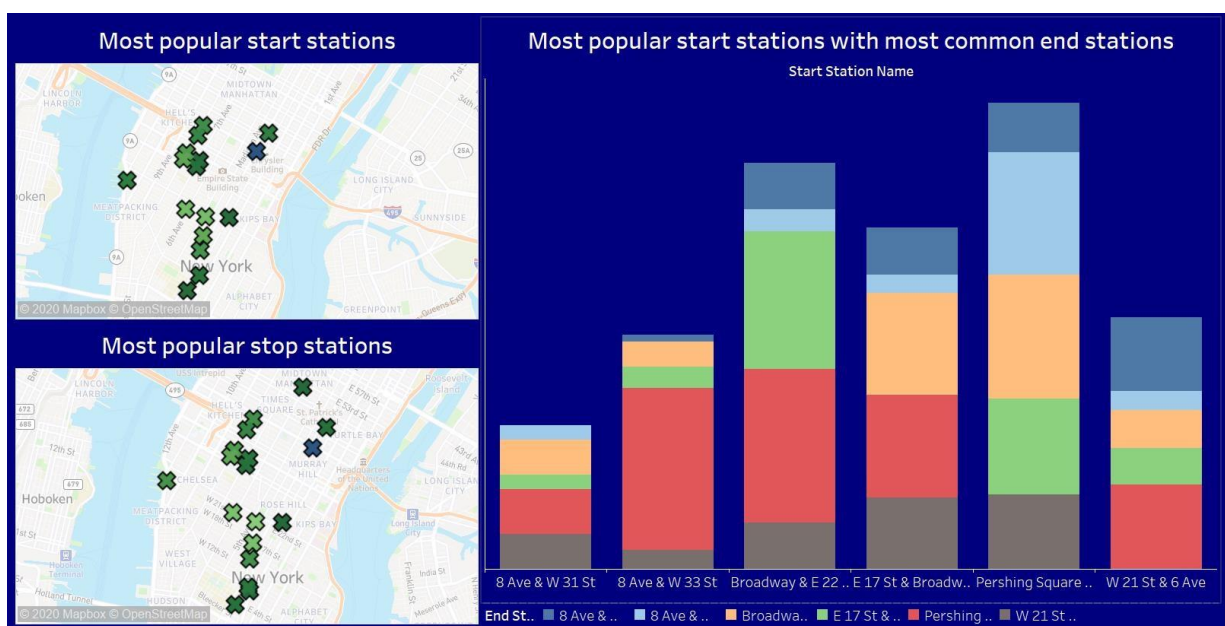# Case Study - SnapBikes Trip Data Analysis (Solution)

This project has an aim to build visualisation dashboards to get an insight of the data. Following dashboard contains various widgets giving an overview of measures in data. The goal of this analysis is to create an operating report of SnapBikes data for Jan-2019

Identifying the popular start and stop stations.

Geographical charts show a popular start and stop stations. Plotting the station is on the geographical charts maps the locations in data with actual locations. It gives better analysis with respect to terrains, water bodies, railways stations, metro stations, subways etc. Above charts show that the popular stations are around major metro stations.

The bar chart shows the relationship between the start station and the end station. A common pattern can be seen between the start and stop stations.
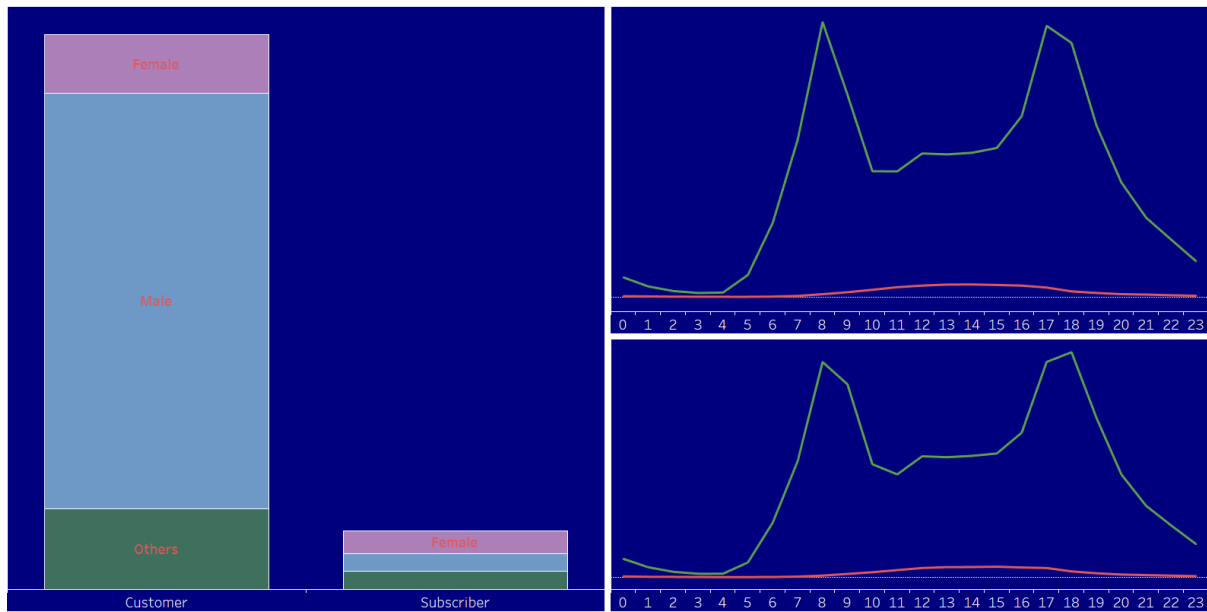
Above chart shows more users are registered as guest customers as compared to subscribers. This shows that commuters are not sure about their preferences and opt for guest registration.

Usage timing for subscribers is fixed whereas guest customers opt for the service as per their requirement. Data belongs to New York City and from the geographical chart we can observe the popular stations are around city attractions. The city being a tourist attraction, tourist and less frequent commuters increase the number of guest customers.