

SnapBikes Trip Data Analysis

Abstract

Your client, The Mayor of New York City, needs a better understanding of Bike ridership. He wants an Operating Report for on his desk by the end of the week. Based on previous engagements we know the mayor is a big fan of visualizing data in charts.

Problem Statement

Using this data, you will have to address several questions.

- Which are the most popular start and end stations?
- What is average trip duration, filtering based on gender?
- Distribution of common end stations on popular start stations
- Analysing the distribution of the number of trips starts and ends for each hour of the day

Dataset Description

SnapBikes provides bicycles on rent. The dataset provided with this case study is a snapshot ride details for January - 2019. The data shows us where the bikers ride, when do they ride, which stations are most popular etc. The data includes:

- Trip Duration (seconds)
- Start Time and Date
- Stop Time and Date
- Start Station Name
- End Station Name
- Station ID
- Station Lat/Long
- Bike ID
- User Type (Customer = 24-hour pass or 3-day pass user; Subscriber = Annual Member)
- Gender (Zero=unknown; 1=male; 2=female)
- Year of Birth

Scope:

- Identify relationships among the features
- Visually analysing factors to understand the bike ridership

Learning Outcome:

The purpose of this exercise to look into different tableau features to create a visual dashboard that helps to create an operating report.