

The business outcomes

1. Analyze how much time is spent per ride

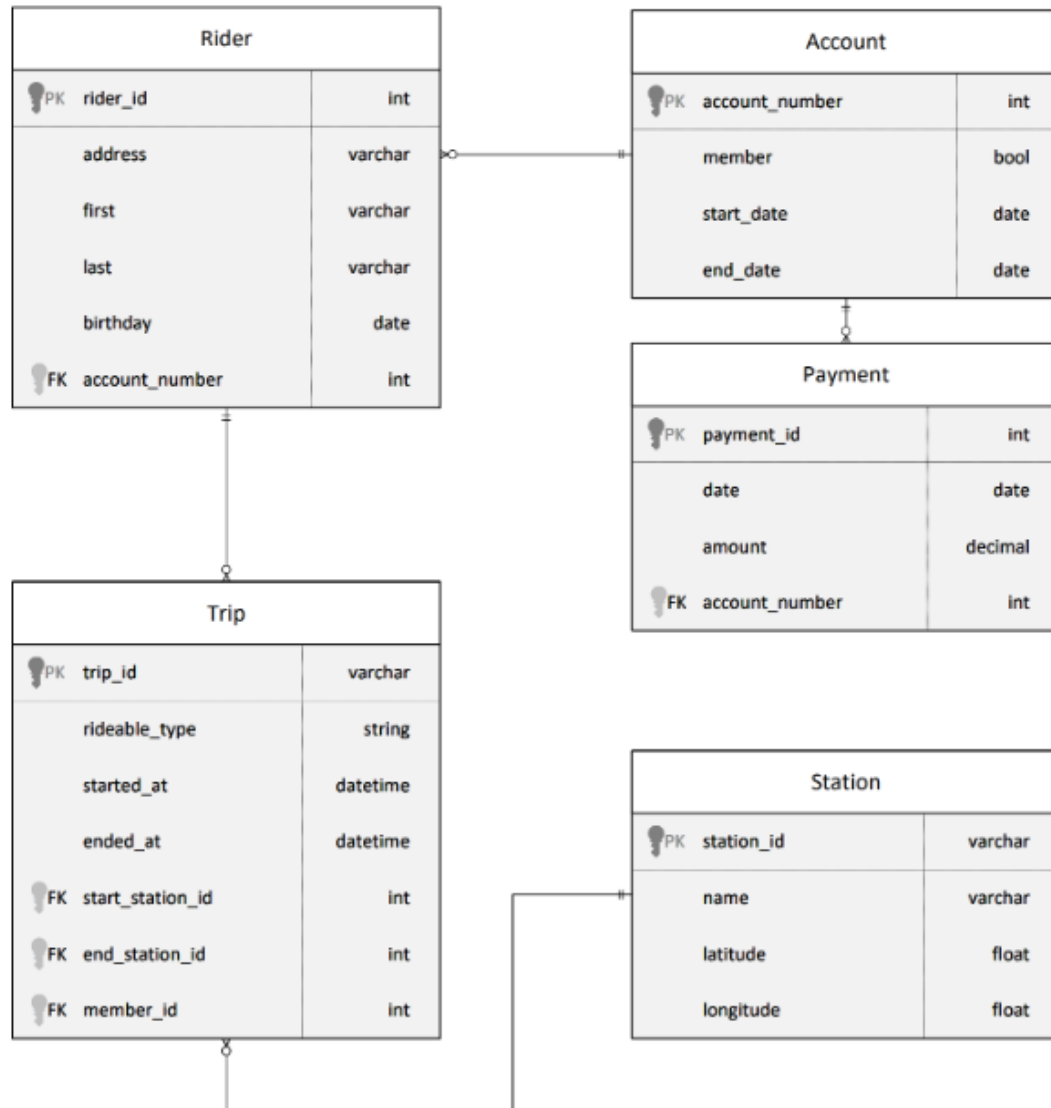
1. Based on date and time factors such as day of week and time of day
2. Based on which station is the starting and / or ending station
3. Based on age of the rider at time of the ride
4. Based on whether the rider is a member or a casual rider

2. Analyze how much money is spent

1. Per month, quarter, year
2. Per member, based on the age of the rider at account start

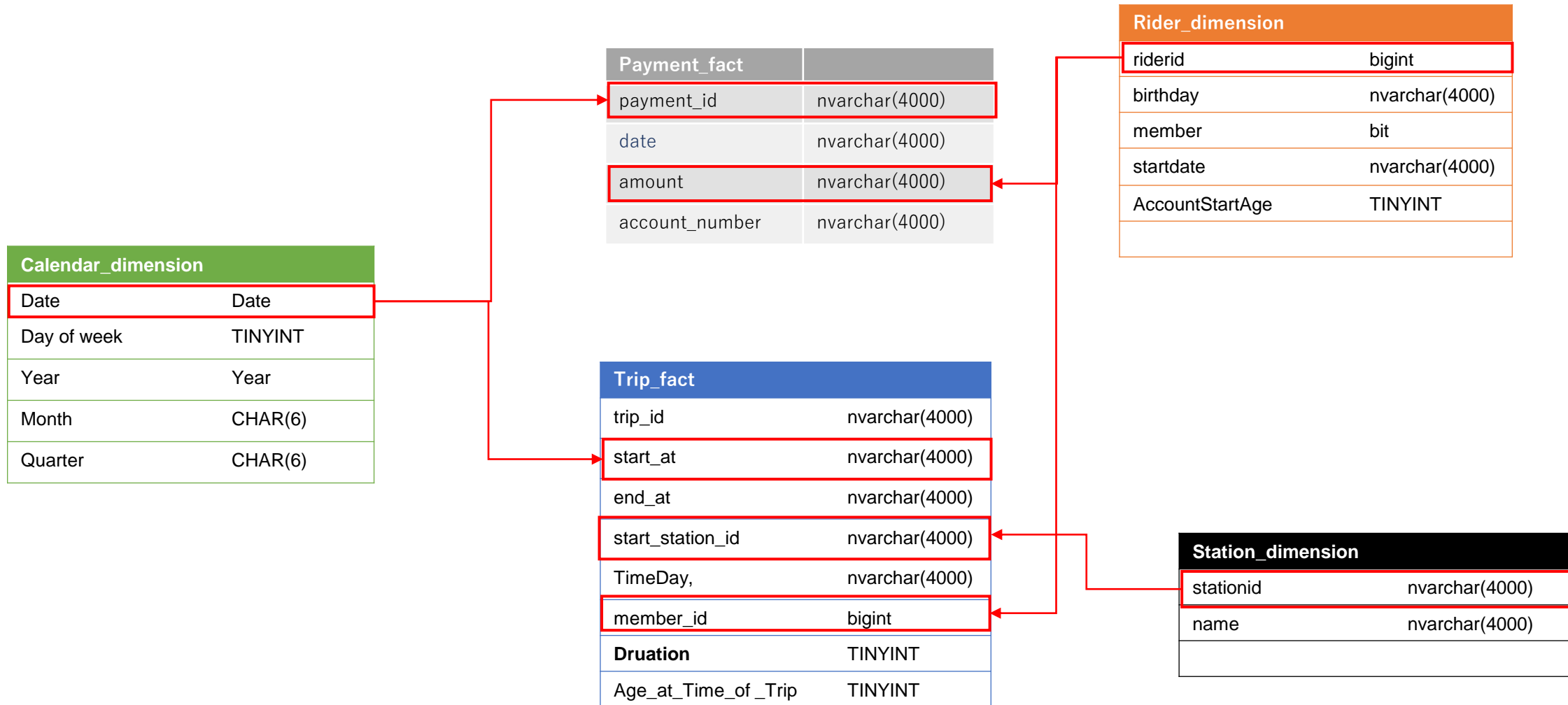
3. EXTRA CREDIT - Analyze how much money is spent per member

1. Based on how many rides the rider averages per month
2. Based on how many minutes the rider spends on a bike per month



Relational ERD for the Divvy Bikeshare Dataset (with fake data tables)

Star schema based on the relational diagram and the business problems



Analyze how much time is spent per ride

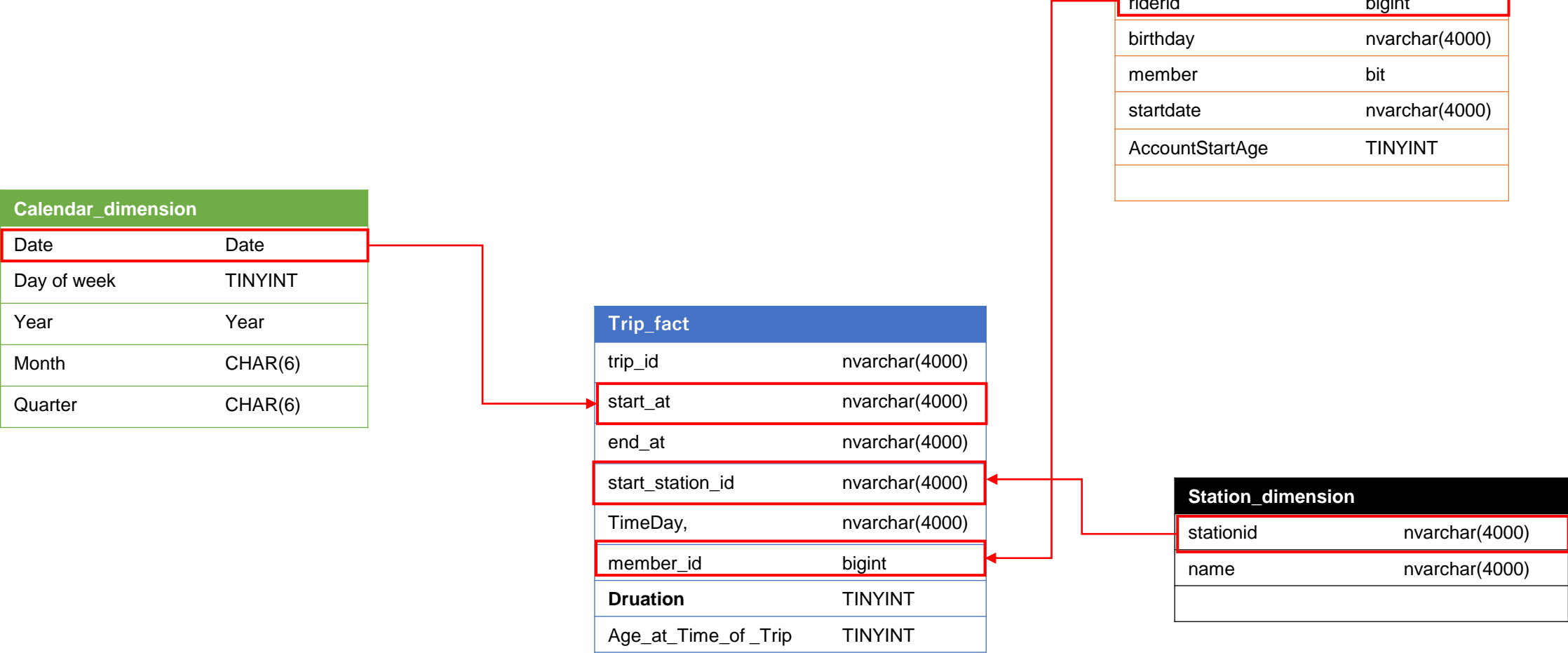
- 1. Based on date and time factors such as day of week and time of day
- 2. Based on which station is the starting and / or ending station
- 3. Based on age of the rider at time of the ride
- 4. Based on whether the rider is a member or a casual rider

Calendar_dimension	
Date	Date
Day of week	TINYINT
Year	Year
Month	CHAR(6)
Quarter	CHAR(6)

Trip_fact	
trip_id	nvarchar(4000)
start_at	nvarchar(4000)
end_at	nvarchar(4000)
start_station_id	nvarchar(4000)
TimeDay,	nvarchar(4000)
member_id	bigint
Druation	TINYINT
Age_at_Time_of_Trip	TINYINT

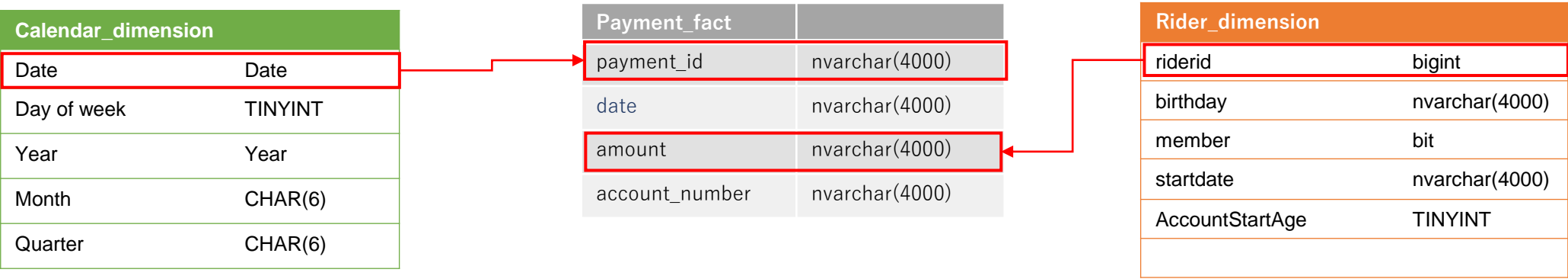
Rider_dimension	
riderid	bigint
birthday	nvarchar(4000)
member	bit
startdate	nvarchar(4000)
AccountStartAge	TINYINT

Station_dimension	
stationid	nvarchar(4000)
name	nvarchar(4000)



Analyze how much money is spent

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



EXTRA CREDIT - Analyze how much money is spent per member

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

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Year	Year
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start_station_id	nvarchar(4000)
TimeDay,	nvarchar(4000)
member_id	bigint
Druation	TINYINT
Age_at_Time_of_Trip	TINYINT

Payment_fact	
payment_id	nvarchar(4000)
date	nvarchar(4000)
amount	nvarchar(4000)
account_number	nvarchar(4000)

member_behavior	
member_id	
CountTripPerMonth	
SpentTimePerMonth	

