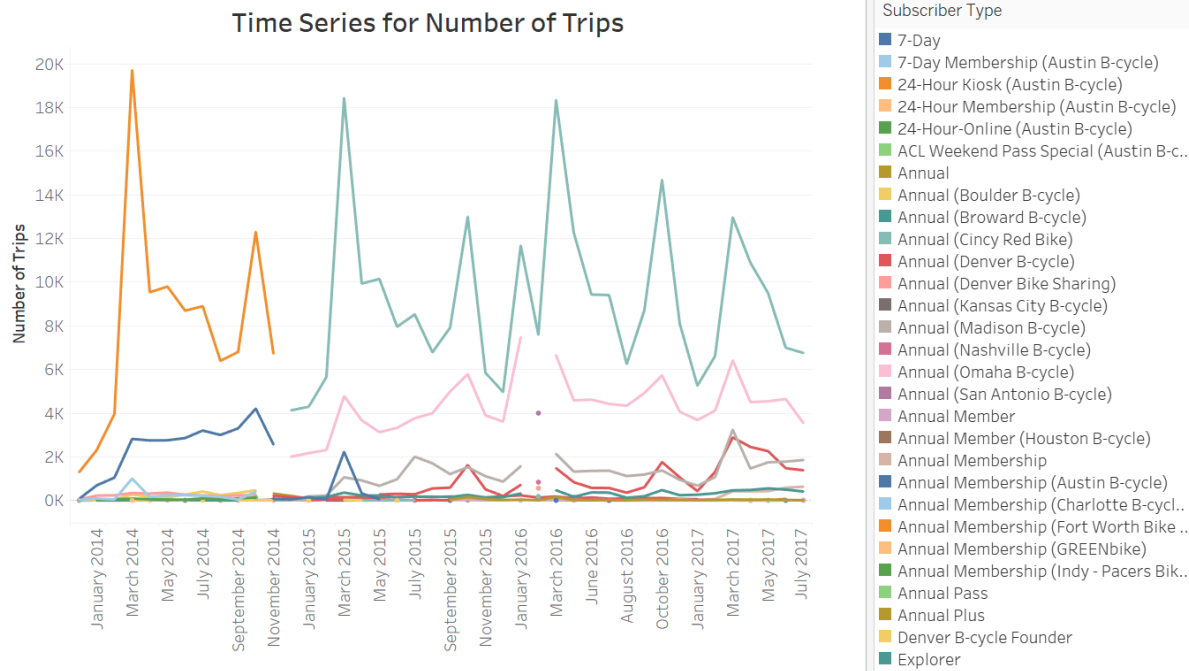
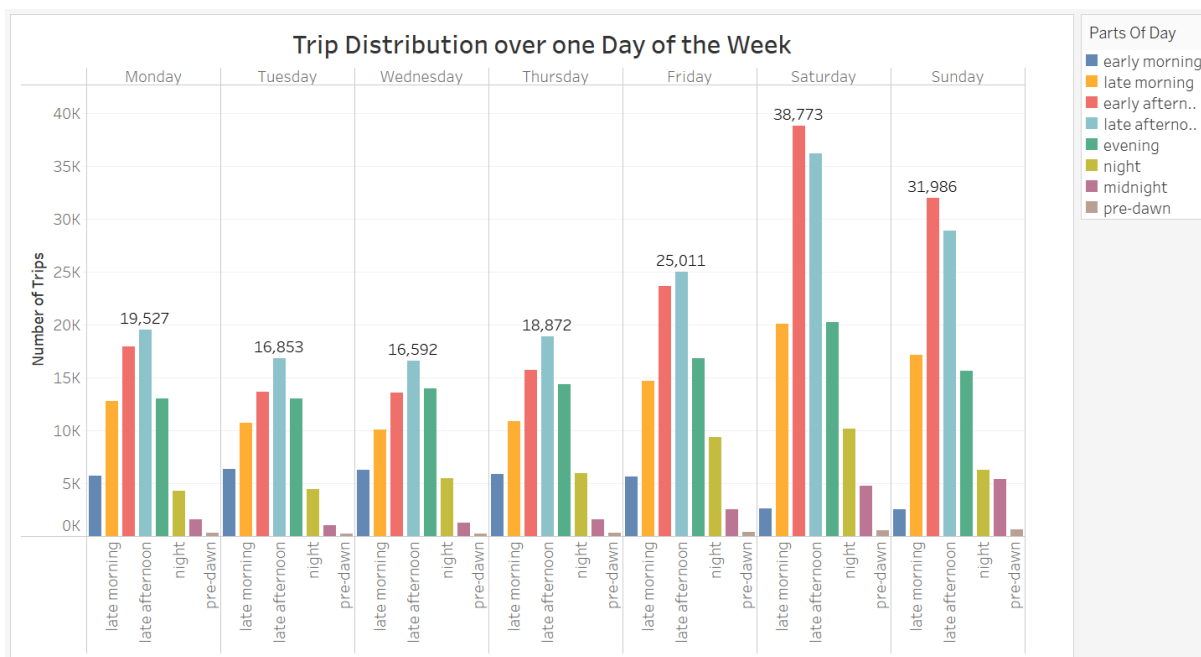


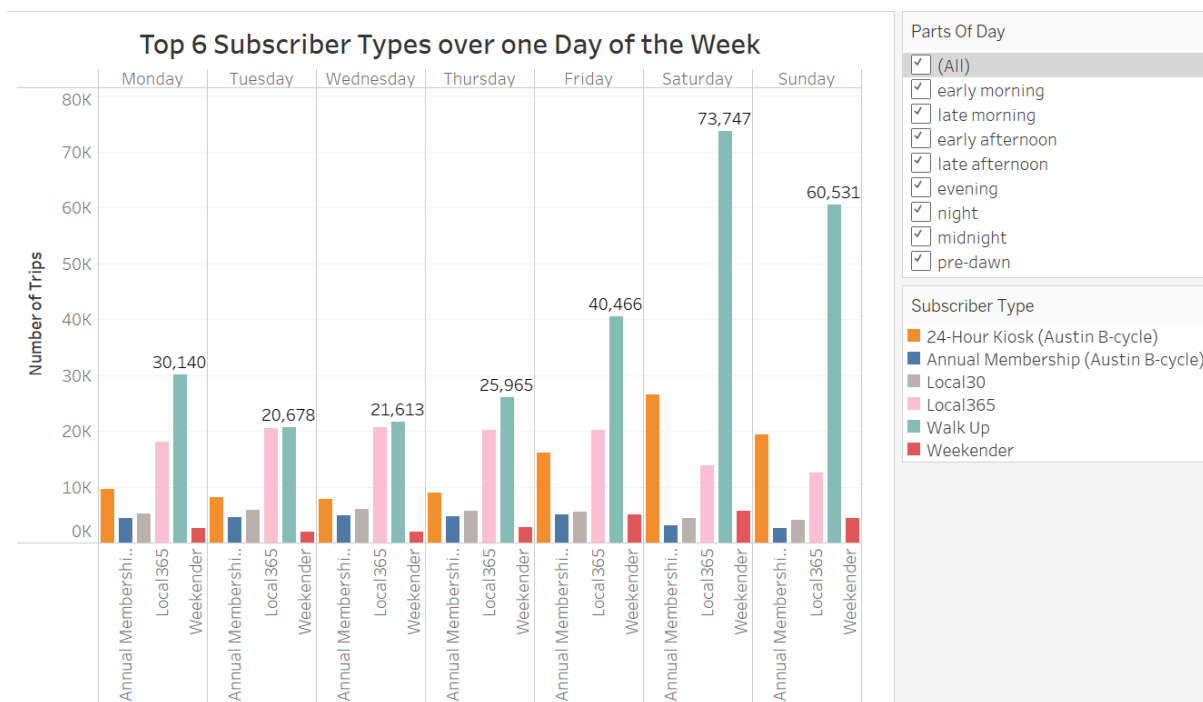
## Tableau Data Visualisation Screenshots and Insights



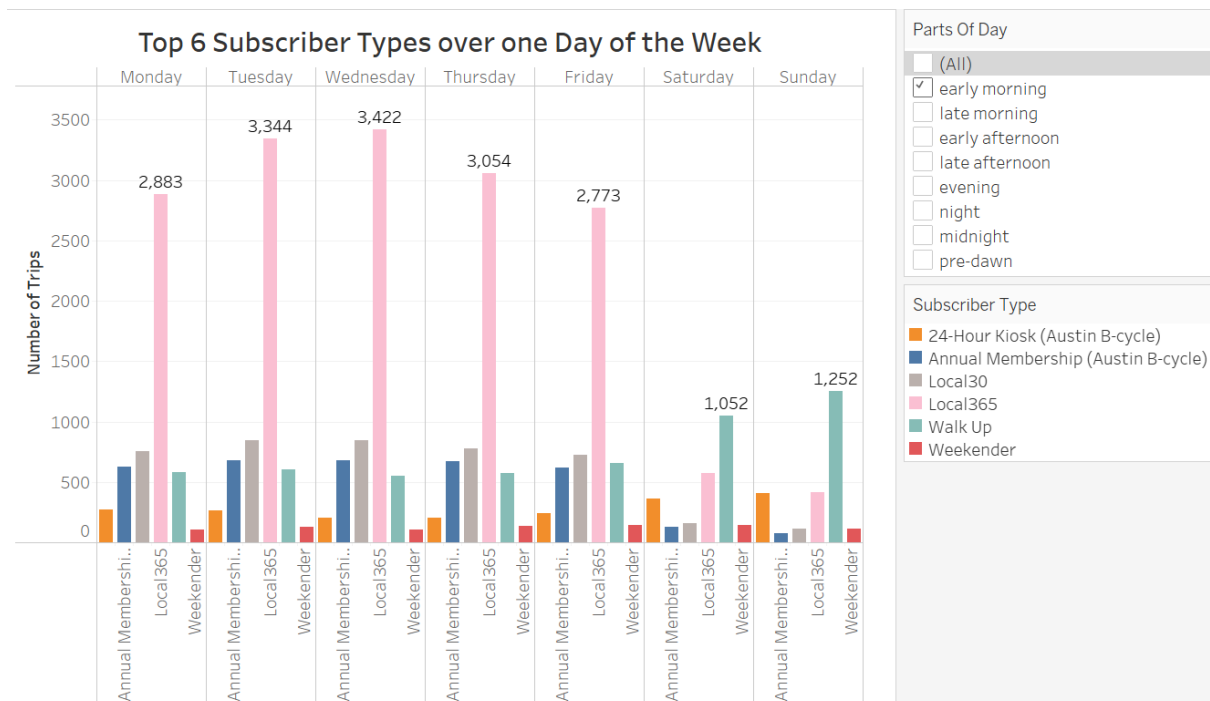
- The number of trips peak every March, with a secondary peak during October. This is likely due to the seasons (March is start of Spring and October is Autumn) which makes the weather suitable for cycling.
- Based on the subscriber\_type categorisation, we see that 24-Hour Kiosk (Austin B-Cycle) was likely terminated after November 2014 and switched to Walk Ups
- Bikeshare also likely have break periods during December each year (very few trips), potentially since it is Winter



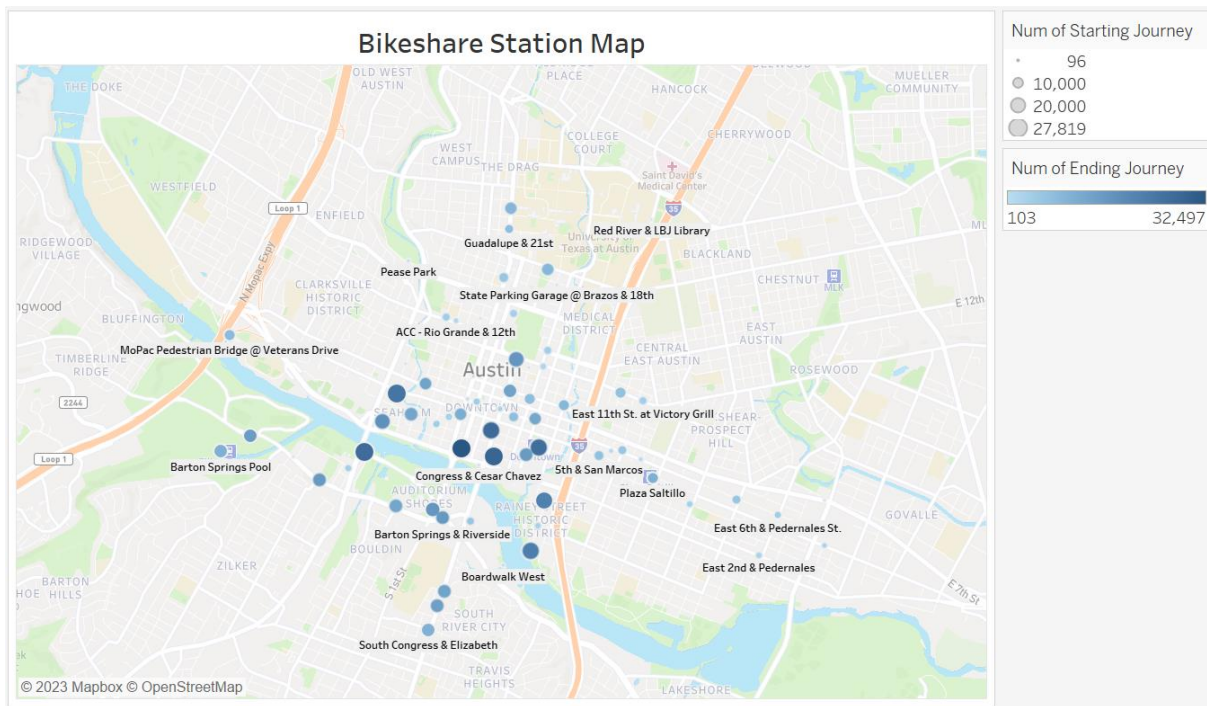
- On weekdays, the largest proportion of trips take place in the late afternoon. On weekends, the largest proportion of trips take place in the early afternoon.



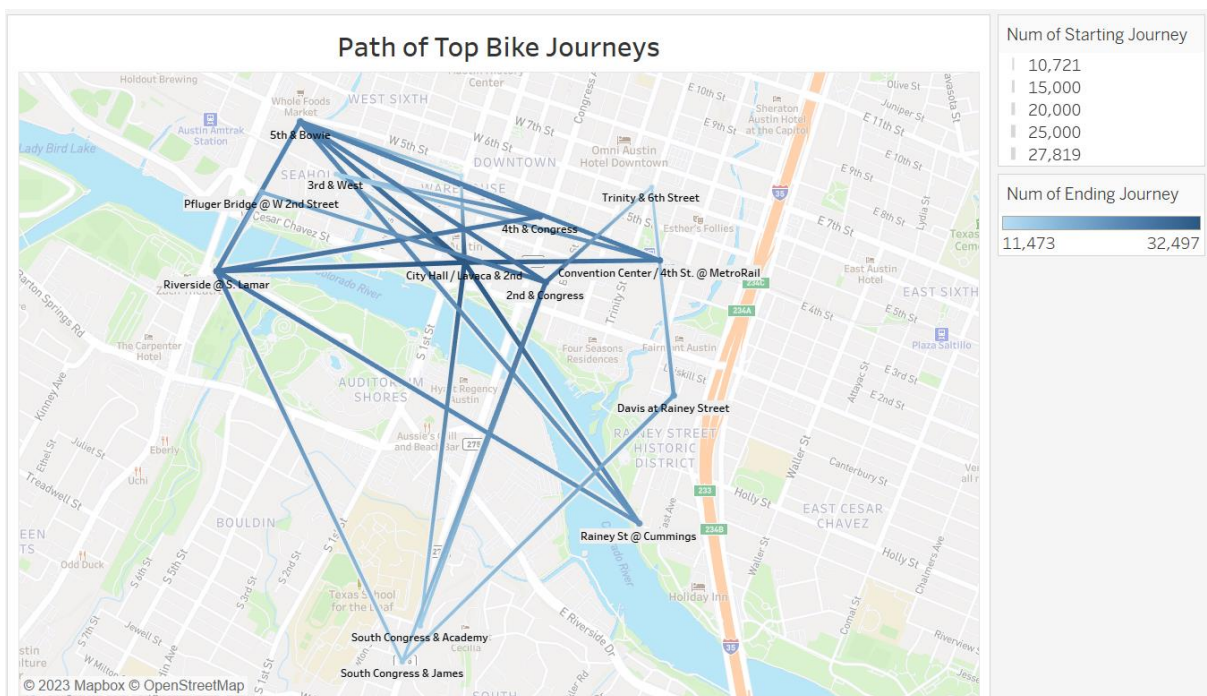
- Walk Ups take up the largest proportion of subscriber type on Weekends at all parts of the day. Something happens when we select on “Early Morning” as a filter on the trips\_data as shown below.



- Weekday early mornings have a significantly high proportion of subscriber types who are Local365. This proportion decreases as the day passes and the largest proportion of subscriber type becomes Walk Ups.



- This station map shows visually that stations with many Starting journey (size of bubble) and large number of Ending journey (darkness of bubble) are located around the Colorado river. This is reinforced by the visualisation of paths below.



- A popular hotspot is City Hall / Lavaca & 2<sup>nd</sup>, where many people end and start their journey there. As well as 5<sup>th</sup> & Bowie and Riverside @ S. Lamar. We can see that most trips are around the civic district of Austin.