Divvy Star Schema

dim_rider

rider_id (PK)
address
first
last
birthday
account_start_date
account_end_date
is_member

fact_payment

rider_id (FK)
payment_id (FK)
date
amount

dim_date

date
year
quarter
month
week
day

dim_trip

trip_id (PK)
rideable_type
start_at
end_at
start_station_id
end_station_id

fact_trips

rider_id (FK)
trip_id (FK)
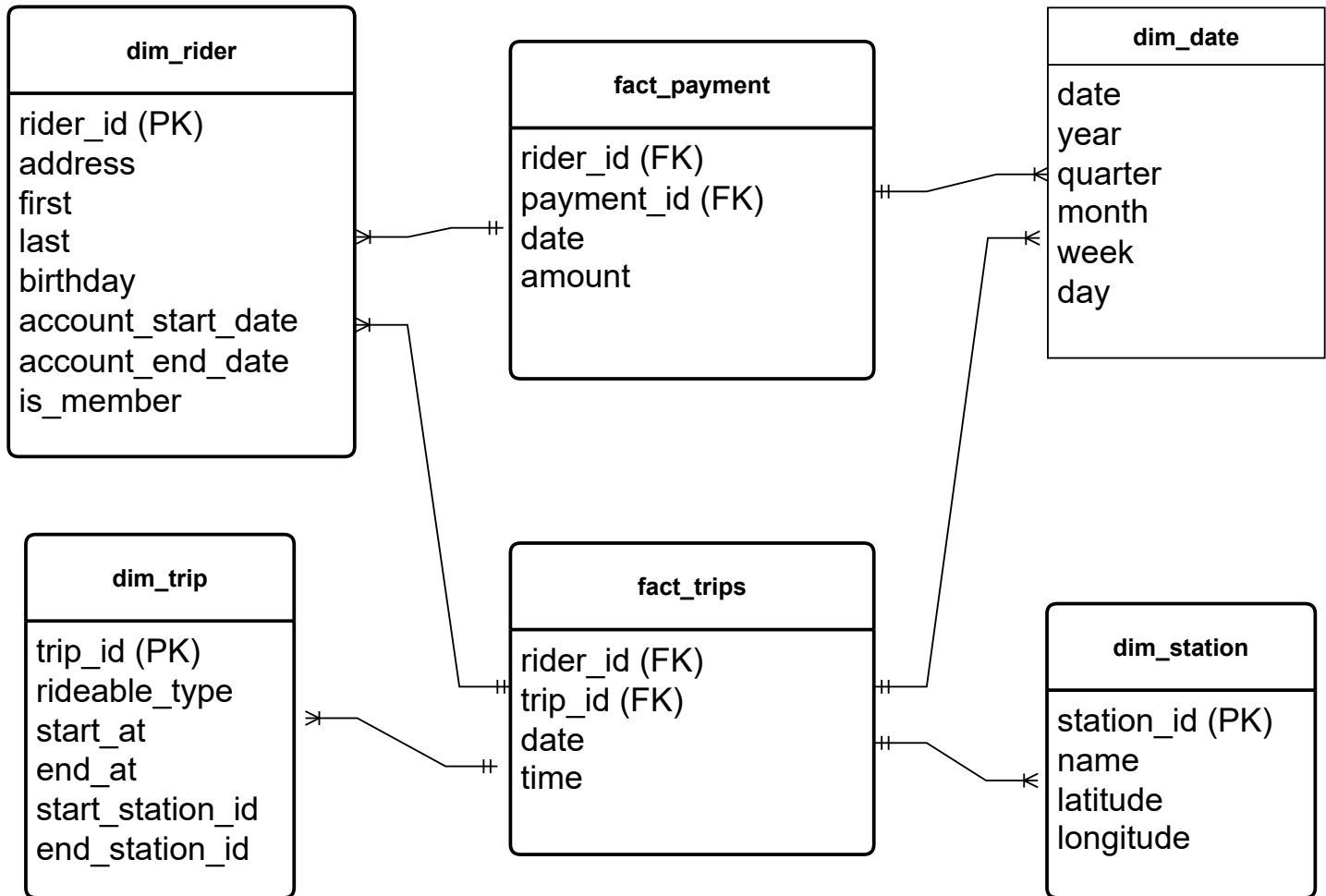date
time

dim_station

station_id (PK)
name
latitude
longitude

The business outcomes you are designing for are as follows:

Analyze how much time is spent per ride

- Based on date and time factors such as day of week and time of day
- Based on which station is the starting and / or ending station
- Based on age of the rider at time of the ride
- Based on whether the rider is a member or a casual rider

Analyze how much money is spent:

- Per month, quarter, year
- Per member, based on the age of the rider at account start

EXTRA CREDIT:

Analyze how much money is spent per member:

- Based on how many rides the rider averages per month
- Based on how many minutes the rider spends on a bike per month